



DIRECTION HOME
AKRON CANTON
FOUNDATION

2023 CAMPAIGN

A MESSAGE FROM OUR PRESIDENT AND CEO, GARY L. COOK

Dear Friend and Supporter,

Direction Home Akron Canton Area Agency on Aging and Disabilities (DHAD) is committed to making the possibility of aging and living at home a reality for as many of our members, neighbors, and their loved ones as possible.

Having friends like you makes all the difference in the amount of care we can provide. In our effort to improve outcomes for older adults, we touch thousands of lives every year through our assessments, information and resource sharing, care management, and nursing facility complaint investigation.

But, our work is not done yet, nor is it easy. Our presence and ability to help means more with each passing day.

- 26% of the older adults in our region are living near or below poverty level, with 38% reporting an inability to pay for one month of long-term care.
- Approximately 21,500 older adults in the region experience food insecurity.
- Over 20,000 individuals call our Aging and Disability Resource Center for services and supports each year.

Your sponsorship and/or donation will go a long way to support advocacy efforts and assistance for individuals who cannot afford to age well at home. Please join us as we share the mission with healthcare professionals, lawmakers, educators, public service professionals, older adults, individuals with disabilities, and the people who care for them. Thank you for your help.

Sincerely,



Gary L. Cook



OUR FOUNDATION MISSION

Our mission is to enable older adults not eligible for government assistance to remain independent and secure at home through access to a range of supportive services.

OUR FOUNDATION VISION

All older adults in our region shall have access to community-based long-term care regardless of their ability to pay.

AGING IS AN ART FORM

“A man should hear a little music, read a little poetry, and see a fine picture every day of his life, in order that worldly cares may not obliterate the sense of the beautiful...”

—Johann Wolfgang von Goethe

As we age, our knowledge of and recognition of the beautiful only increases. Art has been shown to have a positive effect on brain health and in reducing caregiver stress.

Aging Is an Art Form is an opportunity for older adults to explore their creative instincts and learn new techniques from professionals. Different types of art forms take place throughout the year, including: events, workshops, classes, and individual projects contributing to a collective.

Your Aging is an Art Form Sponsorship

provides much-needed supplies, instruction and access to older adults and their caregivers, depending on what art forms are available at the time. All sponsorships include your organization's name and logo on the advertising and promotional materials. Higher level sponsors can also benefit from social media posts and sponsor messages during the programming!

\$1,000- VIRTUOSO

\$1,500- CRAFTSMAN*

\$3,000- ARTISAN**

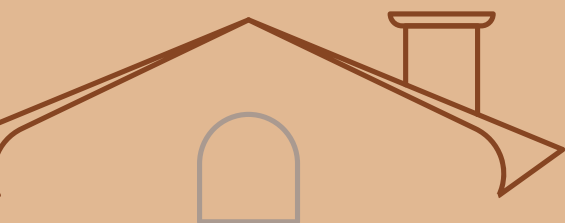
\$5,000- MASTER**



**Social media posts included*

***Social media posts included. Sponsor messages and handouts included during programming*

For more information on the Aging Is an Art Form program, contact Lori Smith, Training Coordinator at lsmith@dhad.org or 330-899-5255.



FALL CONFERENCE

St. George Orthodox Church
3204 Ridgewood Rd.
Fairlawn, OH 44333

September 29, 2023; 8AM-4:30PM

Bringing together professionals and leaders from healthcare, social services, and public administration, the Fall Conference examines the issues, practices, and discoveries affecting the lives of the older adults and individuals with disabilities we all serve.

The conference is a full day, in-person event featuring national and local experts on impacts to aging policy. Attendees have the opportunity to discuss important issues, prepare for the future, and celebrate successes in the field with the people advancing the cause.

	Peer 10 available (\$500)	Scholar 5 available (\$1,000)	Leader 3 available (\$2,500)	Visionary 3 available (\$5,000)	Expert 1 available (\$7,500)
Name on program, webpage, rolling screen*	Yes	Yes	Yes	Yes	Yes
Logo on program, webpage, rolling screen*	Yes	Yes	Yes	Yes	Yes
Conference Registration	1 seat	2 seats	3 seats	4 seats	4 seats
3 Social Media Posts for each platform (FB, LinkedIn, Twitter)	No	Yes	Yes	Yes	Yes
Ad in Program*	No	No	Quarter Page (4.25"x5.5", color)	Half Page (8.5"x5.5", color)	Full Page (8.5"x11", color)
Material Included in Packet*	No	No	Yes	Yes	Yes
Exhibitor Booth for Vendor Expo	No	No	Yes	Yes, with preferred placement	Yes, with preferred placement
Opportunity to Introduce a Session	No	No	No	Yes	Yes
Sponsor Message During Conference	No	No	No	Yes	Yes
Sponsored Email to Participants Before Conference*	No	No	No	Yes	Yes
Present a Session	No	No	No	No	Yes



Vendor Expo

Limited number of exhibitor booths* available.

Exhibitor Booth: \$300

*Includes lunch, a 6-8ft table, and up to two chairs, conference seating

**All submitted materials and payment must be received 3 weeks prior to event.*

Opportunities that are listed and customized to packages are limited, & available on a first come-first serve basis.

For descriptions and other sponsorship levels and inclusions- see pages 5 and 6.

AWARDS CEREMONY

Direction Home's NEW office building & conference center:
1949 Town Park Boulevard
Uniontown, OH 44685



December 8, 2023; 12PM-1:30PM

Direction Home's Annual Awards Ceremony celebrates the work being done for and by older adults. Attendees from the realms of public administration, healthcare, education, and social services recognize honorees of the Senior Hall of Fame, Home Health Aide Hall of Fame, Volunteer Ombudsman of Distinction, the Joseph L. Ruby Scholarship, and the Direction Home Akron Canton Area Agency on Aging and Disabilities Harvey L. Sterns Lifetime Achievement Award. In 2022, Honorable Judge Dixie Park was honored with the Lifetime Achievement Award.

