



Love later life ACT Seniors Week

12-18 March 2018



SENIORS WEEK

ACT Seniors Week is Canberra's celebration of our older community.

The week brings together hundreds of organisations and thousands of Canberra seniors for a range of events intended to educate, entertain and inform.

ACT Seniors Week encourages our older population to seek and try out new challenges and interests.



SENIORS WEEK 2018 SPONSORSHIP OPPORTUNITIES



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ABOUT SENIORS WEEK

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ACT Seniors Week encourages our older population to seek and try out new challenges and interests.

ABOUT COTA ACT

COTA ACT is the peak organisation for older Canberrans working to promote and protect the well-being, rights and interests of all older people in the ACT and their carers, irrespective of socio-economic, ethnic, religious or cultural backgrounds.

As the voice of older people in Canberra, we have more than 4,000 individual and corporate members to keep us informed of issues important to them.





Seniors Week Major Partner \$25,000

This exclusive opportunity will give you maximum exposure by partnering with COTA ACT to deliver ACT Seniors Week.

Your organisation will receive the highest level of exposure and recognition in the lead-up to, and during, Seniors Week including:

- ✔ Exclusivity of sponsorship
- ✔ Opportunity to speak at one event (5 minute length)
- ✔ Acknowledgement of sponsorship at all events
- ✔ Your logo on all marketing material
- ✔ Complimentary double exhibition booth at the Seniors Week Expo
- ✔ Recognition of support in COTA ACT newsletter, ONECOTA national magazine and on the COTA ACT website
- ✔ Content partnership with COTA ACT on social media
- ✔ Invitations to all Seniors Week official events

**SENIORS WEEK 2018
SPONSORSHIP
OPPORTUNITIES**

Seniors Expo Gold Sponsor

\$15,000

As a Gold Sponsor, your organisation will receive significant exposure and recognition in the lead up to the Seniors Week Expo. Benefits include:

- ✔ Exclusivity of sponsorship
- ✔ Your logo on all Seniors Week Expo marketing material, including TV advertisement
- ✔ Recognition of support in COTA ACT newsletter, ONECOTA national magazine and on the COTA ACT website
- ✔ Content partnership with COTA ACT on social media
- ✔ Complimentary exhibition booth at the Expo
- ✔ Tickets to all Seniors Week official events

Seniors Expo Stage Sponsor

\$5,000

Link your organisation to the entertainment component of the Seniors Week Expo. The Expo stage is the most exciting feature of the Expo – with a range of entertainment and information sessions being held throughout the day. Benefits include:

- ✔ Exclusivity of sponsorship
- ✔ Your branding on the Expo stage
- ✔ Your branding on the Stage Program
- ✔ Complimentary exhibition booth at the Expo
- ✔ Recognition of support in COTA ACT newsletter, ONECOTA national magazine and on the COTA ACT website
- ✔ Tickets to all Seniors Week official events

Seniors Expo Silver Sponsor

\$2,500

Link your organisation to the Seniors Week Expo and get significant exposure to the ACT senior community. Silver sponsorship includes:

- ✔ Recognition of support in COTA ACT newsletter, ONECOTA national magazine and on the COTA ACT website
- ✔ Your logo on the Seniors Week Expo and Positive Ageing Award booklet and on the Seniors Week program
- ✔ 25% discount on exhibition booth at the Seniors Week Expo
- ✔ Tickets to all Seniors Week official events



SENIORS WEEK 2018
SPONSORSHIP
OPPORTUNITIES

The Positive Ageing Awards recognise the work done for, and by, older people in the Canberra community.

