



Building Caring and Compassionate Communities



Dear Friend:

We are writing to invite your organization to continue making a difference in the lives of our neighbors in need through supporting GEDCO (Govans Ecumenical Development Corporation) by participating in the 2018 iConnect Generations Expo being held at Stadium Place on Friday, September 14, 2018 from 10:00 AM -6:00 PM. GEDCO hopes that you will be a part of this fifth annual intergenerational event at Stadium Place to bring a major resource fair to promote healthy living among Baltimore families. As caring for our youth and our elders impacts every family in our community, we expect over one thousand older adults and their respective families to participate in this exciting event. We are also collaborating with local senior centers, neighborhood associations, high schools, colleges, government agencies, politicians, and other like-minded nonprofit organizations. The Expo has become a centerpiece of Baltimore's community and wellness efforts. Highlights of the day will include a talent show, musical and dance performances, fitness programs, children's activities, health screenings, and informational seminars or demonstrations on a wide variety of topics, including technology, finance, legal services, and healthy living and safety. There will be fun opportunities for individuals of all ages.

Enclosed is a summary of the different sponsorship levels and associated benefits pertaining to this event. Your highly visible role will provide your organization with excellent publicity as well as a reserved exhibitor space. Your participation will convey your commitment to building stronger and healthier neighborhoods and communities.

The iConnect Generations Expo is being organized by GEDCO in partnership with the Baltimore City Health Department and other organizations to expand the resources available for older adults and children. This exciting event will be at Stadium Place (the site of the former Memorial Stadium) on East 33rd Street in Baltimore, MD.

Please return the enclosed Sponsorship and Exhibitor forms by Friday, June 29, 2018 to GEDCO. You may submit forms via email to fundraising@gedco.org or you may register online at www.gedco.org/2018iconnect. Furthermore, you may also send them by mail to the following address:

GEDCO
1010 East 33rd Street, Terrace Level
Baltimore, MD 21218

For any additional questions, you may contact Melodie Cunningham at 410-433-2442 ext. 15 or mcunningham@gedco.org. We appreciate your consideration and anticipate your support of this worthy cause.

Gratefully yours,

Nichole Battle
CEO

Ted Gross
Chief Program Officer

Melodie Cunningham
Director of Philanthropy

www.gedco.org/2018iconnect



2018 iConnect Generations Expo Sponsorship Opportunities

	Sponsorship Benefits
<p>\$15,000 Title Sponsor</p>	<ul style="list-style-type: none"> • Access to database of opt-in participants for all iConnect activities • Company logo (with link to company website) listed on the GEDCO website • Company acknowledged as the “2018 iConnect Generations Expo” Title Sponsor on all event promotional materials, including a full-page listing in event resource book • Company mentioned in all aspects of media campaign (radio, television, PSAs, and print media) • Company mentioned in all aspects of multi-channeled social media outreach, including <ul style="list-style-type: none"> • E-blasts to GEDCO’s online mailing list and partner organizations’ lists • Speaking opportunity at Expo • Company exhibitor booth • Company signage at Expo • Distribution of company information and/or giveaway tokens at event
<p>\$5,000 Gold Sponsor</p>	<p>Sponsor of one of the following event modules/seminars/activities:</p> <ul style="list-style-type: none"> • Health Screenings • Technology • Finance/Legal Services • Healthy Living and Safety • Entertainment Showcase • Fitness Showcase • Children’s Activities • Food Trucks <p>Benefits include:</p> <ul style="list-style-type: none"> • Access to database of opt-in participants for all sponsored module • Listed as official sponsor of “GEDCO 2018 iConnect Generations Expo” event module(s) • Company logo (with link to company website) listed on the GEDCO website • Company exhibitor booth • Company mentioned on all marketing materials promoting Expo, including a full-page ad in the event resource book • Company included in print and social media campaigns promoting event • Distribution of company information and/or giveaway tokens at event



