

# 2020 Aging Well Expo

Hello Potential Aging Well Expo Sponsors,

On behalf of Mayor Jeff Williams and City Council, I would like to take this opportunity to invite you and your company to participate in the **2020 Aging Well Expo** held at the **Esports Stadium Arlington & Expo Center** located at **1200 Ballpark Way, Arlington, Tx 76011** on **Wednesday, February 19, 2020**. The event will be held from **9:00 am – 2:00 pm**. We look forward to providing you the opportunity to showcase all the products and services you offer to support an active and healthy lifestyle.

In 2019, the Expo attracted over 1500 adults and seniors, gave out 1000 free box lunches to attendees, had over 150 vendors and sponsors, provided 50 health and wellness screenings, offered 13 education sessions and showcased 5 City of Arlington fitness programs. We have grown exponentially over the past 4 years and I hope you will join us as we continue our growth, accomplishments, and outreach. The Aging Well Expo Committee is passionate about connecting locals with health, wellness, housing, and volunteer resources available in the community to help everyone age and live well. I encourage you to join us on this mission at the 2020 Expo.

We are offering a **variety of sponsorship levels** with added benefits to help cover the costs of all the extra values for attendees. Please find all sponsorship/vendor details on the registration form. The booth space can be decorated to fit your business and power can be supplied at an additional charge. Booth spaces (and power) are available on a first come first serve basis so please register early. Decorations should be in good taste, and the walls of the facility may not be used for decorating. **Set up will take place from 4:00 pm – 7:00 pm Tuesday, February 18th.**

On the day of the event, booths should be ready to go by 8:30 am and a continental breakfast will be provided during the morning. More information about parking will follow via email before the event. All vendors will be responsible for cleaning up their area and all materials need to be **removed by 4:00 pm**. All vendors **MUST** remain until the end of the event at 2:00 pm. **Booths broken down early will not be invited back in 2021.**

We look forward to receiving your registration and seeing you at our 2020 Aging Well Expo. Also, remember that we will be drawing winners for door prizes for the participants during the event so if you would like to donate to the drawing, please fill in that section on the registration form. Please contact Daniel Gonzalez at 817-575-8291 for vendor questions and Susie Traylor at 817-277-8091 for other event questions. All checks should be made payable to the **City of Arlington** and mailed or delivered to the address below. You can also pay by card over the phone or cash/check/card in person.

I look forward to working with all of you this year!

Sincerely,

Daniel Gonzalez  
Program Coordinator  
City of Arlington—Hugh Smith Recreation Center  
1815 New York Avenue, Arlington, TX 76010  
Daniel.Gonzalez@ArlingtonTX.gov



# 2020 Aging Well Expo Sponsorship Levels

## Presenting Sponsor: \$10,000

- Company will receive day of recognition by the master of ceremonies.
- Opportunity to address the attendees an education session
- Opportunity to help promote the event via an article through the City of Arlington's Blog
- Company banner displayed at the event.
- Your choice of two premiere exhibit spaces
- Logo on all outdoor advertising at event.
- Logo will appear on all advertisements
- A full-page ad (8.5x11") in program
- Yard signs at entry to the event.
- Name on passport card
- Logo and Link included on the AWE website
- Name in promotional emails and posts
- Name on tote bag given to all attendees
- Four (4) complimentary box lunches

## Platinum: \$7,500

- Company banner displayed at the event.
- Your choice of two premiere exhibit spaces
- Logo on all outdoor advertising at event.
- Logo will appear on all advertisements
- A full-page ad (8.5x11") in event program
- Yard signs at entry to the event.
- Name on passport card
- Logo and Link included on the AWE website
- Name in promotional emails and posts
- Name on tote bag given to all attendees
- Two (2) complimentary box lunches

## Diamond: \$5,000

- Company banner may be displayed at event
- Your choice of one premium booth location
- Logo will appear on all advertisements
- A half page (8.5x5") ad in the event program.
- Name on passport card
- Logo and link included on the AWE website
- Name in promotional emails and posts
- Name on tote bag given to all attendees
- Two (2) complimentary box lunches

## Gold: \$2,500

- Quarter page (4.25x5.5") ad in event program.
- Name on passport card
- Logo and Link included on the AWE website
- Name in promotional emails and posts
- Logo on tote bag given to all attendees
- One booth, two (2) complimentary box lunches

## Silver: \$1,000

- An eighth-page (2x2.5") ad in event program.
- Logo and Link included on the AWE website
- Name in promotional emails and posts
- One booth, one complimentary box lunch

## Bronze: \$500

- Logo in the event program
- Logo and Link included on the AWE website
- One booth, one complimentary box lunch

## Booth ONLY: \$250 (Space Is Limited)

- One booth, one complimentary box lunch

### Marketing Notes

- The program will be in color however ads and logos in other marketing materials may be black and white.
- To guarantee sponsorship acknowledgement in advertising and printing, please provide logo by Jan 10.
- You may provide artwork or the city can design your ad at an additional cost of \$65 per hour.
- EPS or AI logo preferred. If vector logo is not available, logo must be a transparent PNG that is 300 dpi resolution or higher and minimum of 250 pixels wide.
- Please direct all ad / logo questions to [Melissa.Entralgo@arlingtontx.gov](mailto:Melissa.Entralgo@arlingtontx.gov).
- Registration forms and general questions should be submitted to [Daniel.Gonzalez@ArlingtonTX.gov](mailto:Daniel.Gonzalez@ArlingtonTX.gov).

# 2020 Aging Well Expo

Wednesday, February 19th 9am—2pm at the Esports Stadium Arlington & Expo Center

## Sponsor Registration Form

COMPANY NAME: \_\_\_\_\_

CONTACT NAME: \_\_\_\_\_

ADDRESS/CITY/ZIP: \_\_\_\_\_

BUSINESS Phone: \_\_\_\_\_ CELL PHONE: \_\_\_\_\_

EMAIL: \_\_\_\_\_

COMPANY WEBSITE: \_\_\_\_\_

Will you donate a door prize? NO YES If Yes, what are the items: \_\_\_\_\_

What will you do at your booth? *Make sure to list/explain any health or wellness screenings available.*

### Select Sponsor Level

- Presenting Sponsor \$10,000
- Platinum \$7,500
- Diamond \$5,000
- Gold \$2,500
- Silver \$1,000
- Bronze \$500
- Booth Only \$250

*Space is limited for Booth Only*

### Select Extra Items

*(Not included in your sponsorship)*

- Extra Chairs (2 are provided): \_\_\_\_\_
- Electricity: \_\_\_\_\_ X \$60.00 = \$ \_\_\_\_\_
- Extra Lunches: \_\_\_\_\_ X \$10.00 = \$ \_\_\_\_\_

*(Check your sponsorship level description for the number of complimentary lunches provided)*

- Number Vegetarian Lunches \_\_\_\_\_

**Grand Total** \$ \_\_\_\_\_

*(Sponsorship plus Extras)*

Payment Options:  Sending a Check  Card Over the Phone  Cash/Check/Card in Person

### Rules and Regulations

- Cancellations must be in writing.
- No refunds will be issued for cancellations made within 2 weeks of the event.
- No shows will not qualify for a refund and will not be considered for a booth next year.
- Booths must be set up with an attendant from 8:30 am until 2:00 pm **and may not be broken down early.** If you are unable to stay for the entire event you may not reserve a booth or you must have another person work the booth until the event ends.

I certify that I have read and understand the rules and regulations (above), and further certify that the services I intend to offer/promote will meet all requirements.

SIGNATURE: \_\_\_\_\_ DATE: \_\_\_\_\_