



MEDIA SPONSORSHIP OPPORTUNITY

Our media partners benefit from the premium exposure provided through:

- An established and successful event with strong brand identity that targets affluent women in York Region and the GTA who are interested in healthy aging
- Recognition as a supporter of the new state-of-the-art Mackenzie Vaughan Hospital and Mackenzie Richmond Hill Hospital

In exchange for the media partner benefits listed below, you provide the following:

- Online and on-air/print promotional advertising and editorial (if applicable) about the Joy of Aging fundraising event (pre/post-event) with a link to the Joy of Aging website;
- Coverage and featured interviews on-site the day of the event;
- Event listing and article on your website with a link to The Joy of Aging website.

Our media partners receive:

- Access to the keynote speaker and committee members for interviews;
- Recognition and logo placement on Joy of Aging advertising in local print publications and on select print materials, including programs, flyers and brochures;
- 4 tickets;
- Prominent logo acknowledgment on all event signage;
- Recognition, logo and active link on The Joy of Aging website;
- Benefits may be customized by request.