



DIRECTION HOME  
AKRON CANTON  
FOUNDATION

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# SPONSORSHIPS 2024

# A MESSAGE FROM OUR PRESIDENT AND CEO, ABBY MORGAN



Hello Friend and Supporter,

As 2024 is a year for transitions for us after Gary Cook's retirement, we are looking forward to setting the tone for our Annual Fundraising Campaign. We are grateful for our continued community support and excited for new opportunities. I have had the pleasure of watching our financial backing from the community grow for over a decade, thanks in great part to our extraordinary past leadership and dedicated team at Direction Home.

While we embrace exciting changes this year, we are also aware that some things stay steady. It is important for us to remind you of the intense need your aging friends, family, and neighbors may be experiencing right in your neighborhood.

- »»»» 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.

We are proud to say that our community's response to these demands shows progress. Our sponsorship opportunities fueling our advocacy campaigns are in high demand. Foundation and Award Sponsorships are at their highest point to date, with conference sponsorships up 78% and Awards Ceremony sponsorships up 79% from 2019. We are relying on your support to remain as your trusted leader in assessments, information and education, resource access, care management, and nursing facility advocacy. Please share our mission with those you know in need, and others who find themselves longing to make a meaningful impact for beloved older populations and those who care for them. Thank you for your support; we can't do it without you!

Cheers,

A handwritten signature in blue ink, appearing to read 'Abby Morgan'. The signature is fluid and cursive, with a long, sweeping tail on the final letter.

Abby Morgan

## 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.

# **NEW** NEIGHBORHOOD SPONSOR SPRING 2024

Make your sponsorship stand out and maximize your investment by receiving your perks early in 2024!

In our new SPRING 2024 Neighborhood Sponsor option, you'll get some of the perks you're familiar with, plus brand new opportunities, at an exclusive time in the year. But act fast! Spots are limited and reserved for a first-pay, first-serve basis.



## **3 SPRING SOCIAL MEDIA POSTS**

Receive three social media sponsor posts on each platform (Facebook, LinkedIn, X/Twitter. 1,950 estimated impressions from our 2,700+ total followers). Avoid the increased digital "noise" in the fall by being one of the very few sponsors gaining exposure to our audiences in the spring. You can even promote one of your spring or summer events!



## **SPONSOR MESSAGE IN ONE QUARTERLY NEWSLETTER**

Featured in one of our two highest engagement e-newsletters of the year- summer or fall. Include a brief message sent to over 700 of our exclusive e-newsletter recipients! Perfect to advertise a seasonal event.

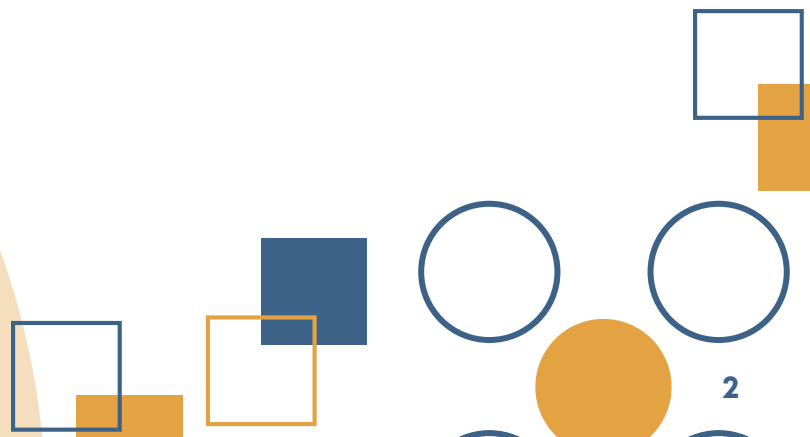


## **2 CONFERENCE ATTENDEES**

Of course you can't miss out on our annual conference! See page 4 for more.

**\$3,000**

**ONLY 4  
AVAILABLE!**



# 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\*\***

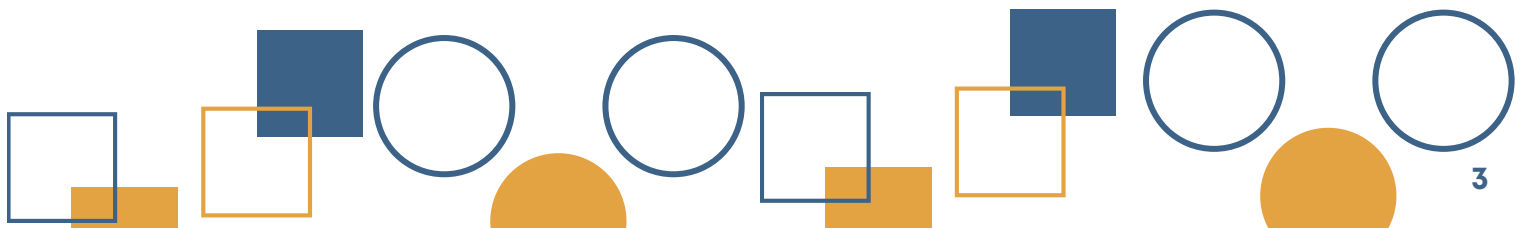
**\$5,000- MASTER\*\***

*\*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 at [lsmith@dhad.org](mailto:lsmith@dhad.org) or 330-899-5255.



