



**Join us in
celebrating 40
years of service**



2025 Sponsorship Packet

With the help of generous contributors like you, we are able to continue our mission to bring culturally and linguistically appropriate healthcare services to over 1,200 Asian seniors and families in King County annually for the past 40 years. Kin On's services include Skilled Nursing, Short-term Rehabilitation, In-Home Care, Health & Community Wellness Programs, Social Services, Assisted Living, and Adult Family Home.

To support the continued provision of these services, we sincerely invite you to join us as a corporate sponsor. Please find enclosed the many ways to support Kin On while marketing your brand to the Asian community.

Our Mission

Kin On honors and supports our elders and families by offering culturally Asian and linguistically appropriate healthcare services in a healthy living community.

Event Sponsorship Opportunities



Sports Tournament

SUMMER 2025

SPONSORSHIP LEVELS

\$5,000+ MVP

\$2,500 Champ

\$1,000 Fan



Seniors' Day

AUGUST 2025

SPONSORSHIP LEVELS

\$7,500+ Health Champion

\$5,000 Health Leader

\$2,500 Health Partner

\$1,000 Health Supporter

\$500 Company Booth Only



40th Anniversary Gala

SEPT 27, 2025

SPONSORSHIP LEVELS

\$15,000 Platinum

\$10,000 Gold

\$5,000 Silver

\$3,000 Bronze

\$1,500 Friends of Kin On

\$2,500 Corporate table (table-only benefit)

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

Contact **Nelson Chen**, Corporate and Donor Relations Officer, at **206.556.2273** or **nelson.chen@kinon.org** to move forward with any of your sponsorship needs.

Sports Tournament 2025 Sponsorship



The Kin On Sports Tournament is held each summer across King County. The sporting events include soccer and table tennis. The tournaments help bridge the gap between a range of age groups. You'll have the opportunity to table at each event and will be recognized on print and online mediums with your sponsorship.

If your marketing goals include reaching Asian young professionals, adults, and seniors, this sponsorship package is the one for you. Marketing opportunities include print and online.

DATE
Spring/Summer 2025

SPONSORSHIP DEADLINE
April 1, 2025

ANTICIPATED REACH
100+ Event Attendees
3,500+ Print and Digital

TARGET AUDIENCE
Asian/Asian American
Young Professionals
Mid-Careers Professionals
Retirees

LOCATION
King County

\$5,000
MVP

\$2,500
CHAMP

\$1,000
FAN

PRE-EVENT PROMOTIONS

| | | | |
|--|-----------------------|-------------|-------------|
| Event Flyer | Prominent Presence | Logo | Logo |
| E-Newsletter | Prominent Presence | Logo | Logo |
| Event Page | Prominent Logo & Link | Logo & Link | Logo & Link |
| Social Media (1,100+ followers) | ★ | ★ | |

ON-SITE PUBLICITY

| | | | |
|--|--------------------|---|---|
| Company Banner | Prominent Location | ★ | |
| Company Booth | Prominent Location | ★ | |
| Branded Swag distributed to attendees | ★ | ★ | ★ |

VERBAL RECOGNITION

| | | | |
|---|-----------------------------|--------------------|------------------|
| Verbal Recognition | As the Official MVP Sponsor | As a Champ Sponsor | As a Fan Sponsor |
| On-stage Introduction and Speaking Opportunity | ★ | | |

SOCCER ONLY — TEAM NAMING OPPORTUNITY

Use Your Company Name for Team Name (\$800 flat fee)

Seniors' Day 2025 Sponsorship



Kin On's Community Wellness and Social Services offers older Asian adults and seniors in the community opportunities to gather to get physically fit, mentally sharp, and socially active. Our annual Seniors' Day event celebrates healthy living and features an exciting program showcasing cultural performances from our Community Wellness Program participants, interactive activities for families, educational workshops for Asian seniors, and community resources.

If your marketing goals include reaching Asian older adults, seniors ages 55+, and their families, this sponsorship package is a match for you. Marketing opportunities include print and online.

| | |
|-----------------------------|------------------------|
| DATE | TARGET AUDIENCE |
| August 2025 | All Ages |
| SPONSORSHIP DEADLINE | Asian/Asian American |
| May 1, 2025 | Retirees |
| ANTICIPATED REACH | Families |
| 400+ Event Attendees | LOCATION |
| | TBD |

\$7,500
HEALTH
CHAMPION

\$5,000
HEALTH
LEADER

\$2,500
HEALTH
PARTNER

\$1,000
HEALTH
SUPPORTER

\$500
COMPANY
BOOTH

PRE-EVENT PROMOTIONS

| | \$7,500 HEALTH CHAMPION | \$5,000 HEALTH LEADER | \$2,500 HEALTH PARTNER | \$1,000 HEALTH SUPPORTER | \$500 COMPANY BOOTH |
|--|-------------------------------|-----------------------------|------------------------------|--------------------------------|---------------------------|
| Event Flyer | Prominent Presence | Name & Logo | Name & Logo | Name | |
| E-Newsletter — Ad During Kick-Off Month | Up to 2 ads w/ Logo & Link | 1 ad w/ Logo & Link | Logo & Link | Name | |
| Event Page | Prominent Presence | Name & Logo | Name & Logo | Name | |
| Social Media posts (1,100+ followers) | ★ | ★ | ★ | | |

