

SPONSORSHIP OPPORTUNITIES

50+ Senior Tech Connect: A Tech Fair for Older Adults

The City of Albuquerque’s Department of Senior Affairs and Adelante DiverseIT are hosting a highly anticipated, free to the public technology fair geared toward older adults 50+ and welcome your sponsorship consideration.

The **Senior Tech Connect 50+ Fair** will be **Friday, April 1, 2022**, from 8:30am–12noon at North Domingo Baca Multigenerational Center in Albuquerque’s northeast heights. There will be a wide variety of “technology education stations” for seniors to engage, along with refreshments and prizes to encourage participation. An added intergenerational component will be inviting local youth organizations and schools to participate.

There is no doubt that technology is a beneficial tool for many, however, it can be confusing for others, especially seniors facing unique barriers when using technology. DiverseIT and the Department of Senior Affairs are committed to helping seniors learn about the wide range of opportunities technology offers and ways it can increase quality of life.

Be part of our mission in helping older adults learn the skills they need to stay connected in the digital age. Consider one of the opportunities to sponsor this year’s **50+ Senior Tech Connect Fair**. Sponsorships either in-kind or cash contribution, will help fund promotion, marketing, supplies, refreshments, giveaways, and raise awareness of the event.

Sponsorship Packages	Title Sponsor \$5,000 (1 opportunity)	Station Sponsor \$1,000	Premium Booth \$500	Vendor Booth \$100
Title association with event	X			
Recognized sponsorship in all printed and marketing materials	X			
Recognition in press release and media advisory	X			
Recognition signage located in welcome/check-in area	X			
Featured on Facebook Live video	X	X		
Company name, logo, and quote to appear in blog post and eNews story	X	X		
Company name and logo to appear in blog post	X	X		
Special Thank You and Sponsorship Recognition on social media platforms	X	X		
Company logo included on all special event printed materials	X	X		
Premium Booth location	X		X	
Recognized station signage		X	X	
Sponsorship Recognition in event itinerary handout	X	X	X	
Two Chairs and Table located in vendor engagement area				X

Prize sponsors of \$100 or more will receive mention in the blog post about the event.

Additional event information can be found at: <https://www.cabq.gov/seniors/events>. For sponsorship inquiries, please contact either Anna Sanchez, CABQ Dept. of Senior Affairs, 505.764-6475 or amsanchez@cabq.gov or Ernest R. Naaz at Adelante’s DiverseIT Program, 505.449.4033 or ERNaaz@GoAdelante.org