

Saginaw Valley State University
Osher Lifelong Learning Institute
Sponsorship Opportunities: 2008-09

Sponsorship Category

Sponsorship Price

Fall Kick-Off or

WinterFest Sponsorship

\$3,500

Includes:

- Sponsorship of special event in September or January. Your company has the opportunity to welcome attendees, and has up to five minutes to tell them about your organization. You may also contribute one speaker of interest to our members (up to 60 minutes), distribute handouts or giveaways at the program, and host a display table.
- Company name and logo included on the **cover** of the Fall 2008 or Winter 2009 newspaper tabloid. The tabloid is inserted into approximately 115,000 tri-county and Thumb newspapers two weeks prior to the event.
- Company name included in the newspaper tabloid for a one year period.
- One page insert into two issues of our monthly member newsletter.*
- Sponsorship of one class.*
- Company name listed in the OLLI member newsletter for one year (ten issues).
- Company name listed on tabletop display at each monthly meeting throughout the year
- Inclusion on OLLI's web page.
- Four free OLLI memberships for retired employees or customers.

Class & Meeting Sponsor: Level 1

\$2,000

Includes:

- Company name placed on all paid advertising for one year.
- Sponsorship of one class.*
- Sponsorship of one monthly meeting.*
- One-page insert into two issues of our monthly member newsletter, or one two-page insert into one issue. *
- Company name listed in the OLLI member newsletter for one year.
- Company name listed on tabletop display at each monthly meeting throughout the year.
- Inclusion on OLLI's web page.
- Three free OLLI memberships for retired employees or customers.

Class & Meeting Sponsor: Level II

\$1,000

Includes:

- Company name placed on all paid advertising for one year.
- Sponsorship of one class.*
- Sponsorship of one monthly meeting.*
- One-page insert into one issue of our monthly member newsletter.
- Company name listed in the OLLI member newsletter for one year.
- Company name listed on tabletop display at each monthly meeting throughout the year.
- Inclusion on OLLI's web page.
- Two free memberships for current or retired employees for the OLLI.

Meeting Sponsor at SVSU or Caro**\$300**

Includes:

- Sponsorship of one monthly meeting at SVSU or one quarterly meeting in Caro.*
- Company name listed in the OLLI member newsletter for one year.
- Company name listed on tabletop display at each monthly meeting throughout the year.
- Inclusion on OLLI's web page.
- One free membership for current or retired employee for the OLLI.

***Sponsor Benefit Definitions**

1. **Class Sponsorship:** Those that donate \$1,000 or more can sponsor one class. You may choose a class already identified by another OLLI member or coordinate your own class. Class content must be approved by the OLLI Director and the Curriculum Committee. Most classes meet once a week during the day for two hours over the course of three or four weeks. As a class sponsor, your company's name is listed on all promotional pieces for that class. Your company can introduce the class leader on the first day of class.
2. **Monthly Membership Meeting Sponsor:** Those that donate \$300 or more will have the opportunity to sponsor a regular SVSU-OLLI monthly meeting. The meetings are held from 8:45 - 11:30 a.m. on the second Wednesday of most months at SVSU and quarterly at our Caro satellite at the Tuscola Technology Center. As the meeting sponsor you will be introduced and have the opportunity to speak for up to five minutes. You may also bring company literature or giveaways which will be placed on the tables. Each meeting has a maximum of two sponsors.
3. **Newsletter Inserts:** Those that donate \$1,000 may place one 8.5" x 11" insert into one issue of the OLLI newsletter. Those that donate \$2,000 or \$3,500 may place either a 8.5" x 11" insert into two issues, **OR** one 11' x 17" insert into one issue.

If the inserts are black and white, OLLI will reproduce them for the sponsor. If they are color, OLLI will need 1,200 copies of the insert by the 5th of the month prior.

**SAGINAW VALLEY STATE UNIVERSITY
OSHER LIFELONG LEARNING INSTITUTE**

If you would like to be a sponsor for the Osher Lifelong Learning Institute at SVSU, please fill out this form and return it with your check payable to "SVSU Foundation" to the address below.

Name: _____
Company Name: _____
Title: _____
Address: _____
Phone: _____
Fax: _____
E-mail: _____

Sponsorship Level:

- ___ Special Event Sponsor (\$3,500)
- ___ Class and Meeting Sponsor: Level I (\$1,000)
- ___ Class and Meeting Sponsor: Level II (\$2,000)
- ___ Monthly Meeting Sponsor (\$300)
- ___ General Donation of \$_____

Mail to: Jo Brownlie
OLLI of SVSU
7400 Bay Road
University Center, MI 48710

If you have any questions, please call Jo Brownlie, director of the Osher Lifelong Learning Institute at Saginaw Valley State University: 989-964-4310.

Thank you for your interest, we look forward to working together to make the SVSU Osher Lifelong Learning Institute a success!