



## Elderbration & Walk To End Elder Isolation

Sunday, May 19, 2024



Dear friend,

This year, FriendshipWorks is celebrating its **40<sup>th</sup> anniversary year** working to reduce elder isolation in Greater Boston, and we invite you to join us for a victory lap around Jamaica Pond at our ***Elderbration and 9<sup>th</sup> Annual Walk to End Elder Isolation*** on Sunday, May 19!

Our annual pet-friendly and family-friendly ***Elderbration*** event is an opportunity to show appreciation for older adults and make them feel connected and treasured in their community. Over 300 neighbors including healthy-aging partners, families, and civic leaders will come together for the celebration featuring food, entertainment, live music, and cultural performances, and we'd be thrilled to have you join us as a sponsor! Proceeds from this fundraising event will help support our critical mission of reducing social isolation and strengthen our collective force of 600 trained volunteers who provide highly personalized programming and friendship to over 1,600 older adults in Boston, Brookline, Newton, Cambridge, and Somerville every year.

**It's an exciting time to be part of the FriendshipWorks community.** Just last May, the U.S. Surgeon General issued an advisory stating that *“social connection is a fundamental human need - as essential to survival as food, water and shelter,”* and recognized the importance of community-based solutions like FriendshipWorks. **Whether it's a weekly visit with a friend, completing a household task, or someone to accompany them on a medical appointment, FriendshipWorks helps elders at no charge - and your support makes it happen.** Not only that, but companies that actively engage in corporate social responsibility initiatives build trust among employees and consumers and increase brand loyalty and profitability!

Attached is a document listing Sponsor Opportunities and Benefits that you will receive for its support level. And we'll help your team every step of the way. Together, we'll build excitement and pride among your employees and colleagues as they walk and celebrate with us at our feel-good community event. Call me at (617) 482-1510 X121 to get your team's Corporate Team page activated today!

We look forward to partnering together with you at our Elderbration on May 19 to support healthy aging and improve health outcomes for thousands of elders in Greater Boston.

Thank you, friend.

Sincerely,

Cody Smith  
Development Associate and Events Coordinator

 **FriendshipWorks**  
*Creating connections to end elder isolation.*

Sponsorship Benefits	Platinum \$10,000	Gold \$7,500	Ruby Anniversary Partner \$5,040	Bronze \$2,500	Benefactor \$1,500	Circle of Friends \$500
Your company logo and name featured on the Walk website	✓	✓	✓			
Social media mentions (pre-Walk Welcome & Shout out)	5	4	3	2	1	
Social media mentions: "Look Who's Walking" live at Walk	✓					
Company logo & name featured in FriendshipWorks' print newsletter	✓					
Company logo & name on Walk t-shirt (commitment due by 4/1/24)	✓	✓	✓			
Company name only on Walk t-shirt (commitment due by 4/1/24)				✓		
T-shirts for team	14	10	8	4	2	1
Company name mentioned at Walk Kickoff	✓	✓	✓	✓		
Speaker opportunity at Walk Kickoff	✓					
Presentation table/company giveaways	✓					
Company VIP table at event	✓	✓				
Company's photos from the walk featured on FriendshipWorks' website	✓	✓				
Company logo & link featured on FriendshipWorks website for 1 year	✓					
Name published in post-Walk e-newsletter as supporter	✓	✓	✓	✓	✓	✓
Name published in FriendshipWorks' annual Impact & Gratitude Report	✓	✓	✓	✓		

Contact Name \_\_\_\_\_

Billing Address \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ ZIP: \_\_\_\_\_

Email address: \_\_\_\_\_ Telephone: \_\_\_\_\_

Select level: ☼\$10,000 ☼\$7,500 ☼\$5,040 ☼\$2,500 ☼\$1,500 ☼\$500

☼ Check for Walk sponsorship is enclosed ☼ Bill our credit card (fill out below)

Credit card number: \_\_\_\_\_ Expiration: \_\_\_\_\_

Name on card: \_\_\_\_\_ Security Code: \_\_\_\_\_

Please return this reply form with payment to Cody Smith: [csmith@fw4elders.org](mailto:csmith@fw4elders.org) or call (617) 482-1510 x121.

Mail checks to: FriendshipWorks, 105 Chancy Street - Suite 801 - Boston, MA 02111 - Payments Due before April 1 2024.