

# Centennial Partnerships | 2023-2024

## Celebrating 100 years!

Seabury Resources for Aging is an historic, trusted, greater DC nonprofit serving over 6,000 older adults and their families. As part of our 100<sup>th</sup> year we will be offering special Centennial Partnerships during all of 2024. Unique opportunities will be available for all of our events and communications!

## Gala for the Ages

- May 16<sup>th</sup> at National Museum of Women in the Arts, newly renovated in 2023
- 200 guests from DC's Housing, Health, Food, and Aging sectors will help celebrate our history
- Video partnership available for select sponsors
- Standalone displays available for Entry, Bar, History Exhibit, Silent Auction, Podium
- Reserved tickets for guests



## Friendship Terrace Ribbon Cutting

- Seabury's 180-unit senior community in Tenleytown DC will be renovated to include **125 newly affordable units** through project based vouchers. Ribbon cutting in late 2024.
- Refinanced in partnership with Rockport Mortgage and Klein Hornig.
- A \$3M Food Equity Fund will be established to support residents of limited means.
- Opportunities to be visibly recognized as a partner in Housing and/or Food Equity.

## Communications

- **Be seen in The Beacon Newspaper with Seabury for over 200,000 readers Feb - May.**
- Be recognized in every email communication to 5,000 subscribers.
- Be highlighted to focused communities like Care Management clients, or LGBTQ older adults.

## Seabury Locations

- Opportunities for permanent and year-long recognition at Seabury programs and locations.
  - Friendship Terrace, 180 unit senior living community just off the Tenleytown Metro
  - Model Cities Senior Wellness Center, serving 200 older adults in Ward 5.
  - 11 meal programs in senior communities around Wards 5 & 6 serving 2,000 people.

555 Water Street, SW • Washington, DC 20024 • 202.289.5690 • seaburyresources.org

*\*A unique \$100k Centennial partnership is available for interested partners.*

### **Centennial Diamond | \$50,000**

- Permanent name recognition at Friendship Terrace
- Event Recognition at Gala for the Ages
  - Inclusion in anniversary video
  - Prominent placement in all signage
  - Reserved tickets for up to eight (8) guests
- All Centennial Partnership Benefits, including:
  - **Top placement in Beacon Ad** as a Diamond Partner
  - **Prominent inclusion in all Seabury communications as a Diamond Partner**, including the Resource newsletters, email, and special recognition on the front page of the Seabury website, social media, and a spotlight blog post

### **Centennial Platinum | \$25,000**

- Year-long recognition at all Seabury Community Dining Sites and Locations
- (2) personalized days of service with Seabury clients at one of our locations
- Event recognition at Gala for the Ages
  - Name displayed at speaker's podium, event signage, and website.
  - Name on event program with full page advertisement - premier location
  - Reserved tickets for up to eight (8) guests
- All Centennial Partnership Benefits, including:
  - **Top placement in Beacon Ad** as a Platinum Partner
  - **Inclusion in all Seabury communications as a Platinum Partner**, including the Resource newsletters, email, and special recognition on the front page of the Seabury website, social media, and a spotlight blog post

### **Centennial Gold | \$10,000**

- Year-long recognition at the Model Cities Senior Wellness Center
- (1) personalized day of service for employees
- Gala for the Ages Event Recognition
  - Name displayed at speaker's podium, event signage, and website
  - Name on event program with half page advertisement.
  - Reserved tickets for up to eight (8) guests
- **Bold placement in Beacon Ad** as a Gold Partner
- **Inclusion in all Seabury communications as a Gold Partner**, including the Resource newsletters, email, and special recognition on the front page of the Seabury website, social media, and a spotlight blog post

## Centennial Silver | \$5,000

- Gala for the Ages Event Recognition
  - Name displayed at speaker's podium, event signage, and website
  - Name on event program with quarter page advertisement
  - Reserved tickets for up to six (6) guests
- **Inclusion in Seabury's Beacon Ad** as a Silver Partner
- **Inclusion in all communications as a Silver Partner**, including the Resource newsletters, email, and special recognition on the front page of the Seabury website, social media

## Centennial Bronze | \$2,500

- Gala for the Ages Event Recognition
  - Name displayed on event signage and website.
  - Name on event program with logo.
  - Reserved tickets for up to four (4) guests.
- **Inclusion in Seabury's Beacon Ad** as a Bronze Partner
- **Inclusion in all communications as a Bronze Partner**, including the Resource newsletters, website, and email.

