

## Who we are -

The Red Land Senior Center is a multi-service facility for adults who are 60 or better. The center addresses a wide range of social, emotional, and intellectual needs for our senior participants. Our activities aim to combat loneliness, boost self-esteem, foster personal growth, and promote independence through engagement.

We believe that:

- Every person is valuable
- Everyone deserves respect, opportunities, and fair treatment
- A strong community supports all its participants
- Community involvement is about "People Helping People"
- Success depends on teamwork
- Empowered people enhance their own lives and their communities
- Older adults want to be self-sufficient
- Self-sufficiency is better than dependency
- Meeting basic survival needs is essential for growth and stability
- Agency resources should benefit those they serve
- Responsible organizations use resources wisely and efficiently
- Dedicated staff and volunteers are valuable assets to our program

## Programs & Services

### Meal Program

- Monday- Friday Congregate Noon Meals

### Exercise Programs

- Low-Impact exercise, Walking Club, Wii Bowling, Video Exercise Class, and Zumba

### Wellness Programs

- Nutrition and Wellness Speakers/seminars, Blood Pressure Checks, Chronic Disease Self-Management, Diabetic Supports and Recreational and socialization programs

### Lifelong Learning Programs & Enrichment Opportunities

- Technology Education, Support Groups, Book Club, Bible Study, Day Trips, Volunteerism Positions, Arts and Culture Programs

### Assistance Programs

- Fresh Express Food Distribution, Free income tax preparation through AARP Farmer's market food voucher program, 55 Alive driver's education courses, PA property and rent rebate application preparation, LIHEAP application preparation, Transportation linkage, Casework linkage Insurance & Medicare Help, Fraud Awareness & Prevention courses, Estate Planning and advice

## Building Usage

Our reach expands beyond the older adults that attend our center each day. Other community organizations/groups use the facility to hold meetings and worship. Some groups include:

- **Boy Scouts of America & Eagle Scouts**
- **Wyndamere Heights Evangelical Church**
- **and the list continues to grow...**

## Contact Us

736 Wyndamere Road  
Lewisberry, PA 17339

Phone: (717)938.4649

Facebook:

[www.facebook.com/redlandseniorcenter](http://www.facebook.com/redlandseniorcenter)

Website: [www.redlandseniorcenter.org](http://www.redlandseniorcenter.org)



RED LAND  
SENIOR CENTER

Sponsorship  
Packet



# Normal Operating Budget

## Income

4% Programming

## Expenses

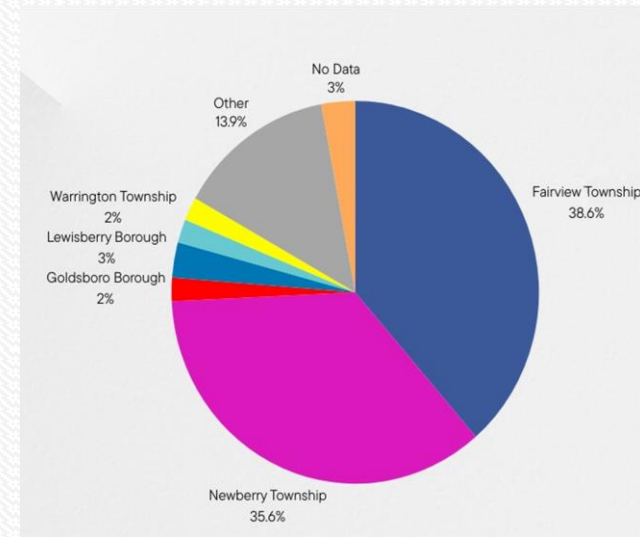
- 43% Personnel costs
- 26% Occupancy Costs
- 24% Programming Expenses
- 7% Supplies
- 4% Legal

- 43% York County Area
- 19% Fundraisers
- 15% Municipal Support
- 14% Community Donations
- 6% Grants

- \* We serve over 16,800 congregate meals in a year.
- \* Average of 80-100 seniors walk through our doors every day.



