



Virg Bernero, Mayor
Brett Kaschinske, Director

Mayor's Capital Area Senior Activities Fair

Mayor's Capital Area Senior Activities Fair August



Lansing area seniors join us for a day of fellowship, education, health screenings, food and entertainment. This free event allows seniors to interact with a variety of vendors covering senior living to senior health. We

provide a free continental breakfast and full lunch, and round the day out with entertainment from a live band. This is a great day for seniors to relax and become informed on important senior related information.

Target Market

- Senior Citizens from Lansing and surrounding communities.



Exposure

- Event is advertised in our Community Activities Guide which is published three times a year and reaches 14,000 households and businesses in the area. 7,000 of those are directly mailed to homes in the Greater Lansing area.
- 19,000 direct mail postcards on this event is to all senior citizens in Lansing
- 400+ attendees

Timeframe

- Publicity begins in April and runs until the event in August



Sponsorship Opportunities:

Gold - \$1,000

- Banner displayed at event. (Sponsor provides banner)
- Sponsor recognized at sponsor event
- Acknowledgement in all news releases and flyers with sponsor logo
- Acknowledgement in event program with sponsor logo
- 1/4 page Thank You in Fall Activities Guide
- Booth space at event
- Sponsor will have opportunity to welcome seniors to the event.



Silver - \$750

- Sponsor recognized our sponsor event
- Acknowledgement in all news releases and flyers
- Acknowledgement in event program
- 1/4 page thank you in Fall Activities Guide
- Booth space at event

Bronze - \$500

- Acknowledgement in all news releases and flyers
- Acknowledgement in event program
- Listed in the Fall Community Activities Guide
- Booth space at the event



Your Parks. Your Programs. Your Community.

For more information, please contact: Emily Stevens, Manager of Leisure Services
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