



## TRAIL Corporate Sponsorship Recognition

TRAIL of Johnson County, a membership-based nonprofit headquartered in Iowa City, is our state's first aging-in-place organization. TRAIL has experienced steady growth since its founding in early 2017 and now serves more than 250 members who rely on our trained volunteers, Life Transition Service, vendor recommendations, and a full calendar of social and educational events that help our members thrive.

Membership fees account for approximately one-half of TRAIL's annual revenue; the remainder comes from charitable gifts from individuals and organizations. *Generous support from the local business community plays an increasingly important role in helping TRAIL enhance its member services and maintain its financial stability.* TRAIL's corporate partners understand the importance of older adults – the fastest growing segment of the U.S. population – in the life and vitality of our community. Ensuring that these individuals can retain their independence for as long as possible, and continue living safely and comfortably in the places they call home, is not just good for TRAIL members and their families – it helps strengthen the fabric of our community as a whole.

TRAIL welcomes gifts of any amount, and offers special recognition to corporate sponsors at the levels summarized below:

**Gold Sponsor:** \$3,000 or more/year

**Silver Sponsor:** \$1,500 - \$2,999/year

**Bronze Sponsor:** \$500 - \$1,499/year

**Contributing Sponsor:** \$250 - \$499/year

| Recognition   | Gold | Silver | Bronze | Contrib. |
|---|------|--------|--------|----------|
| Sponsor representative speaks at annual TRAIL anniversary event and annual community-wide event | X    |        |        |          |
| Sponsor signage featured at TRAIL anniversary and community events                              | X    | X      |        |          |
| Author or contribute an educational article to our monthly <i>TRAIL Guide</i> newsletter        | X    | X      |        |          |
| Sponsor handouts at TRAIL anniversary and community events                                      | X    | X      | X      |          |
| Sponsor logo featured on TRAIL website  | X    | X      | X      | X        |
| Sponsor and guests invited to TRAIL anniversary and community events                            | X    | X      | X      | X        |
| Sponsor listed in TRAIL online honor roll; TRAIL logo available for sponsor promo               | X    | X      | X      | X        |