



High Tea & Hats

8th Annual High Tea & Hats

April 19, 2015

Rosen Plaza Hotel

Dear Friend,

Seniors First, Inc. is excited to announce the 8th Annual **High Tea & Hats** event to take place on April 19, 2015 at the Rosen Plaza Hotel. Offering a vital support system to those who are unable to access or afford services, Seniors First programs provide frail older adults with choice, independence and hope.

Did you know there are over 3,000 seniors in Orange and Seminole counties waiting for help so they can remain living independently? Some are waiting for a nutritious meal; others are waiting for help with a basic home improvement; still others need in-home care, or simply companionship. For each program at Seniors First, there is a waiting list.

As one of our official sponsors, your company will receive direct exposure to hundreds of **High Tea & Hats** guests. Further advertising will reach thousands of others through our collateral materials, dedicated website, Face Book, Twitter and more. Not only will you be supporting your business and helping to build community spirit, but you will be helping to reduce the wait lists and give seniors the hope they deserve.

All proceeds from this event will go directly to seniors needing our services and will be used toward programs such as Meals On Wheels, In-Home Care and Home Improvement for the more than 5,400 senior clients we serve.

Please review the enclosed sponsorship opportunities and consider partnering with us to support seniors in our community. Together we will make a significant difference in the lives of Central Florida's aging population.

Sincerely,

Marsha Lorenz
President/CEO

Eva Krzewinski
Co-Chair

Kim Blaylock
Co-Chair

 **SeniorsFirst**
We Care for Central Florida



High Tea & Hats

Fast Facts

Official name: 8th Annual High Tea & Hats
Seniors First fundraiser

Locations & Dates: Rosen Plaza Hotel
9700 International Drive
Orlando, FL 32819

April 19, 2015
2:00 - 5:00pm

The Event

High Tea & Hats guests are invited to participate in a 'stylish hat' contest and Hat Parade plus enjoy the Itsy Bitsy Hat Parade, just for the kids. Bid on a variety of fabulous items in the Silent Auction. Guests dine on traditional teatime fare, including fresh fruits, tea sandwiches, decadent desserts, and exotic teas.

Seniors First is a nonprofit service organization dedicated to serving the needs of Central Florida's elderly population with a broad spectrum of nutrition, home improvement and support services. The funds raised as a result of the High Tea directly benefit the seniors of Orange and Seminole counties.

Sponsorship Levels

Diamond Presenting Sponsor	\$10,000
Platinum Sponsor	\$ 7,500
Gold Sponsor	\$ 5,000
Silver Sponsor	\$ 2,500
Bronze	\$ 1,000

Tickets

Individual Tickets	\$60
Children 12 & Under	\$40
Pass the Hat	\$160



SENIORS FIRST MISSION: TO ENHANCE THE QUALITY OF LIFE FOR
CENTRAL FLORIDA SENIORS AND DISABLED ADULTS BY MAINTAINING
THEIR INDEPENDENCE AND DIGNITY THROUGH NUTRITION, HOME

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Sponsorship Levels

As a sponsor of Seniors First High Tea & Hats, it is our goal to provide you with maximum publicity, marketing opportunities and exposure. All proceeds from High Tea & Hats will go toward programs and services that allow seniors to remain living independently. We need and welcome your support.



DIAMOND PRESENTING SPONSOR \$10,000

- 4 tables of 10 at High Tea with priority seating
- Continuous fixed placement in ongoing slide show during event (Presented by...)
- Getaway for 2 at Orlando area hotel or tickets for 2 to Orlando area show.
- Full page ad on back cover of program
- Featured corporate spotlight guest contributor in Fall/Winter Newsletter (distributed to over 1500 subscribers)
- Opportunity to address guests from podium for up to five minutes
- Name and logo featured prominently in all media and on-line advertising
- Prominent logo placement on all event signage
- Opportunity to display company information or giveaways on sponsor tables at event
- 40 grand prize raffle tickets
- May designate tables in honor or memory of a special senior



