



Institute on Aging Presents the  
**25<sup>th</sup> Annual Cable Car Caroling**  
Sunday, December 4, 2011  
St. Mary's Cathedral, San Francisco  
**Info: 415.750.4111 x126 or x223**  
[www.cablecarcaroling.org](http://www.cablecarcaroling.org)

## 25<sup>th</sup> Annual Cable Car Caroling: Sponsorship Opportunities

### Gold: \$5,000

*Will ensure over 1,000 hours of overnight phone support by trained counselors on the Friendship Line*

- ❖ 15 tickets to the event
- ❖ Company logo significantly displayed on all cable cars
- ❖ Recognition on event website, promotional electronic blasts, printed ads and promotional materials, including event invitation (mailed to more than 10,000 community members)
- ❖ Special recognition through on-site signage and special thanks from the podium
- ❖ Acknowledgement in IOA newsletter and annual report

### Silver: \$2,500

*Will ensure Friendship Line counselors are available to receive 1,700 incoming calls and make a month's worth of medication reminders*

- ❖ 10 tickets to the event
- ❖ Company logo displayed on all cable cars
- ❖ Recognition on event website
- ❖ Listed in IOA newsletter and annual report, distributed to 10,000 community members

### Bronze: \$1,000

*Will ensure that 20 bereaved individuals will receive grief counseling sessions*

- ❖ 5 tickets to the event
- ❖ Company logo displayed on all cable cars
- ❖ Listed on event website, IOA newsletter and annual report

### Friend: \$500

*Will provide training and materials for 20 volunteer counselors to work on the Friendship Line*

- ❖ 2 tickets to the event
- ❖ Listed on event website, IOA newsletter and annual report



415.750.4111 | [www.IOAging.org](http://www.IOAging.org)

# Sponsorship Reply Form

Please complete the information below:

We are proud to sponsor the **25<sup>th</sup> Annual Cable Car Caroling** with our gift of (please check one):

\$5,000     \$2,500     \$1,000     \$500     \$250     Other \$\_\_\_\_\_

For recognition purposes, list my name or company as:

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## Contact Information

Donor, Business or Organization Name: \_\_\_\_\_

Contact person: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_ Email: \_\_\_\_\_

Authorizing Signature: \_\_\_\_\_ Date: \_\_\_\_\_

## Payment Method

My check made payable to **Institute on Aging** is enclosed.

Please charge my:     MasterCard     VISA     American Express

Name on Card: \_\_\_\_\_

Card Number: \_\_\_\_\_ Exp. Date: \_\_\_\_\_ Security ID \_\_\_\_\_

Please submit this sponsorship form in the enclosed envelope or fax the form to Patty Boland at (415) 750-5332. To be listed on the event invitation, the form must be received by **September 26, 2011**.

Please feel free to contact Patty Boland with any questions via telephone at 415.750.4111, ext. 126 or by e-mail at [cablecarcaroling@ioaging.org](mailto:cablecarcaroling@ioaging.org).

**Institute on Aging is a 501(C)3 non-profit, Tax ID #94-2978977**



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