



McHenry Senior Center  
Crystal Lake Senior Center

### McHenry County Locations

3519 N. Richmond Rd., McHenry, IL 60051 | 815.344.3555  
4704 Three Oaks Rd., Crystal Lake, IL 60014 | 815.356.7457

## 28<sup>th</sup> Annual Fashion Show | *Spring Into Style* | April 5, 2020

Mark your calendar! Senior Services Associates is announcing our **28<sup>th</sup> Annual Fashion Show Fundraiser**. Please join us on April 5, 2020, at the Crystal Lake Holiday Inn, to support the work we do for McHenry County seniors, veterans, disabled adults and their caregivers. This year's fundraiser theme is *Spring Into Style*, emphasizing the rejuvenation the season affords and the fashions that accompany Spring.



As a community-minded and valued supporter of McHenry County, please consider supporting our annual fundraiser. Your financial support will ensure that this highly anticipated yearly event is successful. In honor of the **28<sup>th</sup> YEAR** of this annual fashion show, the fundraising goal for our 2020 event is **\$28,000**. We can only achieve this target with your help!

Senior Services has served McHenry County seniors and their families since 1987, serving as their 'one stop shop' for comprehensive senior services. Within our offices in the McHenry Township Recreation Center, and a new facility in Crystal Lake, we fulfill our mission to seniors by: **1) preserving independence; 2) protecting seniors, both in the community and in long-term care facilities; 3) providing needed financial resources; and 4) furnishing support to their families and caregivers.**

*"All the wonderful programs really help to set our goals and help us achieve them. We are very fortunate to have such a wonderful staff to help us feel young and needed."* By Regina, McHenry senior.

In Fiscal Year 2018, Senior Services served over **8,800** seniors in McHenry County. With your help, we will continue to care for this ever-growing populous, making more stories like Regina's possible.

Please consider partnering with Senior Services in 2020. Government funders require a local match to receive the funding necessary to implement important programs. Gap dollars that we must raise locally increases daily, as Illinois continues to cut services to seniors. **The attached form details the levels of sponsorship available.** Choose the level that best suits you. As a sponsor, your company will receive exposure in all promotional materials advertising the event. During the Fashion Show, **your company name will be:**



- Included** on a sponsor display at the event
- Listed** in the Senior Voice newspapers
- Announced** during the event, acknowledging support
- Listed** in the event program, distributed to all attendees

If sponsorship is beyond your current budget, there are several other opportunities, allowing added exposure. **You may:**



- Provide** silent auction items
- Purchase** an ad in the event program
- Donate** prizes for our raffles
- Purchase** a table of tickets for our April 5<sup>th</sup> event

Each opportunity provides the ability to market at various budget levels, while helping Senior Services achieve our fundraising goals. This year it is more important than ever to raise funds to sustain and improve the quality of life for seniors in McHenry County.

Thank you in advance for supporting the efforts of Senior Services on behalf of McHenry County seniors. We can't wait to see you there, as our models showcase fashions, both old and new, while everyone competes for the BEST auction items – all while raising dollars for seniors!

*Rita Boulden* | McHenry Office

*Debbie Danitz* | McHenry Office

*Mary Brieske* | Crystal Lake

[Officerboulden@seniorservicesassoc.org](mailto:Officerboulden@seniorservicesassoc.org)

[ddanitz@seniorservicesassoc.org](mailto:ddanitz@seniorservicesassoc.org)

[mbrieske@seniorservicesassoc.org](mailto:mbrieske@seniorservicesassoc.org)



*Join Senior Services as a*  
**Fashion Show 2020 Business Sponsor**

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**Diamond Sponsor** - \$10,000 - all benefits **plus** a full page ad in all event programs, 10 tickets to attend one event, 4 tickets to a second event and 2 tickets to a third event, 8 hours on-site educational training at your business site.

**Emerald Sponsor** - \$5,000 - all benefits **plus** eight tickets to an event, and 6 hours educational training at your business site.

**Ruby Sponsor** - \$3,000 - all benefits **plus** a 1/2 page ad in all event programs, Table placard with sponsorship level recognition, six tickets to an event and 4 hours of on-site educational training at your business site.

**Gold Sponsor** - \$2,000 - all benefits **plus** a 1/4 page ad in all event programs, 4 tickets to an event, business name **and** logo listed on Senior Services Associates, Inc. web site for one year.

**Silver Sponsor** - \$1,500 - all benefits **plus** a 1/8 page ad in the *Senior Voice* newspaper for one year, a 1/8 page ad in all event programs, 2 complimentary tickets to an event, and two hours educational training at your business site.

**Bronze Sponsor** - \$1,000 - all benefits **plus** a business card size ad for one year in the *Senior Voice* newspaper, and business name and link on Senior Services website for one year, and business sponsorship announced at SSA event.

**Topaz Sponsor** - \$500 - all benefits **plus** a business card size ad in all event programs and business name included on event materials, including invitations and newspaper ads (time sensitive).

**Copper Sponsorship** - \$250 - sponsorship includes: your name in all SSA event programs, on-site name recognition for one year, business name on sponsorship board, and listing in the *Senior Voice* newspaper for one year.

**Helping Hand** - \$150 - sponsorship includes: your name in all SSA event programs, and listing in the *Senior Voice* newspaper for one year.

# "Spring Into Style" 28th Annual Fashion Show

Sunday, April 5, 2020  
Crystal Lake Holiday Inn  
Senior Services Associates, Inc.  
Please return this form with your reply



Company Name: \_\_\_\_\_

Contact person: \_\_\_\_\_

Address: \_\_\_\_\_

City, St, Zip: \_\_\_\_\_

Phone: \_\_\_\_\_

Fax: \_\_\_\_\_

E-mail: \_\_\_\_\_

Yes, I would like to reserve tickets for  
\_\_\_\_\_ Individual Tickets, \$44 each  
\_\_\_\_\_ Table of ten, \$410  
\_\_\_\_\_ "Member" price, \$41 each \*  
\_\_\_\_\_ After March 22, \$48 each

### Check all that apply:

- I would like to support Senior Services with a corporate sponsorship \_\_\_\_\_
- I would like to support Senior Services with a cash donation of \$ \_\_\_\_\_
- I would like to donate a silent auction item(s) or service (Your business will be recognized in the event program.)

Description of the item/service for silent auction \_\_\_\_\_

Terms/Limitations of donation: \_\_\_\_\_

Donation estimated value: \_\_\_\_\_

### Program ads available, electronic version needed to fit purchased ad size

- Outside back cover full page \$450 (7-1/2 x 10-1/4)
- Inside back cover full page \$400 (7-1/2 x 10-1/4)
- Half page \$175 (7-1/2 x 5)
- Quarter page \$75 (3-3/4 x 5)
- Inside front cover full page \$400 (7-1/2 x 10-1/4)
- Full page \$300 (7-1/2 x 10-1/4)
- Business card \$35 (3-3/4 x 2)

**Ads must be received by: March 1, 2020**

Donor/Advertiser Signature \_\_\_\_\_

**Please mail or Fax your response by March 1, 2020**

\* "Member" - subscribes to the Senior Voice newspaper - call for information \*

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