PLATINUM SPONSOR \$7,500

- 3 tables of 10 at High Tea with priority seating
- Premium logo placement in sponsor slide show during event
- Half page ad in program
- Recognition in Fall/Winter Newsletter (distributed to over 1500 subscribers)
- Name and logo featured prominently in all media and on-line advertising
- Logo and link on Seniors First and High Tea and Hats websites
- Prominent logo placement on all event signage
- Opportunity to display company information or giveaways on sponsor tables at event
- 30 grand prize raffle tickets
- May designate tables in honor or memory of a special senior

SENIORS FIRST is a 501(c)3 non-profit organization. Your contribution is tax deductible according to IRS regulations. All sponsorship pledges and logos must be received by March 6 2015 to ensure full promotional benefits. Sponsor Opportunities can also be downloaded at www.HighTeaAndHats.com.

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Sponsorship Levels



GOLD SPONSOR \$5,000

- 2 tables of 10 at High Tea with priority seating
- Ongoing logo appearances in sponsor slide show during event
- Recognition in Fall/Winter Newsletter (distributed to over 1500 subscribers)
- Name and logo featured prominently in all media and on-line advertising
- Logo and link on Seniors First and High Tea and Hats websites
- Prominent logo placement on all event signage
- Opportunity to display company information or giveaways on sponsor tables at event
- 20 grand prize raffle tickets
- May designate tables in honor or memory of a special senior



SILVER SPONSOR \$2,500

- 1 table of 10 at High Tea
- On going logo appearances in sponsor slide show during event
- Logo recognition on signage at event
- Name or logo featured in all media and on-line advertising
- Logo and link on Seniors First and High Tea and Hats websites
- May designate table in honor or memory of a special senior



BRONZE SPONSOR \$1,000

- 1 table of 10 at High Tea
- Name recognition on event signage
- Logo and link on High Tea and Hats website
- May designate table in honor or memory of a special senior

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SPONSORSHIP AGREEMENT

PLEASE print all information exactly as it should appear in promotional material.

Company/Organization: _____

Contact Person: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Fax: _____ Email: _____

Sponsorship Level selected (see attached sponsorship material): _____

Amount due: \$10,000 Diamond \$7500 Platinum \$5000 Gold \$2500 Silver \$1000 Bronze

I wish to become a Pass the Hat sponsor with name recognition in the program \$160.00

Payment (check one): Check enclosed Credit Card payment (Visa/MasterCard only) Please Invoice Us

CREDIT CARD INFORMATION - VISA OR MASTERCARD ONLY

Name as it appears on credit card (please print)

Credit card number

Signature as name appears on card

Expiration Date

YES! I/We want to be a part of the 2015 High Tea & Hats Fundraiser. We have checked our level of sponsorship above and will send payment by 4/10/2015.

All sponsorship pledges and logos must be received by March 6, 2015 to ensure full promotional benefits. Sponsor Opportunities can also be downloaded at www.HighTeaAndHats.com.

Thank you for this tax-deductible contribution. For purposes of income tax reporting, the exact amount of the tax-deductible contribution depends on sponsorship level benefits. A COPY OF THE OFFICIAL REGISTRATION AND FINANCIAL INFORMATION MAY BE OBTAINED FROM THE DIVISION OF CONSUMER SERVICES BY CALLING TOLL FREE 1.800.435.7352 WITHIN FLORIDA. REGISTRATION DOES NOT IMPLY ENDORSEMENT, APPROVAL, OR RECOMMENDATION BY THE STATE. Registration #CH2071.

Please mail, fax or deliver your agreement and check or credit card information payable to:

Seniors First, Inc.
5395 L.B. McLeod Road, Orlando, FL 32811
Attn: Katherine Brown
Ph: 407-615-8979 kbrown@seniorsfirstinc.org



www.seniorsfirstinc.org