# ANNUAL CONFERENCE

August 7, 2024; 8AM-4:30PM

Direction Home Akron Canton Area Agency on Aging & Disabilities  
 1949 Town Park Boulevard,  
 Uniontown, OH 44685



Join us in supporting top-tier professional education surrounding pertinent topics at our annual conference. 2024's Annual Conference, "The World We Live In," will be held in a new month and location, but still have the networking, professional development, and 5.0 CEU hours you're looking for.

"The World We Live In" will explore social determinants of health, trauma-informed care, advocacy work, and more, providing attendees with focus to better serve vulnerable populations.

	<b>Peer (\$500)</b>	<b>Scholar (\$1000)</b>	<b>Leader (\$2,500)</b>	<b>Visionary 3 available (\$5,000)</b>
<b>Name in Program*</b>	Yes	Yes	Yes	Yes
<b>Name on Webpage</b>	Yes	Yes	Yes	Yes
<b>Logo in Program*</b>	Yes	Yes	Yes	Yes
<b>Logo on Webpage</b>	Yes	Yes	Yes	Yes
<b>Name and Logo on Rolling Screen</b>	Yes	Yes	Yes	Yes
<b>Conference Registration</b>	4 seats	6 seats	4 seats	6 seats
<b>Dedicated Social Media Posts (FB, LinkedIn, Twitter)</b>	No	1 post for each platform	3 posts for each platform	3 posts for each platform
<b>Ad in Program*</b>	No	No	Quarter Page (4.25" x 5.5" color)	Full Page (8.5" x 11" color)
<b>Material Included in Packet*</b>	No	No	Yes	Yes
<b>Sponsored Email to Participants Before Conference*</b>	No	No	Yes	Yes
<b>Sponsor Message During Conference</b>	No	No	No	Yes
<b>Opportunity to Introduce a Session</b>	No	No	No	Yes
<b>Exhibitor Booth for Vendor Expo</b>	No	No	No	Yes

Vendor Expo- Exhibitor Booth: \$250  
 Limited number of exhibitor booths available.

Ask us about high-level sponsor options!

*\*All submitted materials and payment must be received by July 15, 2024.*

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

# AWARDS CEREMONY

December 2024  
Details to Follow

Direction Home's Annual Awards Ceremony is an elevated celebration of outstanding individuals in the community. Over a dozen individuals will be recognized with Hall of Fame, Ombudsman, Scholarship, and Lifetime Achievement awards.

Known for sharing moving stories of older adults and home health aides, the ceremony is attended by 100-150 unique individuals making real differences through the work they and their loved ones do. This event showcases how monetary support of the Foundation is in action in the community, and receives high engagement from our legislative, media, professional, and community audiences.



## Ally (\$1,000)

- Name and logo on program, webpage, rolling screen\*
- 2 seats at ceremony

## Friend (\$2,500)

- Name and logo on program, webpage, rolling screen\*
- 2 posts on each platform (Facebook, LinkedIn, Twitter)
- 2 seats at ceremony

## Patron (\$3,500)

- Name and logo on program, webpage, rolling screen\*
- 3 posts on each platform (Facebook, LinkedIn, Twitter)
- 4 seats at ceremony
- 1/4 page ad in program\*
- Material included in program\*
- Attendance at award winner reception before ceremony

## Advocate (\$5,000)

- Name and logo on program, webpage, rolling screen\*
- 3 posts on each platform (Facebook, LinkedIn, Twitter)
- 4 seats at ceremony
- Full page ad in program\*
- Opportunity to introduce award
- Material included in program\*
- Attendance at award winner reception before ceremony
- Sponsor message during ceremony
- End-of-year message on DHAD blog

*\*All submitted materials and payment must be received by November 14, 2024.*

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

# CUSTOMIZABLE OPTIONS

## Sponsorship Package

Direction Home offers exclusive sponsorship package options, tailored to your organization's needs. Customizable 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.

Customized sponsorships could include:

- Additional conference or ceremony seats
- Direction Home Foundation Auction sponsorship
- Art auction, craft show, sock hop, prom, Grandparent's Day event sponsorship
- Matching gift sponsorship
- Corporate sponsorship
- Title Sponsor status for events
- Sponsorship of new tech or arts programming at Direction Home

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

800.421.7277 / [www.DHAD.org](http://www.DHAD.org) / [donate@dhad.org](mailto:donate@dhad.org)





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AKRON CANTON  
FOUNDATION**

## **2024 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 2024 Raffle will be available beginning August 1, 2024 and are \$50 each or 5 for \$200. Winners will be drawn and announced on November 14, 2024. Limitations may apply. Please visit [www.DHAD.org](http://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](mailto:bleghart@dhad.org) or 330-899-5210.



[dhad.org/who-we-are/direction-home-akron-canton-foundation](http://dhad.org/who-we-are/direction-home-akron-canton-foundation)

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## **THANK YOU TO OUR TOP SPONSORS IN 2023**

