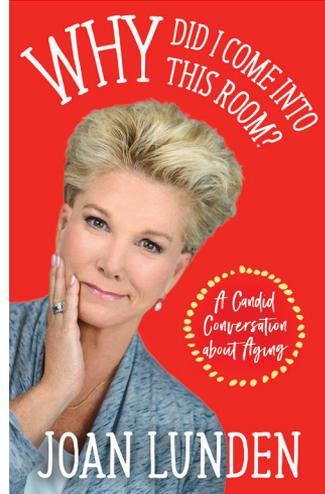




SilverSource  
A Leading Resource for Older Adults



# Inspiring *Lives*

V I R T U A L  
G A T H E R I N G

Thursday, October 8, 2020 • 7:00pm

## Sponsorship Opportunities

**Joan Lunden**, Guest Speaker

discussing her engaging new book *“Why Did I Come Into This Room?”*

*plus* **The 2020 SilverSource Awards**  
*and* **The 2020 Adele Gordon “Inspiring Lives” Award**

# Inspiring Lives

V I R T U A L  
G A T H E R I N G

**SilverSource provides a safety net for seniors in need, to keep a roof over their heads, with the heat and lights on, food on the table and the medical care they need.**

**Your Sponsorship  
has a direct and  
positive impact on  
Stamford's seniors**

## Sponsorship Opportunities

### **Hero Sponsor \$20,000**

- Prominent recognition in all marketing including invitation, print and electronic media, press release, on SilverSource website, e-blasts and social media posts
- Two “Hero” Sponsor recognition slides featured on-screen during the event and mention in live remarks
- Inclusion in Stamford Magazine email to 45,000 people promoting the event\*
- Option to be featured in video greeting in the “Inspiring Lives” Virtual Gathering\*
- Your sponsored bookmarks inserted in 200 copies of Joan Lunden’s new books being delivered to event sponsors and supporters\*
- Additional custom sponsorship opportunities to meet your needs—*please give us a call*
- SilverSource will virtually host your three “Circles of Guests” for 10 (30 signature event signed copies of Joan Lunden’s new book “*Why Did I Come into This Room?*” delivered to your guests)

### **Champion Sponsor \$10,000**

- Prominent recognition in all marketing including invitation, print and electronic media, press release, on SilverSource website, in e-blasts and social media posts
- Full-screen recognition as a Champion Sponsor during the Virtual Gathering and mention in live remarks
- Inclusion in Stamford Magazine email to 45,000 people promoting the event\*
- Additional custom sponsorship opportunities to meet your needs—*please give us a call*
- SilverSource will virtually host your two “Circles of Guests” for 10 (20 signature event signed copies of Joan Lunden’s new book “*Why Did I Come into This Room?*” delivered to you and your guests)

### **Benefactor Sponsor \$5,000**

- Prominent recognition in all marketing including invitation, print and electronic media, press release, on SilverSource website, in e-blasts and social media posts
- Recognition on SilverSource website (live link), in e-blasts and social media posts
- Full-screen recognition as a Benefactor Sponsor during the Virtual Gathering
- Additional custom promotional opportunities to meet your needs—*please give us a call*
- SilverSource will virtually host your two “Circles of Guests” for 10 (20 signature event signed copies of Joan Lunden’s new book “*Why Did I Come into This Room?*” delivered to you and your guests)

### **Humanitarian Sponsor \$2,500**

- Prominent recognition in all marketing including invitation, print and electronic media, press release, on SilverSource website, in e-blasts and social media posts
- Full-screen recognition as a Humanitarian Sponsor during the Virtual Gathering
- Additional custom sponsorship opportunities to meet your needs—*please give us a call*
- SilverSource will virtually host your “Circle of Guests” for 10 (10 signature event signed copies of Joan Lunden’s book “*Why Did I Come into This Room?*” delivered to you and your guests)

### **Circle of Support Sponsor \$1,500**

- On-screen recognition as a Circle of Support Sponsor during the Virtual Gathering
- SilverSource will virtually host your “Circle of Guests” for 10 (10 signature event signed copies of Joan Lunden’s book “*Why Did I Come into This Room?*” delivered to you and your guests)

### **Friend of SilverSource \$150**

- Recognition as a Friend of SilverSource on-screen during the Virtual Gathering
- A signature event signed copy of Joan Lunden’s new book “*Why Did I Come into This Room?*” delivered to you