Ally (\$1,000)	Friend (\$2,500)	Patron (\$3,500)	Advocate (\$5,000)
<ul style="list-style-type: none"> Name and logo on program, webpage, rolling screen* 2 seats at ceremony 	<ul style="list-style-type: none"> Name and logo on program, webpage, rolling screen 2 seats at ceremony 2 posts on each platform (Facebook, LinkedIn, Twitter) 	<ul style="list-style-type: none"> Name and logo on program, webpage, rolling screen 4 seats at ceremony 3 posts on each platform (Facebook, LinkedIn, Twitter) 1/4 page ad in program* Material included in program* Sponsor message during ceremony 	<ul style="list-style-type: none"> Name and logo on program, webpage, rolling screen 4 seats at ceremony 3 posts on each platform (Facebook, LinkedIn, Twitter) Full page ad in program* Material included in program* Sponsor message during ceremony Opportunity to introduce award End-of-year message on DHAD blog



**All submitted materials and payment must be received 3 weeks prior to event.*

Opportunities that are listed and customized to packages are limited, & available on a first come-first serve basis.

For descriptions and other sponsorship levels and inclusions- see pages 5 and 6.



BUILD YOUR OWN

Sponsorship Package

Direction Home offers exclusive sponsorship package options, tailored to your organization's needs. Build Your Own Sponsorship Packages can vary in price and package inclusions so that your investment is maximized. Our staff can help you decide on what's right for you.

Personalized sponsorship packages could include:

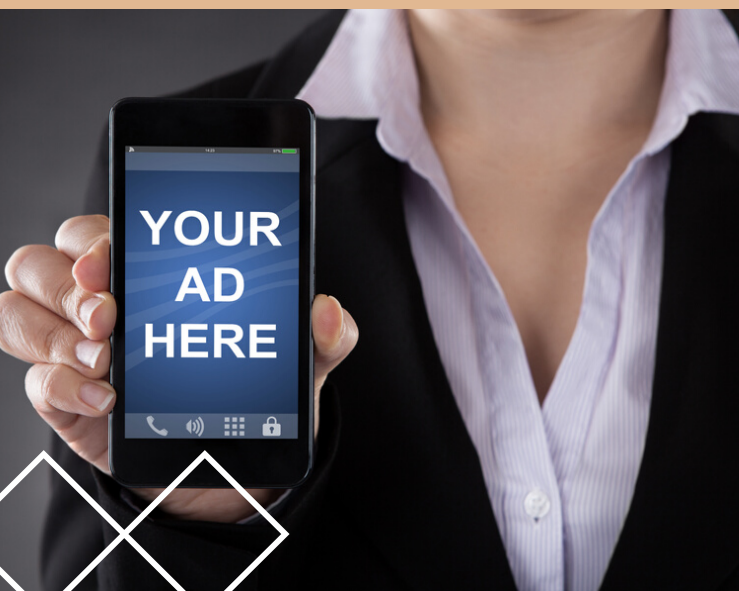
- The opportunity to host breakout rooms at the Fall Conference
- Additional conference or ceremony seats
- Additional advertisements in programs
- Additional sponsor messages at events
- Title Sponsor status for events
- Sponsorship of new tech and arts programming at Direction Home
- Baskets to raffle off for your employees

And so much more! Call or email today to get the conversation started.

800.421.7277 / www.DHAD.org / donate@dhad.org



DETAILS OF LEVEL FEATURES



Not sure what is included with some of the features of the sponsorship level you're considering? Take a look at the descriptions below. Still not sure? We'll be happy to help you select the best package for your organization, or help you create your own sponsorship package.

800.421.7277 / www.DHAD.org / donate@dhad.org

AD SPACE AND MATERIALS

Some sponsorship packages include space in the event program for advertisement. All ads are in color. Full page ads are 5"x8", 1/2 page ads are 2.25"x8", and 1/4 page ads are 2.25"x3.75". Sponsorships including external materials can be of any size.




SOCIAL MEDIA, EMAILS, AND BLOGS

Each social media post included in your package can be individually submitted or developed by our Communications department. It can include a link to your social media or website. Each message will be dedicated to your sponsorship and will be posted on Facebook, LinkedIn, and Twitter. Some events have sponsorship levels with the option to directly contact participants through a pre-event email or reach more people with a website blog post.

INTRODUCTIONS AND SPONSOR MESSAGES

As a higher level sponsor, you have the opportunity to submit your organization's mission for inclusion in the event programming. For introductory roles, one session or one award will be endowed to you. This is a great opportunity for you to briefly speak on your organization and mission.



THANK YOU 



DIRECTION HOME
AKRON CANTON
FOUNDATION

2023 FOUNDATION RAFFLE CAMPAIGN

The Foundation Campaign Raffle supports the work done through Direction Home's Care Coordination program and the foundation's advocacy efforts.

Tickets for the 2023 Raffle will be available beginning August 3, 2023 and are \$50 each or 5 for \$200. Winners will be drawn and announced on November 16, 2023. Limitations may apply. Please visit www.DHAD.org for a full list of prizes, rules, and regulations.

Questions regarding the raffle and purchasing tickets should be directed to Beth Leghart at bleghart@dhad.org or 330-899-5210.



dhad.org/who-we-are/direction-home-akron-canton-foundation

THANK YOU TO OUR TOP SPONSORS IN 2022