# Municipal Demographic



# Annual Sponsorship Menu

| Level & Benefits  | Platinum Sponsor<br>(1 Year duration)<br>\$2,000 | Gold Sponsor<br>(1 Year duration)<br>\$1,000 | Silver Sponsor<br>(6-month duration)<br>\$500 | Bronze Sponsor<br>(3-month duration)<br>\$250 |
|---|--|--|---|---|
| Company Logo placed on community event material's: such as website, Copilot presentation for duration on your sponsorship                                   | X  | X  | X   | X   |
| Advertisement space is available in each newsletter   | X<br>Plus E-Blast                                | X  | X   | X   |
| 1 Advertisement displayed daily on Copilot kiosk  | X  | X  | X   |   |
| 1 Advertisement displayed monthly on the center's Facebook page   | X  | X  | X   | X   |
| Your company events and a link to your organization's website will be placed on the Red Land Senior Center's website.                                       | X  | X  | X   |   |
| Presentation opportunities.   | X<br>6/Per sponsorship                           | X<br>4/Per sponsorship                       | X<br>3/Per sponsorship                        | X<br>1/Per Sponsorship                        |
| Invitation to have promotional table in a shared space at center events (examples: Winter Wonderland, September Showcase, Vendor Fair)                      | X<br>All   | X<br>Vendor Fair ONLY                        |   |   |
| Display company brochures and information in the community room/resource table  | X  | X  | X   | X   |
| The opportunity to join the Red Land Senior Center for 1 center celebration (ex. Holiday party) where the sponsor is highlighted as a sponsor of the center | X  | X  |   |   |

## Why do we need sponsors?

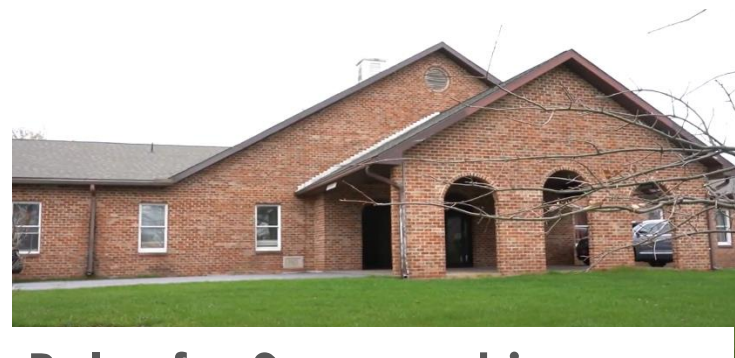
Our mission is to make a positive difference in the lives of older adults living in our community. We accomplish this by offering interesting programs in a welcoming setting. However, our participation is steadily growing. This has led to the center to actively pursue a variety of fundraising ideas.

To continue to offer vital services to everyone, we must expand the way we raise funds. Sponsorships will allow us to continue to provide the services our participants have come to rely upon, without asking for any out-of-pocket funds from them.

## How will your organization benefit?

Various Sponsorship levels are available for your business. Depending on your level of sponsorship, you will be entitled to:

- Place advertisements in the monthly newsletter that is read by hundreds of older adults in York County.
- Place advertisements on the center's website/Facebook page.
- Onsite marketing opportunities with center participants.
- Ability to place promotional flyers, business cards, and brochures in the main community room's resource table.
- An invitation to have a promotional table at all community events.



## Rules for Sponsorship

- All organizations must sign up for a sponsorship package or they will not be able to present information to center participants.
- All materials/advertisements must be proof read/approved by the Exec. Director prior to publication.

Other sponsorship opportunities are available and include E-News & Marketing publications.



Executive Director,  
Red Land Senior Center

736 Wyndamere Rd. Lewisberry, PA 17339

[www.RedLandSeniorCenter.org](http://www.RedLandSeniorCenter.org)

To further discussing a sponsorship, please contact, our Executive Director at (717)938.4649 or by email at [Director@RedLandSeniorCenter.org](mailto:Director@RedLandSeniorCenter.org)