



# MAKE A DIFFERENCE AND REACH YOUR MARKETING OBJECTIVES



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



## **ABOUT US**

With the help of generous contributors like you, we are able to continue our mission to bring culturally and linguistically appropriate health care services to over 1,000 Asian seniors and families in King County each year. The services Kin On provides include skilled nursing, short-term rehabilitation, in-home care, health & wellness programs, Assisted Living, and Adult Family Home. To support the continued provision of these services and the coming senior housing projects, we sincerely invite you to join us as a corporate sponsor. Please find enclosed the many ways we may help you market your brand to the Asian community.

**Kin On's Mission Statement:** Kin On honors, supports, and advocates for our Asian elders and families in the Puget Sound region by offering culturally and linguistically appropriate health, social, and educational services.

## **SPONSORSHIP OPPORTUNITIES**

- **Healthy Living Program Sponsorship Package**
  - Presenting \$15,000
  - Health Advocate \$7,500
  - Health Partner \$3,750
  - Health Supporter \$2,000
  - Seniors' Day Company Booth Only \$350
- **Golf and Sports Sponsorship Package**
  - Platinum \$7,000
  - Gold \$3,500
  - Silver \$1,750
  - Bronze \$800
- **Gala and Annual Fundraisers Sponsorship Package**
  - Presenting \$15,000
  - Platinum \$7,500
  - Gold \$5,000
  - Silver \$2,500
  - Bronze \$1,250

### **IMPORTANT DATES:**

**May 1, 2019**

- Sponsorship Deadline
- Company Logo (.eps or .pdf) and Recognition Name (name to be listed in publications) Due
- Payment Plan Due (if sponsorship will be paid in multiple installments)

### **Varies Depending on Events**

- Swag bag giveaways due one month prior to event
- Guest count due one month prior to event; guest names due two weeks prior to event
- Ads and social media content timeline to be decided upon with company

*\*Multi-year sponsorships are available at a discounted rate for the Healthy Living Program Sponsorship Package and the Golf and Sports Sponsorship Package. Individual event sponsorships are also available.*

## **CONTACT INFORMATION**

**QUESTIONS?** Contact Jessica Wong, Corporate Relations Officer, at 206.556.2274 or [jwong@kinon.org](mailto: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.



## HEALTHY LIVING PROGRAM

Kin On's Healthy Living Program is a place for older Asian adults and seniors in the community gather to get physically fit, mentally sharp, and socially active. There are activities almost every day of the week. If your marketing goals include reaching Asian older adults and seniors ages 55+, this sponsorship package is a match for you. Marketing opportunities include print and online.

Included in this sponsorship package are on-going promotion in our Healthy Living Program Catalog (distributed three times a year) and extensive promotion at Kin On's annual Seniors' Day to be held on September 14, 2019 with over 200-300 attendees in 2017 and 2018.



### TARGET AUDIENCE

55+  
Asian/Asian American  
Retirees

### ANTICIPATED REACH

200-300 event attendees  
2000+ print & digital distribution

### DATE

Year-Round  
Seniors' Day – September 14

### LOCATION

King County



# HEALTHY LIVING PROGRAM

## **PRESENTING \$15,000**

For two or more years commitment, \$13,000/year

### **Seniors' Day:**

- Name and logo recognition as Presenting Sponsor in promotional materials
- Name and logo recognition as Presenting Sponsor in Chinese newspaper ad
- ½ page color ad on event program
- On-stage introduction and speaking opportunity
- Opportunity to speak at up to two workshop sessions (1 hour each)
- Company booth in prominent location
- Prominent signage at event
- Opportunity to place promotional material or products in event swag bags
- Website logo inclusion on event page

### **Healthy Living Program Catalog:**

- Full page color ad in each catalog (3 per year)

### **Other:**

- Eight social media posts to 800+ followers on Facebook about your company's philanthropic support

## **HEALTH ADVOCATE \$7,500**

For two or more years commitment, \$6,500/year

### **Seniors' Day:**

- Name and logo recognition as Health Advocate Sponsor in promotional materials
- Name and logo recognition as Health Advocate Sponsor in Chinese newspaper ad
- ¼ page color ad on event program
- On-stage introduction and speaking opportunity
- Opportunity to speak at one workshop session (1 hour)
- Company booth in prominent location
- Prominent signage at event
- Opportunity to place promotional material or products in event swag bags
- Website logo inclusion on event page

