

Reach the Asian Senior Community

by Sponsoring Kin On's Healthy Living Program

[SPONSORSHIP BENEFITS PACKET]

Kin On is a 501(c)(3) not-for-profit health and social services provider for the Asian community.



About Us

We've always stayed true to our Asian roots. In 1985, we launched the nation's first bilingual Chinese-American nursing home catering to the unique cultural and dietary needs of Asian elders.

Over the years, Kin On continues to expand, offering home care, caregiver support services, Healthy Living classes, and soon, assisted living apartments. Today, we are on a path of continual growth, expanding both our reach and the types of services throughout the Puget Sound region. All of this is made possible through the generosity of our community.

We believe that life is best enjoyed in the company of good friends and encourage adults to start “young” at age 50 or better to help stave off or minimize many age-related diseases.

The Kin On Healthy Living Program (HLP) provides health workshops, continuing education, and creative learning opportunities. Our community centers in Seattle and Bellevue serve as a hub for Asian adults age 50+ to stay physically fit, mentally active, and socially engaged.

DEMOGRAPHICS

TOTAL PARTICIPANTS IN 2017 700 unique individuals *(with an estimated increase of 100 new participants per month)*
(AS OF NOVEMBER 1, 2017)

AGE RANGE 75 and older 20%
65-74: 44%
55-64: 21%
other: 15%

GENDER 70% female, 30% male

ETHNICITY 80% Asian American, 5% Mixed Race, 15% other



Mahjong Night



SmartLab Technology Class



Medicare 101 Workshop



SPONSORSHIP CATEGORIES

	PREMIER HEALTHY LIVING PROGRAM CATALOG SPONSOR (May select from: Fall/Winter/Summer) \$5,000 per catalog	MAHJONG NIGHT SPONSOR <i>- only 6 spots available!</i> (est. 70 attendees) \$1,000	WORKSHOP SERIES SPONSOR (avg. 30 attendees per workshop) 2-week series: \$1,000 4-week series: \$2,000
PROMOTIONAL MATERIAL & PRINTED RECOGNITION			
Healthy Living Program Catalog <ul style="list-style-type: none"> • 2,000+ mailed distribution • 20+ local business and organizations (libraries, senior centers, and etc.) 	prominent logo presence	name/logo	name/logo
	full-page ad (8.5"x11")		
Event flyer	n/a	name/logo	name/logo
ONLINE VISIBILITY			
Kin On Website	name/logo/website hyperlink	name/logo/website hyperlink	name/logo/website hyperlink
Kin On Facebook (800 + fans)	5 posts with hyperlink/hashtag to company page	2 posts with hyperlink/hashtag to company page	2 posts with hyperlink/hashtag to company page
Kin On Email (1,500 subscribers)	name recognition	name recognition	name recognition
ON-SITE VISIBILITY			
Kin On's Seattle and Bellevue locations (sign-in desk)	signage displayed		
Company banner displayed	n/a	★	★
Company information table	n/a	★	★
Company swag distribution	★	★	★
VERBAL RECOGNITION			
Verbal recognition	n/a	★	★
Opportunity to speak	n/a	★	★
NETWORKING OPPORTUNITIES			
2018 Donor Appreciation Reception (event sponsors and high-level donors)	★	★	★
Kin On's Annual Community Health Fair (400+ attendees)	complimentary entry to table	discounted rate to table	
BONUS			
2-hr room rental at Kin On Community Center (2,600 sq. ft, 174 max capacity) <small>*During business hours unless otherwise agreed upon</small>	complimentary	complimentary	complimentary

KIN ON
Healthy Living PROGRAM
 健康促進課程計劃 第二屆 (1) 中文專刊
 Winter 2018 (Jan. 1 - Apr. 30)

BELLEVUE

ASCF Community Center
 康樂社區中心 (東區)
 15241 NE 8th St, C-206
 Bellevue, WA 98008
 Tel: 425.373.8181

SEATTLE

Kin On Community Center
 康樂社區中心 (西區)
 4816 S Brandon St,
 Seattle, WA 98118 (lower level)
 Tel: 206.556.2274

CONGRATULATIONS!

Volunteers from our Healthy Living Program, Ron & Melinda Eng, Ginger Li, and the Asian Senior Concerns Foundation, were presented with the 2017 Bertha Tsui-hye Outstanding Volunteer of the Year Award. And to many others, thank you for your valuable and selfless commitment to Kin On.

恭喜!

參與健康促進計劃的員工：Ron & Melinda Eng、Ginger Li 及康樂基金會榮獲2017年「傑出老年專業服務獎」。感謝多位熱心貢獻的員工，本屆不斷付出的精神，榮膺安聯同社各提供服務，更精彩的康樂節目。

Contact Us 聯絡我們：
 healthyliving@kinon.org

HEALTH EDUCATION

Chronic Disease Self-Management Education (CDSME) Workshops

The Chronic Disease Self-Management Education (CDSME) Program contains evidence-based workshops developed by Stanford University designed to help people gain confidence in their ability to manage their chronic health conditions. CDSME is a 6-week, 2.5-hour workshop facilitated by two trained leaders. Participants will learn different tools to help manage their chronic health conditions more effectively. Some of the tools discussed in the workshop include dietary management, exercise, problem solving, decision making, communication and stress management. The concepts covered in this an evidence-based workshop are progression in nature. This program is funded by City of Seattle Aging & Disability Services.

