



CEDAR PARK
REGIONAL
SENIOR CIRCLE

January 2017

Dear Prospective Partner,

We are excited to celebrate the 8th Anniversary of the Senior Circle Program at Cedar Park Regional Medical Center. Senior Circle is a flourishing organization that offers special experiences and valuable resources for people age 50 and better. If you aren't already familiar with Senior Circle, now is your chance to become a part of something great!

Senior Circle, a resource provided by Cedar Park Regional Medical Center, is committed to promoting healthy and active lifestyles for adults and their loved ones by providing programs that encourage wellness and continued learning along with a host of social activities.

As of December 2016, ***we had over 850 members in the Senior Circle program!*** Partnering with us offers a direct connection to a loyal, influential adult audience. We offer partnerships that are easy to activate and include a number of tangible and intangible benefits, including year-round access to members, participation at events and seminars, and recognition in bi-monthly *Circle News* publications.

We hope you are as excited about taking advantage of our partnership opportunities as we are to offer them! We encourage you to read on for more details, including new and exciting opportunities for marketing your organization or business with Senior Circle. Please email or call with any additional questions you might have.

Warmest Regards,

Mary Clare Spear

Marketing Coordinator

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Laura Balla

Marketing Director

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512-528-7010



CEDAR PARK REGIONAL

SENIOR CIRCLE

Our Mission

To encourage a healthy and active lifestyle for adults age 50 and better, by providing programs that encourage continued learning, wellness, health and volunteering, coupled with a host of social activities.

- There are 108.7 million Americans age 50 and older.
- There is an exciting shift in the 50+ generation; they are very active, well-educated and more diverse.
- Almost 50% are still active in the labor force.
- Senior Circle has grown to over 140 chapters nationally with more than 100,000 members.

Benefits of Membership

One of the hallmarks of Senior Circle is the generous selection of activities and benefits for only \$15 a year!

- Monthly seminars (with refreshments provided) featuring medical professionals speaking about topics of interest to aging adults.
- 17 free exercise classes at Twin Lakes Family YMCA that enhance health and wellness.
- Monthly movies, dining, and birthday celebrations.
- A bi-monthly newsletter (*Circle News*) with a calendar of upcoming events, health and wellness features, hospital and community news and more.
- Special discounts and perks with area businesses.
- Travel opportunities.
- Members also receive national benefits such as prescription, vision, travel, home emergency response and other discounts.
- Every member also receives a free subscription to our national magazine *Inside Circle*.

Painted Churches Day Trip



2017 Partnership Opportunities

Annual Gold Partner: \$2000

- Business name, logo and website in each bi-monthly *Circle News* publication (sent to over 850 members).
- Gold Partner Spotlight article in one bi-monthly *Circle News* publication (sent to over 850 members).
- Opportunity to host two Birthday Bingo Celebrations (an hour of personal interaction with members). Partner provides birthday cake and bingo prizes.
- Opportunity to include discounts/special offers (minimum of 10%) in the Member Discount Card Program. Discounts/special offers are included in each *Circle News* publication (sent to over 850 members).
- **Anniversary Benefits:**
 - Prime booth location at Anniversary Celebration.
 - Verbal recognition at Anniversary Celebration.
 - 3 tickets to Anniversary Celebration.

Birthday BINGO! winner



Annual Silver Partner: \$1000

- Business name, logo and website in each bi-monthly *Circle News* publication (sent to over 850 members).
- Opportunity to host one Birthday Bingo Celebration (an hour of personal interaction with members). Partner provides birthday cake and bingo prizes.
- Opportunity to include discounts/special offers (minimum of 10%) in the Member Discount Card Program. Discounts/special offers are included in each *Circle News* publication (sent to over 850 members).
- **Anniversary Benefits:**
 - Prime booth location at Anniversary Celebration to promote your business.
 - Verbal recognition at Anniversary Celebration.
 - 2 tickets to Anniversary Celebration.

Annual Bronze Partner: \$500

- Business logo in each bi-monthly *Circle News* publication (sent to over 850 members).
- Opportunity to include discounts/special offers (minimum of 10%) in the Member Discount Card Program. Discount/special offers are included in each *Circle News* publication (sent to over 850 members).
- **Anniversary Benefits:**
 - Vendor booth at Anniversary Celebration.
 - Verbal recognition at Anniversary Celebration.
 - 2 tickets to Anniversary Celebration.

Annual Copper Partner: \$300

- Business name in each bi-monthly *Circle News* publication (sent to over 850 members).
- Opportunity to include discounts/special offers (minimum of 10%) in the Member Discount Card Program. Discounts/special offers are included in each *Circle News* publication (sent to over 850 members).
- **Anniversary Benefits:**
 - Vendor booth at Anniversary Celebration.
 - Verbal recognition at Anniversary Celebration.
 - 1 ticket to Anniversary Celebration.

Anniversary Vendor Booth: \$150 (deadline is April 21)

- Vendor booth at Anniversary Celebration.
- Business to provide a \$50 value door prize.
- One complimentary meal ticket is included

Anniversary Event Fun
Fiesta Theme!





CEDAR PARK REGIONAL

SENIOR CIRCLE Partnership Application

Business Name _____

Address _____

City _____

State _____

Zip _____

Telephone _____

Fax _____

Partnership Level:

- Gold: \$2,000
- Silver: \$1,000
- Bronze: \$500
- Copper: \$300
- Anniversary Vendor Booth: \$150
- Other _____

Authorized by: _____ Date _____
(Please print)

Signature _____

E-Mail Address _____

Senior Circle partnerships are valid for 12 months upon signing you contract. If you have a partnership idea that you would like to share with us, please contact Mary_Spear@CedarParkRegional.com to discuss.

Commit to your partnership by: Faxing completed form to (512) 528-7102 or email Mary_Spear@CedarParkRegional.com

Check payable to: "Senior Circle Cedar Park" and **mail to: Mary Clare Spear, C/O Senior Circle**, Cedar Park Regional Medical Center, 1401 Medical Parkway, Cedar Park, TX 78613