### **Healthy Living Program Catalog:**

- ½ page color ad in each catalog (3 per year)

### **Other:**

- Four social media posts to 800+ followers on Facebook about your company's philanthropic support

# HEALTHY LIVING PROGRAM

## **HEALTH PARTNER \$3,750**

For two or more years commitment, \$3,250/year

### **Seniors' Day:**

- Name and logo recognition as Health Partner Sponsor in promotional materials
- Name and logo recognition as Health Partner Sponsor in Chinese newspaper ad
- 1/8 page (business card size) color ad on event program
- Company booth
- Signage at event
- Opportunity to place promotional material or products in event swag bags
- Website logo inclusion on event page

### **Healthy Living Program Catalog:**

- 1/4 page color ad in each catalog (3 per year)

### **Other:**

- Two social media posts to 800+ followers on Facebook about your company's philanthropic support

## **HEALTH SUPPORTER \$2,000**

For two or more years commitment, \$1,750/year

### **Seniors' Day:**

- Name and logo recognition as Health Supporter Sponsor in promotional materials
- 1/8 page (business card size) color ad on event program
- Company booth at event
- Signage at event
- Opportunity to place promotional material or products in event swag bags

### **Healthy Living Program Catalog:**

- 1/8 page (business card size) color ad in each catalog (3 per year)

### **Other:**

- One social media post to 800+ followers on Facebook about your company's philanthropic support

## **SENIORS' DAY COMPANY BOOTH ONLY \$350**

### **Seniors' Day:**

- Name on Seniors' Day promotional materials
- Name on event program
- Company booth at event



## GOLF AND SPORTS

From June through December, Kin On holds its annual Golf and Sports Tournaments with over 650 participants predominantly from the local Asian community. The Golf Tournament has been a highly popular event, held at the beautiful Washington National Golf Course, and has sold out the last couple of years.

The Kin On Sports Tournaments, held in various cities from Bellevue to Shoreline to Lynnwood, and includes basketball, soccer, table tennis, and badminton, offers a reach into the Asian community of professionals. You'll have the opportunity to table at each event and will be recognized on print and online mediums year-round with your sponsorship.



### TARGET AUDIENCE

Asian/Asian American  
Young Professionals  
Mid-Careers  
Senior Management  
Retirees

### ANTICIPATED REACH

650+ event attendees  
1000+ print & digital distribution

### DATE

Sports Tournament – Jun - Dec  
Golf Tournament – August 5

### LOCATION

King County  
Snohomish County

# GOLF AND SPORTS

## **PLATINUM \$7,000**

For two or more years commitment, \$6,000/year

### **Marketing Benefits:**

- Name and logo recognition as Platinum Sponsor on all event materials to include: Invitations, Event Programs, etc. (as applicable)
- ¼ page inside cover color ad in event program (applicable for golf only)
- Website logo inclusion on event pages
- Prominent signage at events
- Four social media posts to 800+ followers on Facebook about your company's philanthropic support

### **Event Benefits:**

- Six complimentary golf entries (with option to be placed with other sponsored or individual teams) and one team entry in any other sports event
- On-screen logo recognition as Platinum Sponsor (applicable for golf only)
- Opportunity to table at events
- Opportunity to place promotional material or products in event swag bags
- Verbal acknowledgement during award ceremonies

## **GOLD \$3,500**

For two or more years commitment, \$3,000/year

### **Marketing Benefits:**

- Name and logo recognition as Gold Sponsor on all event materials to include: Event Programs, etc. (as applicable)
- Website logo inclusion on event pages
- Prominent signage at events
- Four social media posts to 800+ followers on Facebook about your company's philanthropic support

### **Event Benefits:**

- Six complimentary golf entries (with option to be placed with other sponsored or individual teams) and four individual entries in the Table Tennis Tournament
- On-screen logo recognition as Gold Sponsor (applicable for golf only)
- Opportunity to table at events
- Opportunity to place promotional material or products in event swag bags
- Verbal acknowledgement during award ceremonies

# GOLF AND SPORTS

## **SILVER \$1,750**

For two or more years commitment, \$1,500/year

### **Marketing Benefits:**

- Name and logo recognition as Silver Sponsor on some event materials to include: Invitations, Event Programs, etc. (as applicable)
- Website logo inclusion on event pages
- Signage at events
- Two social media posts to 800+ followers on Facebook about your company's philanthropic support

