

Think! Sponsorship

HEALTH AND LIFESTYLE EXPO 2014

Saturday April 26, 2014 In Brockville Ontario 10am—4pm

LOCATION TO BE ANNOUNCED !



On April 26, 2014 The Brockville and Thousand Islands CARP Chapter will host our 3rd annual Health & Lifestyle Expo in beautiful Brockville, Ontario 'City of the 1000 Islands'

The Health & Lifestyle Expo is a day that celebrates a generation of adults who are reinventing the aging process by aging younger, healthier and happier than ever before. The expo brings together like-minded people, businesses and organizations who understand the needs and wants of this important demographic. In every detail of the planning process, we aim to serve and celebrate a new culture of boomers and older adults so that they leave the expo feeling connected, enriched, educated and inspired.

We are thrilled to announce that Shopper's Drug Mart, Brockville 1000 Island Mall, will be returning this year with their top make-up artists from Shoppers fabulous cosmetic and skin care lines and will be providing makeovers for show visitors. There will also be live entertainment, a café, wine and premiere tasting, door prizes, welcome bags and more.

We would like to welcome back participants who have joined us in past years and extend a warm welcome to those joining us for the first time.

On behalf of the Brockville and Thousand Islands CARP Chapter, we look forward to spending a very special day with you on April 26th.

Dawn Edgley, Brockville & Thousands Islands CARP

HealthyLiving

Make it a
lifestyle,
not a duty.





CONNECT YOUR BUSINESS WITH TODAY'S BOOMERS

Fast Facts: WHAT EVERY BUSINESS NEEDS TO KNOW

HEALTH CARE AND AGING HEALTHY IS THE NUMBER ONE CONCERN FOR BABYBOOMERS

There are 14.5 million baby boomers representing 57% of the population.

Health care is shifting from a medical topic to a blend of entertainment, fitness, beauty and spiritual well-being.

Healthy living will become a trillion dollar business in North America before 2020.

Boomers account for :

- ⇒ 80% of all health care spending
- ⇒ 70% in the health, wellness and beauty market
- ⇒ 65% of homeowners
- ⇒ 80% of mortgage-free homeowners
- ⇒ Own 60% of all cars and buy more cars than any other age group
- ⇒ Account for 60% of the ballots cast in National elections

Gardening is the #1 hobby for adults over 50

They read more books, attend more concerts, theatre, opera, museums, art galleries and other public attractions than any other age group

They travel more than any other demographic and spend the most money doing it

They enjoy good health, physical activity and are increasingly technologically savvy and well ed-

S PONSORSHIP

Opportunities

| | GOLD \$1,500 | SILVER \$500 |
|--|--------------------------|-------------------------|
| Oversized Booth with Gold Level Sponsor Badge | x | |
| Regular size booth with Silver Level Sponsor Badge | | x |
| Business Logo included in public advertising newspaper, posters, admission tickets, vendor application. Size pending sponsorship level | x | x |
| Logo on CARP website with hyperlink | x | x |
| Logo printed on welcome bags | x | |
| Promotional or advertising materials in welcome bags | x | x |
| Business profile on CARP website, CARP Newsletter (Distribution 1,200) Logo included in all Newspaper and Social Media Advertising | x | |
| Business logo included in CARP Newsletter (Distribution 1,200). LOGO reflects sponsorship level | x | x |
| Complimentary Admission Tickets | 15 | 10 |
| Complimentary CARP membership incl. 9 monthly issues of Zoomer Magazine | 2 - One Year Memberships | 1 - One Year Membership |
| Logo on Welcome Banner LOGO reflects sponsorship level | x | x |
| Logo Headline on stage podium. 1 min speaking opportunity followed by drawing name for door prize give away. Door prize can be compliments of your business or selected from prize donations | x | |
| Medium sized logo on stage podium. Business and representative will be introduced as sponsor and invited on stage to select a name for a door prize. Door prize can be compliments of your business or selected from prize donations | | x |

YOUR COMPLIMENTARY CARP MEMBERSHIP

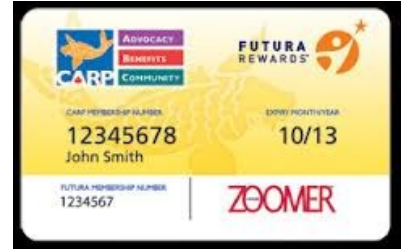
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Includes subscription to Zoomer Magazine delivered monthly, 9 times/year

www.carp.ca/benefits

GOLD LEVEL SPONSORS: Entitled to 2 complimentary memberships

SILVER LEVEL SPONSORS: Entitled to 1 complimentary membership



Name: _____ DOB: M ___ / D ___ / Y ___

Co Applicant: (free, must reside in same home) _____

Address: _____

E Mail: _____

Phone: _____

Would you like to receive information of special offers? Y ___ N ___

2ND Complimentary Membership FOR **GOLD LEVEL SPONSORS**

Name: _____ DOB: M ___ / D ___ / Y ___

Co Applicant: (free, must reside in same home) _____

Address: _____

E Mail: _____

Phone: _____

Would you like to receive information of special offers? Y ___ N ___

PRIVACY POLICY: CARP protects your privacy! We do not sell or rent our membership list. We collect member information only to administer our member benefit programs or to facilitate the mailing of Zoomer magazine.

Membership and Events Coordinator,

Health and Lifestyle Expo 2014

Kelly Brazeau

Email: kellybrazeau.carp@gmail.com

CARP, Brockville & Thousand Islands Chapter EASTERN ONTARIO

www.carp.ca/brockville

Mail: 2927 Kelly Road, Brockville, ON K6V 5T2

Chapter Chair: Dawn Edgley edgley.carp@gmail.com

Phone: (613) 802-0424 **Fax:** (613) 345-0856