Participants are encouraged to attend at least 4 sessions. Newcomers must wait to register for the next session if they have missed the first two sessions.

"The workshop provided me with a chance to improve my own health. It also helped me in providing very useful information on how to work for others to help someone handle conditions as they can live a more normal life."

Chronic Disease Self-Management Program
 Michael Woo and Jerry Chang
 Tuesdays, Feb. 6 - Mar. 13 (6 classes),
 1:30 - 3:30pm @ Bellevue
FREE

Chronic Disease Self-Management Program
 Helen Wang and Anne Nguyen
 6 sessions @ Seattle
 (TBC, please contact us if interested)
FREE

Adult First Aid/CPR/AED Training
 This course is intended for individuals who are not healthcare providers or professional rescuers. After successful completion of the course, including obtaining a passing score on the written exam, attendees will receive a MEDC First Aid certificate that is valid for two years. Please bring a bagged lunch.
 Kerry Taniguchi
 Contact us if interested.

English Cantonese Mandarin

TECHNOLOGY

@ Seattle (Kin On)

SmartLab 1 on 1 Tutoring
 Make an appointment with our bilingual IT experts for one-on-one assistance about all things related to technology. Use Kin On's computers, Flat, tablet, or bring your own devices. Please make an appointment one day in advance. 45 minutes per session.
 Viete Wang
 Wednesdays, Jan. - Apr., 10am - 2pm @ Seattle
FREE

SmartLab Open Lab
 Check your email, access the internet, or enjoy catching up on the latest news using our computers, iPads and learning tablets.
 Monday - Friday, Jan. - Apr., 10am - 2pm @ Seattle
FREE

@ Bellevue (ASCF)

Photography (Beginner)
 Our digital photography class will provide the solid foundation you need to take control of the camera and begin crafting images with intention. Topics include: choosing, using, and caring for a digital camera, and photo retouching.
 David Pan
 Saturdays in January, 1:30 - 3:00pm @ Bellevue
 Members: \$22/series (4 classes) or \$46/class
 Non-members: \$30/series (4 classes) or \$6/class

Photography (Advanced)
 Upgrade your skills! Learn different photography techniques and start creating stunning images in this advanced photography class.
 David Pan
 Saturdays in February, 1:30 - 3:00pm @ Bellevue
 Members: \$22/series (4 classes) or \$46/class
 Non-members: \$30/series (4 classes) or \$6/class

Computer Club
 Come learn how to turn your photos into digital stories and how to share your words of art with Friends and family. Use ASCF's computers or bring your own laptops.
 Ben Chang
 Thursdays, 10am - 12pm @ Bellevue

	Member	Non-Member
Jan. (4 classes)	\$12	\$20
Feb. (4 classes)	\$12	\$20
Mar. (4 classes)	\$15	\$25
Apr. (4 classes)	\$12	\$20
Ding-in	\$4	\$6

Digital Photo Retouching 1
 This course covers various aspects and techniques for photo editing, retouching, compositing, and much more.
 David Pan
 Saturdays in March, 1:30 - 3:00pm @ Bellevue
 Members: \$15/series (3 classes) or \$4/class
 Non-members: \$20/series (3 classes) or \$6/class

Digital Photo Retouching 2
 Learn how to leverage tools and features to make your digital images look their best.
 David Pan
 Saturdays in April, 1:30 - 3:00pm @ Bellevue
 Members: \$15/series (3 classes) or \$4/class
 Non-members: \$20/series (3 classes) or \$6/class

Mobile Technology Tutorial
 Make an appointment with our bilingual IT experts for one-on-one assistance about all things related to technology. Use the ASCF's computers or bring your own laptops, phones or tablets. Please make an appointment one day in advance.
 Viete Wang
 Mondays, Jan. - Apr., 10am - 6pm @ Bellevue
 Fridays, Jan. - Apr., 10am - 2pm @ Bellevue
FREE / Non-members: \$10

English Cantonese Mandarin

KIN ON
 4816 South Brandon Street
 Seattle WA 98118

Return Service Requested

KinOn.org

FEB 1 MAHJONG NIGHT 麻雀愛樂夜

This popular event brings together Kin On members, community members, and young professionals in a casual setting with free food, refreshments, networking opportunities, and more!

Thursday, Feb. 1, 6:40-9:15pm
 Co-host: Chinese American Citizen Alliance Seattle/Lodge Free
 Next event: April 5 (tentative)

Make a Difference
 Over 300 participants participate in the Kin On Healthy Living Program each month. You can make a difference by sponsoring a workshop/class. Workshop/class sponsorship helps Kin On to continue offering the Healthy Living Program to the community.

Business Sponsorship - an opportunity to show the community you care, with your name/logo listed in promotional materials.
Individual Sponsorship - a special way to honor your loved one. Your loved one's name will be listed in all promotional materials. (Example: Sponsored by Jane Wong in Memory of John & Mary Wong.)

了解更多信息，請聯絡企業關係專員 Jessica Wong，電郵：jwong@kinon.org 或電話206.556.2274。

HEALTHY LIVING PROGRAM CATALOG

INTERESTED IN A SPONSORSHIP?

Please contact **Jessica Wong**, Corporate Relations Officer, at **206.556.2274** or **jwong@kinon.org**

We appreciate your consideration and support! Should your company have any marketing objectives that were not addressed in this packet, we're happy to meet with you to discuss other options.

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