

Think!Sponsorship

HEALTH AND LIFESTYLE EXPO 2014



HealthyLiving
Make it a
lifestyle,
not a duty.

Brockville Country Club

Saturday October 18, 2014 10am – 4pm

The Health & Lifestyle Expo is for those 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.

An action packed day with 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.



CONNECT YOUR BUSINESS WITH TODAY'S BOOMERS

Quick Facts: WHAT EVERY BUSINESS NEEDS TO KNOW

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 educated

Top concerns:

1. Health
2. Financial well-being. Outliving savings
3. Aging in the home

S PONSORSHIP

Opportunities

	GOLD \$1,000	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

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

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.

Health and Lifestyle Expo 2014

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