ON-SITE PUBLICITY

| | | | | | |
|--|-----------------------------------|--------------------|-------------|------|------|
| Company Banner | Prominent Location | Prominent Location | ★ | ★ | ★ |
| Company Booth | Prominent Location | Prominent Location | ★ | ★ | ★ |
| Branded Swag Distributed to Attendees | ★ | ★ | ★ | ★ | ★ |
| Event Program Brochure | Prominent Location of Name & Logo | Name & Logo | Name & Logo | Name | Name |
| Event Signage | Prominent Location of Name & Logo | Name & Logo | Name & Logo | Name | |

VERBAL RECOGNITION

| | | | | | |
|--|---|----------------------------|-----------------------------|-------------------------------|--|
| Verbal Recognition | As the Official Health Champion Sponsor | As a Health Leader Sponsor | As a Health Partner Sponsor | As a Health Supporter Sponsor | |
| On-stage Introduction | Up to 3 minutes | | | | |
| Opportunity to host a workshop session (1 hr) | Up to 2 Workshops | 1 Workshop | | | |



40th Anniversary Gala Sponsorship



For the past 40 years, Kin On has been providing services to the Asian American community in the Greater Seattle area. Kin On has grown from being a nursing home to providing home care services, assisted living, adult family home, family caregiver support, health education workshops, and community center activities that include yoga, tai-chi, and technology tutoring for seniors. The past 40 years would not have been possible without the support of community sponsors such as yourself. Join us by sponsoring our momentous occasion!

DATE
Saturday, Sept. 27, 2025

SPONSORSHIP DEADLINE
May 30, 2025

ANTICIPATED REACH
400+ Event Attendees
5,500+ Print & Digital Distribution

TARGET AUDIENCE
Asian/Asian American
Business Professionals
Retirees
Dignitaries
Community Leaders

LOCATION
Hyatt Regency Lake
Washington, Renton

| | \$15,000 PLATINUM | \$10,000 GOLD | \$5,000 SILVER | \$3,000 BRONZE | \$1,500 FRIENDS OF KIN ON | \$2,500 CORPORATE TABLE |
|---|---|---------------------------|----------------------|---------------------|---------------------------------|-------------------------------|
| PRE-EVENT PROMOTIONS | | | | | | |
| Event Invitation & Flyer | Prominent Presence | Logo | Logo | Logo | | |
| E-Newsletter | Prominent Presence | Logo | Logo | Logo | | |
| Event Program | Full-page Color Ad & Logo | Half-page Color Ad & Logo | Logo | Logo | Name | Name |
| Social Media posts (1,100+ followers) | ★ | ★ | ★ | ★ | | |
| Social Media Ad | 2 Social Media Posts | 1 Social Media Post | 1 Social Media Post | | | |
| ON-SITE PUBLICITY | | | | | | |
| Banner & Signage at Event | Prominent | Prominent | ★ | | | Table Sign |
| On-Screen Recognition | Prominent | Prominent | Logo | Logo | Name | Name |
| Branded Swag Distributed to Attendees | ★ | ★ | ★ | ★ | | |
| VERBAL RECOGNITION | | | | | | |
| Verbal Recognition | As a Platinum Sponsor | As a Gold Sponsor | As a Silver Sponsor | As a Bronze Sponsor | | |
| NETWORKING OPPORTUNITIES | | | | | | |
| VIP reception (event sponsors & high-level donors) | ★ | ★ | ★ | ★ | ★ | ★ |
| ENTRIES | | | | | | |
| Complimentary Tickets | VIP Table with Premier Seating (10 Seats) | One Table (10 Seats) | Half Table (5 Seats) | 2 tickets | 2 tickets | One Table (10 seats) |



Connect With Us to Get Started with Sponsorship

To increase your brand awareness and contribute to Kin On's mission of supporting elders and families by offering culturally Asian and linguistically appropriate healthcare services in a healthy living community, please reach out to our Corporate and Donor Relations Officer to discuss sponsoring one of our events!

Reach out

Nelson Chen

Corporate and Donor Relations Officer

206.556.2273

nelson.chen@kinon.org

Sponsorship Deadlines

Sponsorship requirements are due on the following dates:

APRIL 1

Sports Tournament

MAY 1

Seniors' Day

MAY 30

40th Anniversary Gala

Sponsorship requirements

- Company Logo (.EPS, .PNG, .JPG)
- Recognition Name (name to be listed in publications)
- Payment or Payment Plan