

Caregiver Recognition Day

Tuesday, May 6th, 2025
10:30am - 1:30pm
Los Robles Greens, Thousand Oaks



SPONSORSHIP OPPORTUNITIES

Family caregivers are the backbone of support for older adults, yet they often face stress, isolation, and financial strain. Recognizing the need to celebrate and support these unsung heroes, Senior Concerns presents Caregiver Recognition Day 2025—an annual event designed to honor Conejo Valley family caregivers. This uplifting and empowering event offers them the opportunity to renew their spirit, reduce stress, embrace their fears, and feel appreciated for the vital role they play.

This year's event will feature illuminating and empowering presentations by keynote speakers from the healthcare industry. Guests will enjoy a complimentary lunch and have the opportunity to connect with fellow caregivers, sharing experiences and finding support in a welcoming and understanding environment.

We invite you to join us as a sponsor of this special event. With limited sponsorship opportunities available, your support will receive maximum recognition while making a meaningful impact on caregivers in our community.

Senior Concerns
401 Hodencamp Rd. • Thousand Oaks CA 91360
info@seniorconcerns.org • 805-497-0189
Senior Concerns is a 501(c)(3) charitable organization.
Tax ID #95-2992927



EVENT DETAILS

Tuesday, May 6, 2025 • 10:30 AM – 1:30 PM
Los Robles Greens, Thousand Oaks CA
2025 Theme: Invigorating Your Caregiver Power



ABOUT FAMILY CAREGIVERS ATTENDEE PROFILE

A family caregiver is an unpaid individual (for example, a spouse, partner, family member, friend, or neighbor) involved in assisting others with activities of daily living and/or medical tasks.

- In the U.S. there are **44 million family caregivers** (15% of the population).
- The value of services provided by caregivers has an **estimated economic value of \$470 billion**.
- The average age of a family caregiver is **49 years old**.
 - **48%** are 18-48 years old.
 - **34%** of family caregivers are 65+ years old.
- **85% care for a relative or other loved one:**
 - **42%** care for a parent (31% for a mother, 11% for a father).
 - **15%** care for a friend, neighbor or another non-relative.
 - **7%** care for a parent-in-law or a grandparent or a grandparent-in-law.

On average, caregivers spend:

- **13 days per month** on tasks such as shopping, food preparation, housekeeping, laundry, transportation, and giving medication.
- **6 days per month** on feeding, dressing, grooming walking, bathing and assisting with toileting.
- **13 hours per month** researching care services or information on disease, coordinating physician visits or managing financial matters.



Family caregivers are the primary purchasers of:

- | | |
|--------------------------------|-------------------------------|
| Paid Home Care | Legal Services |
| Reverse Mortgage | Home Modifications |
| Residential Facility Placement | Household Goods |
| Health Insurance | Hospice & Palliative Care |
| Pharmacy Services | Medical Services |
| Funeral & Memorial Services | Clothing |
| Transportation Services | Lifeline/Other Assistive Tech |
| Medical Equipment | Banking Services |
| Food/Meals | Rehab Facilities |

WHY SPONSOR?

Family caregivers look like you and me. They do not self-identify, which makes it very hard to market to them. Caregiver Recognition Day will bring together 150 local family caregivers, making it an excellent opportunity to reach them with information about your services.



- **Gain visibility with an engaged and compassionate audience**
- **Showcase your company's commitment to social responsibility**
- **Connect directly with family caregivers and seniors**

SPONSORSHIP OPPORTUNITIES

GOLD SPONSOR - \$5,000

- Program Speaker opportunity along with podium recognition
- Most prominent name and logo placement on program materials, signage, and program slides
- Sponsorship mention in submitted post press release
- Premium logo placement with link on event webpage
- Prominent mention in select email and social media marketing
- Two-page ad in event program book (each 7.5" H x 4.5" W)
- Opportunity to supply take away bag with sponsor logo for attendees, with marketing materials inside
- Four seats at event

SILVER SPONSOR - \$2,500

- Prominent name and logo placement on program materials, signage, and event slide
- Logo with link on web page
- Mention in select email and social media marketing
- Full-page ad in event program book (7.5" H x 4.5" W)

BRONZE SPONSOR - \$1,500

- Name on web page with link
- Half page ad in event program book (3.5" H x 4.5" W)
- Name on event signage and event slide

GIFT SPONSOR - \$100

- Name as event supporter in program book

MAKE AN IMPACT

Sponsoring **Caregiver Recognition Day** is a powerful way to support those who dedicate themselves to caring for others while positioning your brand as a community leader.

Sponsorship opportunities are available for individuals, corporations, and foundations.

To secure your sponsorship or learn more, contact **Julie Harvey, Director of Development** at Senior Concerns
jharvey@seniorconcerns.org or
805-497-0189.

For more information, visit our website at: www.seniorconcerns.org



Senior Concerns Caregiver Recognition Day 2025 Sponsorship Agreement

Sponsor Name: _____

Contact Name: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone #: _____ Ext #: _____ Fax #: _____

E-Mail address: _____

Our company will participate in Caregiver Recognition Day on Tuesday, May 6th, 2025 as a:

Gold Sponsor \$5,000 Silver Sponsor \$2,500

Bronze Sponsor \$1,500 Gift Sponsor \$100

Ad must be received by Friday, April 18th for inclusion in the Program Book.

I will be sending my own ad. I would like Senior Concerns to design my ad.

Payment Type:

Enclosed is a check for \$_____. Please make check payable to: Senior Concerns.

Please send an invoice.

Please charge my Credit Card:

No: _____ Exp Date: _____ Sec Code: _____

Signature: _____ Billing Zip: _____

For tax purposes, our federal non-profit 501(c)(3) identification number is 95-2992927.

Sponsor Signature: _____ Date: _____

Return to:

Julie Harvey, Director of Development, at jharvey@seniorconcerns.org
Senior Concerns • 401 Hodencamp Road • Thousand Oaks CA 91360
805-497-0189 • www.seniorconcerns.org

*Caregiver
Recognition
Day*



50 **Senior Concerns**
Years
ANNIVERSARY
Serving Seniors & Their Family Caregivers

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