## Seabury Friend | \$1,000 and below

- \$1,000 sponsorship includes (2) tickets to Gala for the Ages
- Gala for the Ages event recognition
  - Name in event program

Seabury is also open to customizing sponsorship levels based on the sponsor's desire. To learn more, and discuss opportunities at each level, please contact Greg Rockwell at [grockwell@seaburyresources.org](mailto:grockwell@seaburyresources.org) or 202-849-8082.

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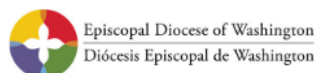
## Sponsorship Details

- Your support will be recognized by many **influential friends of Seabury**. Our internal and external audiences total **10,000+ people**. The demographic of Seabury sponsors and event attendees is moderate to high-income educated professionals with the average age of 45-70. Many are leaders in the Housing, Legal, Health, and Aging fields.
- Our loyal partners include major corporations like Pepco, Brown Advisory, United Healthcare, and Sibley Memorial Hospital as well as local businesses and philanthropic individuals. Please refer to the following page to review Seabury's FY2022 Partners.

Payments can be made in three installments through September 2024, and recognition will continue throughout the 2024 calendar year.

# Seabury Resources for Aging 2022 Partners

## President's Circle



## Leadership Partners



## Champions



## Advocates

Daniel S. and Marti B. Bailey  
Goodwin House Inc.  
Joe and Embry Howell  
Jones & McIntyre PLLC  
Klein Hornig LLP  
MedStar Montgomery Medical Center  
Gerald Perez and Ellen Glover  
Right at Home Washington, D.C.  
United Healthcare

## Sponsors

Bar Sponsor: The Catalyst Group at Compass  
Selfie Sponsor: COO/CAO, Directors and Seabury Staff  
Family & Nursing Care  
Stewart A. Grubman, CPA PKF O'Connor Davies, LLP  
Lerch, Early & Brewer, Chtd.  
Metromedia Printing & Marketing, LLC  
Page Global  
Dawn and Gregory Quattlebaum

Joseph E. Resch, Jr. and Alex Lichtenstein  
Deborah M. Royster and Robert A. Malson  
Seabury's Home First® Residences/Age-In-Place®  
Advisory Council  
Paula Singleton  
Susan Spurlark  
St. Luke's Episcopal Church, D.C.  
Washington Heart & Vascular Center PLLC  
Suzanne and John Welch

## Table Sponsors

Epstein, Becker, Green, P.C  
United Bank  
John Marco Warner in honor of Barbara McMillan and  
Trustpoint Insurance

## In-Kind



Michèle Egan  
Metromedia Printing & Marketing,  
LLC  
The Beacon Newspapers  
WatsonRice Accountants & Advisors



## Centennial Partnership Commitment Form

A completed Commitment Form is requested no later than April 4th, 2024, at least six (6) weeks in advance of Seabury's signature event, A Gala for the Ages, for appropriate acknowledgment in the event program and on signage.

### Partnership Selected:

- |   |  |
|---|--|
| <input type="checkbox"/> \$50,000 Centennial Diamond  | <input type="checkbox"/> \$5,000 Centennial Silver |
| <input type="checkbox"/> \$25,000 Centennial Platinum | <input type="checkbox"/> \$2,500 Centennial Bronze |
| <input type="checkbox"/> \$10,000 Centennial Gold     | <input type="checkbox"/> \$1,000 Seabury Friend    |
|   | <input type="checkbox"/> Seabury Friend \$ _____   |

### Payment Types: *check one.*

- Check (*payable to Seabury Resources for Aging*)  
 Credit Card (**Mastercard, Visa, American Express, Discover**)  
 Invoice (terms apply)

Card Number: \_\_\_\_\_

Expiration Date (mm/yy): \_\_\_\_\_ CVV: \_\_\_\_\_

Name as it appears on card: \_\_\_\_\_

- Please check here** to help cover the credit card processing fees of ~5%

### Partner Info (Please write on the first line the way you would like your name displayed):

Individual/Company: \_\_\_\_\_

Contact & Title: \_\_\_\_\_

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

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

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

### Please submit form:

- **Email:** Greg Rockwell, [grockwell@seaburyresources.org](mailto:grockwell@seaburyresources.org) (202) 849-8082.
- **Mail:** Seabury Resources for Aging - Advancement Office, P.O. Box 70220, Washington, DC 20024