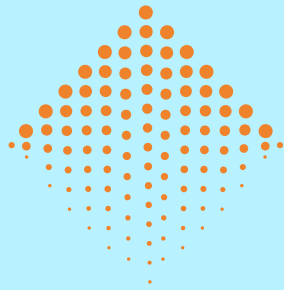




PLANTATION
Parks & Recreation
Senior Division



Senior Division Sponsorship and Advertisement Opportunities

What We Do and Why We Do It

The Senior Division of the Plantation Parks and Recreation Department was established to promote a healthy, active and social lifestyle for the growing senior population. We aim to keep up with the growing needs of this community by providing resources, fitness classes, special events, weekly activities and trips. Information is provided to participants through our quarterly newsletter, the *Seasoned Senior*. The newsletter is distributed to all four of our recreation facilities, City Hall, The Helen B. Hoffman Plantation Library and various senior living communities within the City. The newsletter is distributed digitally via the 25,000 subscriber Plantation Now e-newsletter, the Department's 9,000 follower Facebook page, and the 10,000 follower Instagram page.

We are currently seeking sponsors for the Fall 2024 Quarter. 100% of the money collected through sponsorships fund activities for the Senior Division and supplement costs for our seniors.

Seniors account for 17% of Plantation's 92,000 residents. This number will increase 5% by 2030.

Fall 2024 Senior Programming and Events

Weekly Events	Special Events	Trips
Game Time Mondays and Thursdays	Book Club October 11th	Pompano Beach October 10th
Bingo Wednesdays	Senior Jazz Brunch November 14th	Cher the Musical November 19th
Senior Cinema Tuesdays		Candlelight Concert December 21st

Sponsorship Packages

Currently accepting sponsorships for the Fall Quarter

October 1st - December 31st, 2024

Gold Package \$1,500 (One Available)

- Full page advertisement in one (1) quarterly edition of the Seasoned Senior newsletter
- Logo and 2 lines for info displayed on Senior Newsletter banner to be displayed at all Plantation Community Centers for the first 2 weeks of the quarter
- Free 4-hour room rental per month (Monday-Thursday only)
- Your logo on Plantation sponsored Senior event flyers for the quarter sponsored
- Recognition on City of Plantation Parks and Recreation social media advertising for Senior Division events
- Participation in one weekly Senior Division sponsored event
- A table at all of the Plantation Senior Division in-house sponsored special events sponsored events for the quarter
- Flyers displayed at all Plantation Community Centers

Silver Package \$700

- Half page advertisement in one (1) quarterly edition of the Seasoned Senior newsletter
- Free 2-hour room rental per month (Monday-Thursday only)
- A table at all of the Plantation Senior Division in-house sponsored special events sponsored events for the quarter
- Participation in one weekly Senior Division sponsored event
- Flyers displayed at all Plantation Community Centers

Bronze Package \$350

- Quarter page advertisement in one (1) quarterly edition of the Seasoned Senior newsletter
- A table at all of the Plantation Senior Division in-house sponsored special events sponsored events for the quarter
- Flyers displayed at all Plantation Community Centers

If you are interested in sponsoring an individual Senior event or hosting a Senior event not listed, please contact Marsha Fertil at mfertil@plantation.org or 954-585-2345



Seasoned Senior Sponsorship Commitment Form

Company Name:

Contact Name:

Mailing Address:

Phone Number:

Email Address:

Sponsorship Level (circle one)

Gold
\$1,500

Silver
\$700

Bronze
\$350

Fall Quarter runs October 1st - December 31st

Payment must be paid by check

Make checks out to City of Plantation
Must notate Senior Division on the memo line

Checks can be returned to:
Attn: Senior Division
301 NW 46th Ave, Plantation, FL 33317

Sponsorship opportunities are limited and are available on a first-come basis quarterly
For more information, contact Marsha Fertil at 954-585-2345 or
mfertil@plantation.org

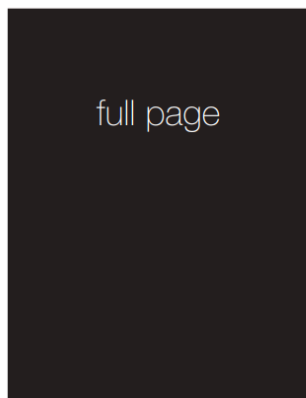
Seasoned Senior Advertisement Guide

The Seasoned Senior is the official newsletter of the Senior Division.

The newsletter is distributed digitally via the Plantation Now! e-newsletter, the City of Plantation website and the Senior Division email subscriber list.

Physical copies are distributed to all City of Plantation Recreation Facilities, City Hall, the Helen B. Hoffman Library and local senior living communities.

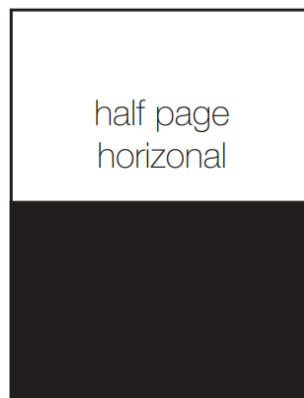
- Advertisements for the Fall quarter will run October 1st - December 31st
- Advertisement copy and payment are due by Monday, September 23rd
- Advertisements will only be accepted in PNG or JPEG format
- Payment is only accepted via check



full page

7.5" x 10" live area

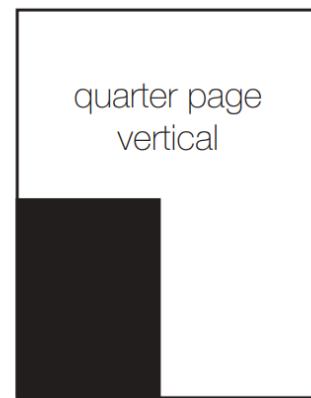
\$200



half page
horizontal

7.5" x 4.75"

\$150



quarter page
vertical

3.5" x 4.75"

\$100



PLANTATION
Parks & Recreation

Where Community and Fun Become One!



PLANTATION
Parks & Recreation

Where Community and Fun Become One!

Seasoned Senior Advertisement Request Form

Company Name:

Contact Name:

Mailing Address:

Phone Number:

Email Address:

Advertisement Size (circle one)

Full Page
\$200

Half Page
\$150

Quarter Page
\$100

Payment must be paid by check

Make checks out to City of Plantation
Must notate Senior Division on the memo line

Checks can be returned to:
Attn: Senior Division
301 NW 46th Ave, Plantation, FL 33317

Advertisement space is limited and are available on a first-come basis quarterly
For more information, contact Marsha Fertil at 954-585-2345 or
mfertil@plantation.org