2018 iConnect Generations Expo Sponsorship Opportunities

	Sponsorship Benefits
<p>\$2,500 Silver Sponsor</p>	<p>Sponsor of one of the following event modules/seminars/activities:</p> <ul style="list-style-type: none">Health ScreeningsTechnologyFinance/Legal ServicesHealthy Living and SafetyEntertainment ShowcaseFitness ShowcaseChildren's ActivitiesBus StopSenior, Veterans, & Special Needs Lunches <p>Benefits include:</p> <ul style="list-style-type: none">• Listed as official sponsor of "GEDCO 2018 iConnect Generations Expo" specified activity• Company logo (with link to company website) listed on the GEDCO website• Company exhibitor booth• Half-page ad in the event resource book
<p>\$1,000 Bronze Sponsor</p>	<ul style="list-style-type: none">• Listed as a general sponsor of a "GEDCO 2018 iConnect Generations Expo"• Company logo (with link to company website) listed on the GEDCO website• Company exhibitor booth• Quarter-page ad in the event resource book

Customized sponsorships are also available. For more information, please contact 410-433-2442 ext. 15 or fundraising@gedco.org.





2018 iConnect Generations Expo Sponsorship Form

Sponsor/Company Name: _____

Sponsorship Level: _____

Address: _____

City: _____ State: _____ Zip: _____

Telephone: _____ Email: _____

Contact Name: _____ Title: _____

Company Website: _____

Payment

- Check enclosed (**Payable to GEDCO**)
- Credit Card (please enter your credit card information below)

TOTAL PAYMENT: _____

Name on card: _____ Exp. Date: _____

Credit Card Number: _____ - _____

Signature: _____ Date: _____

Please return form and advertisement or logo (if applicable) in EPS (preferred), JPG, or PDF format by June 29th to:

GEDCO

ATTN: Melodie Cunningham

1010 East 33rd Street, Baltimore, MD 21218

410-433-2442 x 15 (p)

410-433-4834 (f)

fundraising@gedco.org

Please meet this ad/logo deadline so that we may recognize your generous contribution.

Thank you for your support of GEDCO!

GEDCO is a 501(c)(3) organization currently providing affordable housing with supportive services to over 450 people with special needs and experiences, over 7,000 visits from individuals needing food, advocacy, and/or emergency financial assistance. A copy of our current financial statement is available upon request by calling our office. Documents submitted to the State of Maryland under the Maryland Charitable Solicitations Act are available from the Secretary of State, State House, Annapolis, MD 21401 for the cost of copying and mailing.

Registrations may also be made online at: www.gedco.org/2018iconnect.



2018 iConnect Generations Expo Ad Sponsorship and/or Booth Purchasing Form

Ad Size & Specifications	Cost
¼ PAGE 2.5 " (width) x 4" (height)	\$125
1/2 page 5" (width) x 4" (height)	\$250
1 PAGE 5 " (width) x 8" (height)	\$500

All Ad sizes above are based on a portrait format. Ads will be in black and white. GEDCO prefers ads submitted in an EPS format. However, we will accept a JPG or a PDF file.

Individual or Company Name: _____

Purchasing an ad? YES / NO Size (if applicable): _____

Address: _____

City: _____ State: _____ Zip: _____

Telephone: _____ Email: _____

Contact Name: _____ Title: _____

Company Website: _____

Purchasing a Corporate Exhibitor Booth? (at \$250 a booth) YES / NO Number of booths: _____

(Includes a table and two chairs.)

Payment

- Check enclosed (Payable to GEDCO)
- Credit Card (please enter your credit card information below)
- TOTAL PAYMENT: _____

Name on card: _____ Exp. Date: ____/____/____

Credit Card Number: _____ - _____ - _____ - _____

Signature: _____ Date: _____

Please return this form to Melodie Cunningham by June 29th at:

GEDCO
1010 East 33rd Street, Baltimore, MD 21218
410-433-2442 x 15, fundraising@gedco.org