



Snowflake Ball

March 5, 2022

6 pm—9:30 pm

Rothchild Conference Center

8807 Kingston Pike, Knoxville, TN 37923

Join us for dinner, dancing, and an evening of entertainment in support of the Senior Companion program.

As this event benefits our most valuable population - older adults, CDC guidelines will be followed. Our goal is to have an in-person event when it is safe for us to do so. As sponsors, we ask for your grace and flexibility as we navigate the unpredictable challenges of this pandemic.

Sponsorship Levels

\$5,000 Sapphire Sponsorship (1 Available)

- Showcase a 60-90 second video of your business at the event
- Be identified as a presenting sponsor for the 2022 Snowflake Ball in marketing materials.
- Personal recognition of your contribution in the program
- Your company name will be mentioned as the Sapphire Sponsor of the Snowflake Ball in local media coverage
- An opportunity to present at AmeriCorps Seniors monthly meeting
- Your company name will be identified as the Sapphire Sponsor on the Office on Aging website at knoxseniors.org
- Your company logo on the event tickets and posters
- Your company name as a sponsor on all tables at the event
- Digital display of your company logo at the event
- Prior to the event, your Sapphire Sponsorship will receive a special mention in our newsletter, *Elder News and Views*, distributed quarterly to over 14,000 homes and businesses
- Social media video recognition
- Bottle of wine on each table
- Your company name on a dance souvenir given to each attendee (provided by sponsor)
- Your donation will be tax deductible
- 3 Tables - 24 tickets to the dance

\$2,500 Platinum Sponsorship (4 Available)

- Personal recognition of your contribution in the program
- Your company name will be mentioned as the Platinum Sponsor of the Snowflake Ball in local media coverage
- Your company name will be identified as the Platinum Sponsor on the Office on Aging website at knoxseniors.org
- An opportunity to present at AmeriCorps Seniors monthly meeting
- Your company logo on the event tickets and posters
- Your company name as a sponsor on all tables at the event
- Digital display of your company logo at the event
- Prior to the event, your Platinum Sponsorship will receive a special mention in our newsletter, *Elder News and Views*, distributed quarterly to over 14,000 homes and businesses
- Social media video recognition
- Bottle of wine on each table
- Your company name on a dance souvenir given to each attendee (provided by sponsor)
- Your donation will be tax deductible
- 2 Tables - 16 tickets to the dance

\$1,250 Gold Sponsorship (8 Available)

- Personal recognition of your contribution in the program
 - Digital display of your company logo at the event
 - An opportunity to present at AmeriCorps Seniors monthly meeting
 - Your company name in our newsletter, *Elder News and Views*, distributed quarterly to 14,000 homes and businesses
 - Social media recognition
 - Your donation will be tax deductible
 - 1 Table - 8 tickets to the dance
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\$600 Bronze Sponsorship (8 Available)

- Your company name in our newsletter, *Elder News and Views*, distributed quarterly to 14,000 homes and businesses
 - Social media recognition
 - Your company name as a table sponsor on your table
 - Your donation will be tax deductible
 - 1 Table - 8 tickets to the dance
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Where The Money Goes

The Senior Companion volunteers receive a small stipend for their service which helps them purchase necessities such as food and medicine; however, the satisfaction of feeling needed and appreciated is a much better reward than any amount of money.

This past year, Senior Companions provided support with meal preparation, household management, light housekeeping, respite care, and friendship to 300+ seniors in Knox County at no cost. There are over 300 seniors waiting for a companion.

Funds raised through the Snowflake Ball are allocated to cover the stipend, meals, and transportation costs for Senior Companion Volunteers.

[Click here to secure your Snowflake Ball Sponsorship today!](#)

For information, call 865-524-2786 or email deisha.finley@knoxseniors.org

\$800 Silver Sponsorship (8 Available)

- Digital display of your company logo at the event
 - Your company name in our newsletter, *Elder News and Views*, distributed quarterly to 14,000 homes and businesses
 - Social media recognition
 - Your company name as a table sponsor on your table
 - Your donation will be tax deductible
 - 1 Table - 8 tickets to the dance
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\$500 Table Purchase

- Guaranteed seating together
- 1 Table - 8 tickets to the dance

Silent Auction items and donations can be made in any amount to the Senior Companion Program.

Senior Companion Program

This pandemic has forced us to change how we provide support. Despite challenges, the Senior Companions continue to stay strong in meeting our agency's mission – Helping People, Changing Lives. We are still here and continue to serve our community.

The Senior Companion Program provides older adults with limited resources an opportunity for meaningful volunteer experience.

The volunteers, in turn, provide companionship and support to many lonely, isolated, and homebound adults in our community.

This service is provided at no cost to the care recipient or their family.

Senior Companions provide:

- Companionship
- In-home Support
- Light Meal Preparation
- Shopping Assistance
- Respite for Family Caregivers
- Positive Social Interaction & Encouragement

Senior Companions assist:

- Isolated older adults
- Individuals in hospice care
- Individuals suffering from memory loss
- Older adults battling chronic conditions
- Individuals recovering from surgery, cancer treatment, dialysis, and other health conditions
- Family caregivers suffering exhaustion & burnout