

**FRIDAY,
MAY 30,
2025**



**3:00 PM
TO
7:00 PM**

SPONSORSHIP PROPOSAL

RESPECT YOUR ELDERS **MAKE IT FASHION**

A CELEBRATION OF STYLE, STRENGTH, AND LEGACY



NOMINATE A GOLDEN TRAILBLAZER

 **JOHN F. KENNEDY COMMUNITY CENTER**
415 HOWDERSHELL ROAD, FLORISSANT, MO 63031

GET YOUR TICKETS
SIGN UP TO BE A MODEL
(age 55+ or individuals with disabilities)



SPONSORSHIP OPPORTUNITIES

Dear Community Partner,

We're excited to invite you to partner with Circle of Care St. Louis as a sponsor of our signature fundraiser, Respect Your Elders: Make It Fashion—a bold celebration of style, strength, and legacy. This annual event highlights the vibrant lives of older adults and individuals with disabilities through a dynamic fashion show, the Golden Trailblazer Awards, and an unforgettable evening of community, connection, and purpose.

Your sponsorship directly supports in-home care, case management, and wellness services—ensuring that older adults across the St. Louis region can age safely, independently, and with dignity.

We've created a variety of sponsorship opportunities that offer meaningful brand visibility, community recognition, and a chance to stand alongside a mission that matters. We invite you to review the enclosed levels and select the one that best aligns with your organization's values and community impact goals. Thank you for considering this opportunity to uplift, honor, and invest in those who've paved the way.

With appreciation,
Eric Nelson



Fundraising Chair
Respect Your Elders: Make It Fashion

WHY SPONSOR RESPECT YOUR ELDERS - MAKE IT FASHION?

Sponsoring this event is more than good publicity — it's a chance to align your brand with a powerful cause and a growing regional platform.

Your sponsorship will:

1. Support a Meaningful Mission

Funds raised help Circle of Care St. Louis provide in-home care, case management, and wellness programs for older adults and adults with disabilities.

2. Expand Your Brand Visibility

We are actively pursuing media and promotional partnerships to elevate this event's reach. Sponsors may be featured in select advertising, community outreach, and digital marketing efforts — offering valuable exposure across the St. Louis region.

3. Show Your Commitment to Community

Demonstrate your dedication to dignity, inclusion, and aging in place — values your customers and employees care about.

4. Build Relationships

Connect with other community-minded leaders, business owners, and potential clients.

5. Engage Your Team

Sponsorship includes volunteer opportunities — a great way to involve your staff in a fun, purpose-driven event.

Join us in celebrating legacy, uplifting lives, and shining a light on those who paved the way.



RESPECT YOUR ELDERS

Make It Fashion!



TITLE SPONSOR: \$7500

VIP SHOW SEATING:

1 VIP table for 8 guests with prime seating

SPECIAL RECOGNITION:

Acknowledgment from the podium during the event

BRAND VISIBILITY:

Logo on all event materials (program, signage, digital platforms)

- Full-page ad in event program
- Featured prominently on the event website
- Opportunity to provide branded items in SWAG bags
- Exclusive Media Exposure: Recognition in pre/post-event media coverage
- Social media shoutouts and dedicated mentions

NETWORKING & ENGAGEMENT:

VIP networking opportunity with attendees and other sponsors

- Opportunity to address the crowd during the event

RESPECT **YOUR** ELDERS

Make It Fashion!



PRESENTING SPONSOR: \$5,000

VIP SHOW SEATING:

1 VIP table for 8 guests

BRAND VISIBILITY:

Logo on event materials (program, signage, digital platforms)

- Acknowledgment in the event program
- Logo featured on event website

MEDIA EXPOSURE:

Social media mentions

- Opportunity to provide a branded item in SWAG bags



RESPECT YOUR ELDERS

Make It Fashion!



PLATINUM SPONSOR: \$3,500

VIP SHOW SEATING:

1 VIP table for 8 guests

BRAND VISIBILITY:

Logo on event materials (program, signage, digital platforms)

- Recognition in the event program

NETWORKING OPPORTUNITIES:

Opportunity to provide a branded item in SWAG bags



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GOLD SPONSOR: \$1,500

VIP SHOW SEATING:

1 table for 8 guests

BRAND VISIBILITY:

Logo on event materials (program, signage, digital platforms)

- Recognition in the event program

MEDIA EXPOSURE:

Social media recognition

- Opportunity to provide a branded item in SWAG bags



RESPECT **YOUR** ELDERS

Make It Fashion!



SILVER SPONSOR: \$750

RESERVED SEATING:

2 tickets with reserved seating

BRAND VISIBILITY:

Logo on event materials (program, signage, digital platforms)

- Recognition in the event program

ATTENDEE INTERACTION:

Opportunity to provide a branded item in SWAG bags



RESPECT YOUR ELDERS

Make It Fashion!



MODEL SPONSOR: \$125 PER MODEL

EXCLUSIVE RECOGNITION:

Your name/business name displayed next to a model on the runway

BRAND VISIBILITY:

Acknowledgment in the event program and digital platforms

SPONSOR DETAILS:

Organization / Company Name: _____

Contact Name: _____

Mailing Address: _____

City: _____ State: _____

Zip: _____

SPONSORSHIP LEVEL SELECTION:

Please select your preferred sponsorship level:

☐ Title Sponsor (\$7,500)

☐ Silver Sponsor (\$750)

☐ Presenting Sponsor (\$5,000)

☐ Model Sponsor (\$125 per model)

☐ Platinum Sponsor: \$3,500

☐ Gold Sponsor: \$1,500

PAYMENT METHOD:

Please select your preferred payment method:

☐ Check (Make payable to Circle of Care, St Louis)

☐ Credit Card

If paying by credit card, please provide the following details:

Cardholder Name: _____

Card Type: _____

Card Number: _____

Exp. Date: _____ CVV: _____

Your credit card information will be processed according to our privacy policy.

Your sponsorship is tax-deductible as allowed by law.

Signature: _____ Date: _____

Once you have completed this form, please return it to us by email at events@circleofcarestlouis.org. Thank you for your generous sponsorship!



THANK YOU

Thank you for considering this opportunity to support a meaningful cause. If you're interested in sponsoring or partnering with us, please reach out using the contact information below. We'd be honored to collaborate with you to bring this powerful event to life and create lasting impact in the lives of older adults across our community.

CONTACT US

(314) 873-3501
www.circleofcarestlouis.org
events@circleofcarestlouis.org