



Southern Maine AGENCY On AGING

SERVING OUR COMMUNITIES
FOR 50 YEARS

JOIN US AS A 50TH ANNIVERSARY CORPORATE SPONSOR

Since 1973, our programs have addressed our population’s basic human needs like nutrition and socialization, access to critical services and resources, and improved health and well-being. Our mission has never been more vital as Maine is the oldest state in the nation.

Each year, Southern Maine Agency on Aging (SMAA) provides services to 20,000 individuals in York and Cumberland Counties.



Thanks to a dedicated 50-person staff with decades of experience and over 400 highly trained volunteers who participate in numerous programs, SMAA is well-positioned to continue to help thousands of individuals in our community for the coming decades.



Southern Maine Agency on Aging (SMAA) is celebrating 50 years of providing services to older adults, adults with disabilities, and their caregivers.

REAL LIVES, REAL IMPACT

With SMAA’s help, Helen feels a part of her community again.

Michele, a SMAA Resource Specialist, received a call from Helen, 75, who was struggling to survive with no family or support system, and no income, not even Social Security. She had been living on a small inheritance but, with that depleted, was trying to endure with the little general assistance she was receiving through her town. Michele was able to help Helen apply for the Social Security benefits for which she was eligible and assisted her in applying for Medicare, MaineCare, and food stamps. She helped her enroll in Senior Farm Share Food programs to help support her basic nutritional needs and helped her access rent rebates for previous years and a free cellphone through SafeLink. Staff also connected Helen to transportation programs in her region so she could attend doctor’s appointments and again feel like a part of her community. In less than two months, while working with SMAA, Helen accessed services that have greatly improved her quality of life and her ability to maintain her independence.

*Harpwell and Brunswick are not included in these metrics, as they are designated to be serviced by a different Agency on Aging.



*Now, more than ever,
more individuals must
be aware of SMAA
programs and services
as they age.*

MAINE'S AGING POPULATION IS GROWING RAPIDLY.

Southern Maine Agency on Aging is witnessing a dramatic increase in community need.



of seniors are food insecure



of seniors self-report "fair to poor health"



of seniors live alone



of seniors have a disability



of seniors experience falls with injury in any given year

*Maine Fact Sheet, Meals on Wheels of America



Support from local businesses and community partners is critical in helping SMAA meet its mission. Join us in ensuring more older adults have access to the services they need for the next fifty years.

The needs of older adults have only become more critical and more complex during the COVID-19 crisis. SMAA has seen dramatic increases in requests for home-delivered meals; inquiries about housing and rent assistance; family caregiver support; and, sadly, mental health challenges due to extreme social isolation, anxiety, and stress.



JOIN THE CELEBRATION AS A 50TH ANNIVERSARY CORPORATE SPONSOR

SMAA is the focal point for resources and information on aging, with our programs connecting over 20,000 seniors to much-needed support services every year. We are the go-to in Southern Maine for programming addressing hunger and nutritional health; economic challenges; care management issues; long-term care planning; understanding of Medicare and other benefits; caregiving challenges; Alzheimer's disease and related dementias; and financial fraud and exploitation of the elderly.

Your gift during SMAA's 50th anniversary year will ensure that we are able to continue providing critical programs and services to community members with the greatest social and economic need.

Your corporate sponsorship will underwrite all SMAA programs and services throughout 2023. With your support, we will expand outreach to underserved communities and deliver events that make it possible for our organization to serve even more Mainers.

- **Our programming is possible through generous philanthropy and community support.** Each year, raising a community match is necessary to support existing programs and services, and your contribution makes us well-positioned to be the community partner that continues providing this vital programming well into the future.
- **Throughout 2023, we're expanding our outreach to underserved communities.** This includes reaching out to individuals living in rural areas, low-income individuals, BIPOC communities, and those living with dementia to provide support through programs like Meals on Wheels and Caregiver Support.
- **Donors receive recognition at our Volunteer and Staff Appreciation events, each of which brings hundreds of like-minded community members together.** Our dedicated employees and volunteers are active and engaged members of our community who generously dedicate their time to empowering older adults, adults with disabilities, and their caregivers to live to their fullest potential.
- **In September, we plan to draw over 500 attendees to our premier annual fundraising event, Charting the Future.** This in-person celebration provides donors an opportunity to engage with key stakeholders and all proceeds directly support programs and services for older individuals in Southern Maine.

SPONSORSHIP BENEFITS:

	\$50,000 Lead	\$25,000 Innovator	\$10,000 Explorer	\$5,000 Steward	\$2,500 Supporter
Visibility throughout the year					
Logo on SMAA's website and 50th anniversary webpage	✓	✓	✓	✓	✓
SMAA's social media channels presence	x5	x3	x3	x3	x2
Recognition as a corporate sponsor of SMAA's 50th Anniversary, published in all external monthly SMAA newsletters (~7000 subscribers/35% open rate)	x5	x4	x3	x2	x2
Recognition during SMAA's Volunteer and Staff events, promotional materials, and communication outreach	✓	✓	✓	✓	✓
Photo opportunity presenting Southern Maine Agency on Aging CEO Megan Walton with a check to commemorate the agency's 50th anniversary to be shared over social media channels	✓	✓			
Charting the Future Signature Annual Event					
Table at Event	2 Tables (up to 16 people)	2 Tables (up to 16 people)	1 Table (up to 8 people)	1 Table (up to 8 people)	1 Table (up to 8 people)
Speaking opportunity at VIP reception	✓	✓			
Ad in Event program, including digital and printed versions	3 Full page ads	2 Full page ads	Full page ad	Half page ad	Quarter page ad
Inclusion in all pre-event, event, and post-event communication/promotional materials	✓	✓	✓	✓	✓

We will try to accommodate all other benefits in your tier if time permits. Thank you for your consideration of the request.

DEADLINES:

In order to take full advantage of the Sponsorship Benefits tier you select, please be aware of the following deadlines:

March 1 for inclusion in any promotional materials related to the Volunteer Appreciation Event in April

July 1 for inclusion in any promotional materials related to the Charting the Future in September