

## **Webinar (Spanish) Sponsorship Opportunity**

The Latino Center on Aging (LCA) was formed in 1991 to improve the living conditions of Hispanic elderly through education and advocacy. In May of 2014, the Latino Center on Aging (LCA) formed the South Florida Hispanic Coalition for Aging to facilitate networking with stakeholders that can further the provisioning of much needed services to the growing numbers of Hispanic elderly in the country and this region. Idiomatic and cultural differences frequently serve as a barrier for older Latinos in accessing existing senior services. Presently, this Coalition has forty two organizations, which offer their services to over one million older adults in South Florida, including the fastest and largest segment of this community, Hispanic elderly.

All of our luncheons feature a prestigious speaker who addresses topics of interest to professionals and lay leaders. Past speakers include **Dr. Marc Agronin, Hon. Josefina Carbonell, Dr. Annelly Buré-Reyes, Dr. Katalina Fernández McInerney, Dr. Marina Sarno, author Gary Barg, Cynthia Arevalo, Esq., Dr. Eve Garner, Marisel Losa, Hon. Luis Collazo, María Hidalgo, and many more.**

We are pleased to offer a limited number of sponsorship opportunities for our upcoming event on:

**June 24, 2020 – 3:00-5:00 PM**

**Webinar: Covid-19: Superando el Miedo y Aislamiento Social (Coping with Fear and Social Isolation)**

Sponsorships provide corporations and organizations a unique opportunity to gain widespread visibility and exposure in the Hispanic market. We expect a large audience of older adults and their families.

### **Platinum Sponsor \$2,000**

Includes:

- \*Logo prominently displayed on Webinar invitation distributed to over 350 professionals in South Florida, and during Webinar.
- \*Opportunity to greet the audience at the event.
- \*Opportunity to show a company video (Up to 3 minutes).
- \*Company/organization is publicly thanked at opening and closing of event.
- \*Company/organization is able to distribute their literature at event.
- \*Company/organization description and logo on LCA's website for one month.
- \*Company receives a Two (2) minute radio ad on LCA's radio show, "Para Mayores" at La Poderosa 670 AM radio station, which has the largest Hispanic elderly markets in South Florida (A \$250 Value).
- \*Company/organization spokesperson is able to introduce keynote speaker at Webinar.
- \*Event Attendee Database.

**SOUTH FLORIDA HISPANIC COALITION FOR AGING**  
**Latino Center on Aging – P.O. Box 800842, Miami, FL 33280 – info@gerolatino.org**

**Gold Sponsor \$1,500**

Includes:

- \*Listing on Webinar Invitation, distributed to over 350 professionals in South Florida.
- \*An opportunity to greet the audience at the event.
- \*Company/organization is publicly thanked at opening and closing of event.
- \*Logo prominently displayed during Webinar.
- \*Company/organization is able to distribute their literature at event.
- \* Company/organization listed on the LCA's website, which gets an average of over 5,000 hits per month.
- \* Company receives a One (1) minute radio ad on LCA's radio show, "Para Mayores" at La Poderosa 670 AM radio station, which has the largest Hispanic elderly markets in South Florida.
- \*Event Attendee Database.

**Silver Sponsor \$500**

Includes:

- \*Company/organization is publicly thanked at opening and closing of event.
- \*Listing on Webinar Invitation, distributed to over 350 professionals in South Florida.
- \* Company/organization listed on the LCA's website, which gets an average of over 5,000 hits per month.
- \* Company receives mention on LCA's radio show, "Para Mayores" at La Poderosa 670 AM radio station, which has the largest Hispanic elderly markets in South Florida.

**Bronze Sponsor \$250**

Includes:

- \*Company/organization is publicly thanked at opening and closing of event.
- \*Listing on Webinar Invitation, distributed to over 350 professionals in South Florida.

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**South Florida Hispanic Coalition for Aging (En formation):**

AARP South Florida - ADRC/SHINE – Advocate Health - Allegiance Senior Consultants - Alliance for Aging, Inc. - Amerigroup - Alzheimer's Association - Adult Day Care of Miami Beach - Chen Senior Medical Centers - CSI Special Care - Glades West Rehabilitation Center - Elite Home Care - Florida International University - Florida Pace Centers - Florida Senior Medicare Patrol - Hallandale Beach Hepburn Center - Hallandale Medical Center - Heartland of Miami Lakes - Homewatch Caregivers - Hispanic Unity of Florida - Home Instead Senior Care - H.O.P.E. - Humana - Independent Living Systems/Florida Community Care - Latino Center on Aging - Leon Medical Center - Memorial Health System - MDCOA - Miami Jewish Health Systems - Miami VA Medical Center - Molina Healthcare - NOVA Southeastern University - ReServe South - Residential Plaza - Sapoznik Coaching Services - South Florida Hispanic Chamber of Commerce - Sunrise Community Inc.- Sunshine Health - Tenet Healthcare Corporation - Trustbridge Health - University of Miami - United HealthCare - United Home Care - VITAS Healthcare - ...