### **Event Benefits:**

- Four complimentary golf entries (with option to be placed with other sponsored or individual teams) and two individual entries in the Table Tennis Tournament
- On-screen logo recognition as Silver Sponsor (applicable for golf only)
- Opportunity to table at events
- Opportunity to place promotional material or products in event swag bags
- Verbal acknowledgement during award ceremonies

## **BRONZE \$800**

For two or more years commitment, \$700/year

### **Marketing Benefits:**

- Name recognition as Bronze Sponsor on select event materials
- Signage at events

### **Event Benefits:**

- Opportunity to place promotional material or products in event swag bags
- Opportunity to table at events





## GALA AND ANNUAL FUNDRAISERS

If you're looking for glamour and big crowds, look no further than Kin On's Gala Auction. Kin On's Gala Auction is held once every two to three years – the next gala will be held in Spring 2020. Attendees include dignitaries, community leaders, and local businessmen and women. This sponsorship package also includes a new Spring Fundraiser.



### TARGET AUDIENCE

Asian/Asian American  
Young Professionals  
Mid-Careers  
Senior Management  
Retirees

### ANTICIPATED REACH

600+ event attendees  
2000+ print & digital distribution

### DATE

Spring Fundraiser – Spring 2019  
Gala Auction – March 14, 2020

### LOCATION

King County

# GALA AND ANNUAL FUNDRAISERS

## **PRESENTING \$15,000**

### **Marketing Benefits:**

- Name and logo recognition as Presenting Sponsor on all event materials to include: Invitations, Event Programs, etc.
- Name and logo recognition as Presenting Sponsor in Chinese newspaper ad (applicable for Gala Auction only)
- Full page inside cover color ad in event program (applicable for Gala Auction only)
- Website logo inclusion on event pages
- Prominent signage at events
- Six social media posts to 800+ followers on Facebook about your company's philanthropic support (Three per event)

### **Event Benefits:**

- One VIP table with premier seating at each event
- On-screen logo recognition as Presenting Sponsor (applicable for Gala Auction only)
- Opportunity to place promotional material or products in event swag bags
- Recognition on Stage

## **PLATINUM \$7,500**

### **Marketing Benefits:**

- Name and logo recognition as Platinum Sponsor on all event materials to include: Invitations, Event Programs, etc.
- Full page color ad in event program (applicable for Gala Auction only)
- Website logo inclusion on event pages
- Prominent signage at events
- Four social media posts to 800+ followers on Facebook about your company's philanthropic support (Two per event)

### **Event Benefits:**

- One table with premier seating at each event
- On-screen logo recognition as Platinum Sponsor (applicable for Gala Auction only)
- Opportunity to place promotional material or products in event swag bags
- Recognition on Stage

# GALA AND ANNUAL FUNDRAISERS

## **GOLD \$5,000**

### **Marketing Benefits:**

- Name and logo recognition as Gold Sponsor on all event materials to include: Invitations, Event Programs, etc.
- ½ page color ad in event program (applicable for Gala Auction only)
- Website logo inclusion on event pages
- Signage at events
- Two social media posts to 800+ followers on Facebook about your company's philanthropic support (One per event)

### **Event Benefits:**

- One table at Gala Auction and four tickets to Spring Fundraiser
- On-screen logo recognition as Gold Sponsor (applicable for Gala Auction only)
- Opportunity to place promotional material or products in event swag bags
- Recognition on Stage

## **SILVER \$2,500**

### **Marketing Benefits:**

- Name and logo recognition as Silver Sponsor on all event materials to include: Invitations, Event Programs, etc.
- ¼ page color ad in event program (applicable for Gala Auction only)
- Website logo inclusion on event pages
- Signage at events
- Two social media posts to 800+ followers on Facebook about your company's philanthropic support (One per event)

### **Event Benefits:**

- Four tickets to each event
- On-screen logo recognition as Silver Sponsor (applicable for Gala Auction only)
- Opportunity to place promotional material or products in event swag bags
- Recognition on Stage

## **BRONZE \$1,250**

### **Marketing Benefits:**

- ¼ page color ad in event program (applicable for Gala Auction only)

### **Event Benefits:**

- Two tickets to each event