POSITIVE AGEING Awards

2018



Positive Ageing Awards Gold Sponsor

\$10,000

The Positive Ageing Awards is the red carpet event of Seniors Week, with attendance by ACT Government stakeholders, including the Minister for Veterans and Seniors* and other key people from the government, aged care and community sector. Sponsorship will give your organisation:

- ✔ Exclusivity of sponsorship
- ✔ Your logo on all Positive Ageing Awards marketing material
- ✔ Recognition of support in COTA ACT newsletter, ONECOTA national magazine and on the COTA ACT website
- ✔ Complimentary exhibition booth at the Expo
- ✔ Content partnership with COTA ACT on social media
- ✔ Bios of finalists/winners
- ✔ Tickets to all Seniors Week official events

Positive Ageing Awards Silver Sponsor

\$2,500

Link your organisation to one of the Positive Ageing Awards. Benefits include:

- ✔ Recognition of support in COTA ACT newsletter, ONECOTA national magazine and on the COTA ACT website
- ✔ Your logo on the Seniors Week Expo and Positive Ageing Award booklet and on the Seniors Week program
- ✔ Bios of finalists/winner in your award category
- ✔ 10% discount on exhibition booth at the Seniors Week Expo
- ✔ Tickets to all Seniors Week official events

SPONSORSHIP OPTIONS

	Major Partner	Seniors Week Expo Gold Sponsor	Positive Ageing Awards Gold sponsor	Seniors Expo Stage sponsor	Positive Ageing Awards Silver Sponsor	Seniors Expo Silver Sponsor
	\$25,000	\$15,000	\$10,000	\$5,000	\$2,500	\$2,500
Exclusivity	☑	☑	☑	☑	1 award	

Acknowledgement and branding opportunities

Speaking opportunity at one Seniors Week event (to be negotiated)	☑					
Recognition of support in COTA ACT newsletter & ONECOTA magazine	☑	☑	☑	☑	☑	☑
Content partnership with COTA ACT (content to be approved)	2 posts	1 post	1 post			
Acknowledgement of sponsorship	All events	All	All	Launch	Awards	Launch
Your banner displayed at events	All	Expo + Launch	Awards + Launch	Expo	Awards	Expo

Exhibition and advertising opportunities

Full Expo site with full exhibition shell scheme, power and furniture	2	1	1	1	10% discount	25% discount
Inclusion in advertisement on WIN TV	☑	☑	☑			
Logo on the Expo booklet	☑	☑	☑	☑	☑	☑
Logo on the Positive Ageing Awards booklet	☑	☑	☑	☑	☑	☑
Logo on Seniors Week official program	☑	☑	☑	☑	☑	☑
Logo and link to website on COTA ACT website	☑	☑	☑	☑	☑	☑

Tickets and networking opportunities

Tickets to the official Seniors Week launch	4	2	2	2	2	2
Tickets to the Positive Ageing Awards	2	2	2	2	2	2

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COTA

For older Australians



WHY PARTNER WITH US?

*We know how to
market to seniors.*

*We have almost 50
years' experience
working with them.*

The population in the ACT is ageing faster than the national average. Projections indicate the number of older persons in the ACT will almost triple by 2053 (with the number of persons over 85 years expected to quadruple). Older people are living longer and having increasingly improved health and wellbeing.

As seniors are a strategic investment for your business, ACT Seniors Week gives you an opportunity to target the largest, growing sector of consumers in Australia as well as showcase your organisation and demonstrate your commitment to supporting older people in Canberra.

Partnership with COTA ACT can strengthen your profile in the sector, generate new leads and give you access to a targeted audience.

We know how to market to seniors. We have almost 50 years' experience working with them.

Gain access to 4,000 COTA members within the ACT, and more than 50,000 members throughout Australia via our ONECOTA national magazine. Added to that, during Seniors Week have direct access to upwards of 20,000 seniors through our flagship events, advertising and our databases (including 65,000+ ACT Seniors Card holders).

Seniors Week has seen steady growth, in 2017 it was launched by ACT Chief Minister Andrew Barr and the number of events listed in the official program increased by 34%. Our key events directly reached thousands of older people and their families and hundreds of organisations and businesses across the community.

GET ON BOARD
WITH COTA ACT
AND SENIORS
WEEK 2018

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