\* Registration deadline for inclusion in Stamford Magazine email, video greeting and sponsored bookmarks is September 15, 2020

**Thank you for your support.**



## Joan Lunden, Guest Speaker

This year's "Inspiring Lives" Virtual Gathering welcomes back TV host, journalist and author Joan Lunden. Joan was the co-host of ABC's Good Morning America for nearly two decades, and has authored nine books, including her newest, *Why Did I Come Into This Room?*, described as a funny "What to Expect When You're Expecting" for the aging. She is the mother of seven, including two sets of teenage twins. Like many Boomers in America she has juggled being a working mom while caring for an aging parent, and brings this experience to her role as a spokesperson for caregivers.

## The 2020 SilverSource Awards

The SilverSource Awards celebrate exceptional contributions made in improving the lives of older adults by volunteers, individuals and organizations.

The **2020 SilverSource Awards** will be presented to:

### **Outstanding Organization – Contribution to Community**

**Kathleen Silard, President and CEO and Stamford Health** for its new **Geriatric Emergency Medicine Initiative (GEMI)**

*They have reimaged the older adult medical care experience and created an accommodating environment where older patients stay in one place while medical services are brought to them.*

### **Outstanding Individual – Contribution to Community**

**Nancy May – ElderCare Success**

*Nancy launched a Facebook Group as a way to connect easily with other caregivers for support, advice and camaraderie. The online community now connects hundreds of people.*

### **Community Service Volunteer Award**

**Eileen Westfahl and Family**

*Stamford volunteer Eileen Westfahl and family provided invaluable support to SilverSource throughout the height of the pandemic, delivering groceries to scores of homebound seniors.*

## The 2020 Adele Gordon "Inspiring Lives" Award

**Presented by the SilverSource Board of Directors**

**Kathleen Bordelon CEO, SilverSource**

*for her inspiring and valiant work on behalf of seniors throughout the pandemic and, most notably, her resourcefulness, inspired determination and steady resolve to overcome all obstacles to meet the emergency needs of our most vulnerable older neighbors.*

**Inspiring**  
*Lives*  
VIRTUAL  
GATHERING

The "Inspiring Lives" Virtual Gathering is the primary annual fundraising event for SilverSource, a 501(c)(3) non-profit agency that provides a safety net to seniors in need. Your contribution is tax deductible to the extent permitted by law.





# Inspiring Lives

V I R T U A L  
G A T H E R I N G

Online, Thursday, October 8, 2020, 7:00pm

Speaker: Joan Lunden Presenting The 2020 SilverSource Awards

## SPONSORSHIP FORM

- |  |   |
|--|---|
| <input type="checkbox"/> Hero Sponsor \$20,000             | <input type="checkbox"/> Champion Sponsor \$10,000    |
| <input type="checkbox"/> Benefactor Sponsor \$5,000        | <input type="checkbox"/> Humanitarian Sponsor \$2,500 |
| <input type="checkbox"/> Circle of Support Sponsor \$1,500 | <input type="checkbox"/> Friend of SilverSource \$150 |

*All Sponsorship levels include one, two or three Circles of Guests for 10 and acknowledgment in all promotional media, on the SilverSource website, on-screen during the event and in live remarks*

Individual/Company Name: \_\_\_\_\_  
Contact Name: \_\_\_\_\_  
Title/Dept. \_\_\_\_\_  
Address: \_\_\_\_\_  
City/State/Zip: \_\_\_\_\_  
Email: \_\_\_\_\_  
Phone/Cell: \_\_\_\_\_/\_\_\_\_\_

### ***PAYMENT INFORMATION***

- Check enclosed, payable to "SilverSource"     Credit Card (Visa/MasterCard/Amex/Discover)  
 I prefer to pay online at <http://weblink.donorperfect.com/Virtual-2020>

Name on Credit Card: \_\_\_\_\_  
Credit Card No. \_\_\_\_\_  
Exp. Date: (req'd) \_\_\_\_\_                      Sec. Code: (req'd) \_\_\_\_\_  
Signature: \_\_\_\_\_

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All proceeds benefit SilverSource, Inc., a tax-exempt, 501(c)(3) non-profit organization.

For further information, contact Marianne Delaney, [mdelaney@silversource.org](mailto:mdelaney@silversource.org) or 203-324-6584

**Thank you for your support!**