



## Business Sponsorship Program

For more information, please visit  
[www.pennsvillage.org/partnerships](http://www.pennsvillage.org/partnerships)  
or call us at (215) 925-7333

### Connect with 1,000 Older Adults Aging in Place at Home in Central Philadelphia

Penn's Village is a vibrant community of more than 1,000 active, older adults -- members, volunteers and their supporters -- in central Philadelphia who participate in all aspects of Philadelphia's cultural, entertainment and food scene; are passionate about maintaining their health and well being; and are strong supporters of local businesses.

As a local business, you can't afford to not engage with our community. Penn's Village is offering you a ready opportunity to become a Business Supporter and connect with our members -- your neighbors -- who shop in your stores, bring laundry to your dry cleaners, dine at your restaurants, get medications from your pharmacy, and so much more.

Don't delay. Contact us today to learn how you can become part of the Penn's Village community!

#### Who You Will Reach as A Penn's Village Business Sponsor:

- 400 members and volunteers, 90% of whom are central Philadelphia residents
- 1,000 additional friends and community members

#### How Business Sponsorship Can Help You Reach Them:

- Email distribution lists: 1,000 get weekly program emails
- Newsletter circulation: 1,000 get the monthly "*The Village View*"
- 400 members get additional program emails twice per week
- Program Attendance: 30-50 average per program
- Signature Events: 150-200 people
- Website Views: 1,300 per month

**Become a  
Penn's Village  
Business  
Sponsor  
Today!**

## Basic Sponsorship Levels

### Associate (\$100 per year):

- Your logo on our website

### Enthusiast (\$250 per year):

- Benefits of previous level, plus
- Your logo in our monthly newsletter and on signage at Penn's Village events

### Champion (\$500 per year):

- Benefits of previous levels, plus
- Your business featured in the "Welcome Business Member" section of the weekly PV Upcoming Events email

- Benefits of previous levels, plus
- Sponsorship of one Penn's Village program per year, which includes introduction of program, brief comments at end (Zoom) or printed materials for audience members (In-person/hybrid)
- Participation in Penn's Village programs that involve your business area of expertise, if applicable

## Mentor Level \$1,000

## Advocate Level \$2,000

- Benefits of previous levels, plus
- Present one program per year to Penn's Village members on the general topic of your business (includes printed materials for audience members, 5 minutes at end of program to talk specifically about your business)
- Be featured in a brief "Welcome Business Member" article in *"The Village View,"* the well-read Penn's Village newsletter

- Benefits of previous levels, plus
- Presenting Sponsorship of one Annual Signature Event: Garden Party or Town Hall, which bring 150-200 members together to celebrate Penn's Village. Presenting sponsors get premium recognition, a table of ten at the event, and leadership participation in the program

## Patron Level \$3,000

Penn's Village is a non-profit, charitable organization based in central Philadelphia that has been helping older adults live independently in their own homes for more than 14 years. We are a proud affiliate of the Village to Village Network, comprised of more than 250 Villages throughout the U.S. To learn more about Penn's Village, our members, and the services we provide, please visit our website at [www.pennsvillage.org](http://www.pennsvillage.org) or call (215) 925-7333.

Penn's Village welcomes and actively encourages an inclusive and diverse community of members, staff, Board of Directors and volunteers. Inclusiveness and diversity mean welcoming all and excluding no one because of age, race, ethnicity, gender, sexual orientation, socio-economic status, physical abilities, religious beliefs or political beliefs.