



Healthy Living Festival



United Seniors of Oakland and Alameda County

7200 Bancroft Avenue, Suite 178 ♦ Oakland, CA 94605 ♦ (510) -729-0852 ♦ www.usoac.org

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Michelle Taylor Lagunas
Executive Director

March 22, 2010

Dear Friend and Supporter,

As an Alameda County Supervisor, I am excited about the 7th **Annual Healthy Living Festival (HLF)** organized by United Seniors of Oakland and Alameda County. Older adults are one of our county's most valuable assets, and I remain passionate and committed to providing them with healthy environments and access to valuable information and resources that promote healthy lifestyles. This year's Festival will be new and improved with our host, the Oakland Zoo.

Last year the **Festival** attracted more than 1700 participants, exhibitors and volunteers, who came together to promote healthy living and physical activity while providing critical health information and a vast array of resources to the seniors in attendance. The **Healthy Living Festival** has become the largest event of its kind that brings together a diverse group of older adults from throughout Alameda County, who are eager to learn more about their health as well as practice active aging.

The 7th **Annual Healthy Living Festival** will be held at a new location, the Oakland Zoo, on **July 9, 2010** and promises to be the best yet. Some of the planned activities include:

- Interactive booths promoting health education and healthy lifestyles
- Health check-ups and screenings
- Older adult Walking Club information and registration
- Nutrition and cooking information
- Educational presentations on healthy lifestyles and active aging
- Tai Chi and Dyna-band demonstrations
- A Zoo Walk
- A free healthy lunch

As a **Festival Supporter** you will help ensure the success and continuation of this exciting annual event that has become very important to the seniors! For many, the **Festival** represents the best concurrent source of information about health, physical activity, nutrition, and active living for older adults.

You can support the **Festival** with a financial contribution of **\$500, \$1000, \$2,500, \$5,000, \$10,000** or with in-kind product and service donations of volunteers, drinking water, printing, and transportation for seniors, etc. I have enclosed **Festival** sponsorship information that outlines a variety of ways to make a financial commitment to the 7th Annual Healthy Living Festival that will demonstrate your commitment to the health of older adults living in Alameda County.

If you have questions, please don't hesitate to contact Michelle Taylor Lagunas, Healthy Living Festival Coordinator (510)729-0853 or Michelle@usoac.org

On behalf of older adults throughout Alameda County, I appreciate your consideration of this request for the 2010 **Festival**.

Sincerely,

Nate Miley, USOAC President



Healthy Living Festival

Sponsorship Levels

- **Lion Level:** **\$10,000.00**
Company will be listed as a presenter of the Healthy Living Festival. Name and logo will be featured on all marketing and promotion materials including the event posters, the official Festival brochure*, name and logo placement and special recognition on the United Seniors of Oakland and Alameda County website along with a link to your website, and acknowledgement in all press releases and media materials. In addition, Lion sponsors will receive a free information booth.
- **Elephant Level:** **\$ 5,000.00**
Company name and logo will be featured on all marketing and promotion materials including the event posters and banners, the official Festival brochure*, name and logo placement on the United Seniors of Oakland and Alameda County website along with a link to your website, and acknowledgement in all press releases and media materials. Elephant sponsors will receive a free information booth.
- **Giraffe Level:** **\$ 2,500.00**
Company name only will be featured on all marketing and promotion materials including the event posters and banners, the official Festival brochure, name listed with other Giraffe sponsors on the United Seniors of Oakland and Alameda County website along with a link to your website, and acknowledgement in all press releases and media materials. Giraffe sponsors will receive a free information booth.
- **Gazelle Level:** **\$ 1,000.00**
Company name will be listed on promotion materials including the event program and name listed with other Gazelle sponsors on the United Seniors of Oakland and Alameda County website along with a link to your website.
- **Lemur Level:** **\$ 500.00**
Company name will be listed on promotion materials including the event program and name listed with other Lemur sponsors on the United Seniors of Oakland and Alameda County website.
- **We welcome in-kind donations** (i.e., such as volunteers, bottled drinking water, printing, t-shirts, transportation for seniors)

***Please note that some promotional materials, such as the Festival brochure, will be printed months in advance of the Festival. Prompt donations are appreciated!**

If you have questions, please don't hesitate to contact Michelle Taylor Lagunas, Executive Director & Healthy Living Festival Coordinator
(510)729-0853 or hlf@usoac.org

Thank You!

Make checks payable and mail to: United Seniors of Oakland and Alameda County
7200 Bancroft Avenue, Suite #178, Oakland, CA 94605
All contributions are tax deductible to the limits allowable under state and federal law.