

DJ & LIVE
ENTERTAINMENT!

50/50 DRAW!



BeWellExpo

HEALTHY LIVING EXPO FOR
ADULTS IN WINDSOR/ESSEX

2023

LAF MEMBERS &
NON-MEMBERS
WELCOME

ALL AGES
WELCOME



**EXPLORE LOCAL WAYS
TO BE FIT, SOCIAL AND WELL!**

**SATURDAY
SEPT. 30**

9AM - 2PM

**FREE
ADMISSION**

- ✓ Speakers/ panel discussions
- ✓ Fun class demos
- ✓ Interactive info tables
- ✓ Mobile medical services
- ✓ Wellness products & services
- ✓ Crafts & jewelry sales

FREE

✓ **FREE REFRESHMENTS & LUNCH** *For up to 200 people

✓ Wellness Walk **COLLECT PLEDGES -WIN PRIZES!** *Participation optional

Location: Arbor Memorial,
Victoria Greenlawn

1525 Hwy ON-#3

Free Shuttle Bus Service



*Pre-booking required for
FREE Handi-transit home pickup

519 254 1108

www.lifeafterfifty.ca/BeWellExpo

EVENT PROCEEDS SUPPORT PROGRAMS & SERVICES FOR OLDER ADULTS AT LIFE AFTER FIFTY

SPONSORS:



**Arbor
Memorial**



SPONSORSHIP OPPORTUNITIES



Be Well Expo - Sat. Sept 30th, 2023
Location: Arbor Memorial, Victoria Greenlawn 1525 Hwy ON-#3

Join Life After Fifty as we celebrate and share the many ways of living well in Windsor and Essex County!



WINDSOR/ ESSEX 'BE WELL' RESOURCE BOOKLET

Your guide to being fit, social and well in Windsor/ Essex!

Calling all wellness (educational/ social/ fitness/ holistic) businesses, products and services!

Don't miss this opportunity to be included in the 'Be Well' Resource Booklet.
Over 700 copies to be printed and distributed to Expo attendees and throughout Windsor/ Essex!
Business listings are not limited to those who will be in attendance at the Be Well Expo.

To Purchase a Business Listing in the Be Well Resource Booklet, visit:
www.lifeafterfifty.ca/news/bwe-resource-booklet

SPONSORSHIP

| | \$50 Non-Profits \$25 Be Well Resource Booklet Listing | \$300 Friends of LAF Sponsor | \$600 Be Well Expo Sponsor |
|--|--|---|---|
| 'Be Well Resource Booklet' Listing | ✓ | ✓ | ✓ |
| Ad space in 'Be Well Resource Booklet' | | 1/4 page | Full page |
| Logo in Sponsor Slideshow | | ✓ | ✓ |
| Listed in LAF e-newsletter | | Logo | Ad, link and blurb |
| Social media recognition | | Tagged Mention | Dedicated Post |
| Media event recognition | | | ✓ |
| Appreciation certificate | | | ✓ |
| Logo on all Marketing Materials | | | ✓ |
| Vendor Table at Event | | | ✓ |

Life After Fifty (LAF) social media currently has 2000+ followers with high engagement.
LAF e-newsletter currently has 2500+ subscribers, and a 45% open rate (way above industry average).
Press release & media event mention will be in connection with National Seniors Day on October 1st.

Interested? Contact **Caitlin Shanahan** at 519 254 1108 ext. 116
cshanahan@lifeafterfifty.ca by **Friday, August 25th**



Be Well Expo: SPONSORSHIP FORM

How to complete the SPONSORSHIP form:

- Download and save document.
- Fill in all boxes.
- Save document again; label document with your business name.
- **Attach completed form and high res logo and send by e-mail to cshanahan@lifeafterfifty.ca by August 25th**
- Send completed advertisement by September 5th.

| | |
|----------------------------|--------------|
| Organization's name: | |
| Contact name and position: | |
| Mailing address: | |
| City and province: | Postal code: |
| Work: | Cell: |
| E-mail: | |

Sponsorship Level Selected:

☐ **Friends of LAF Sponsor - \$300**
(1/4 pg. ad due Sept 5)

☐ **BWE Expo Sponsor - \$600**
(full pg. ad due Sept 5)

To purchase an Ad/ Business Listing **only** (\$25-\$50) visit: www.lifeafterfifty.ca/news/bwe-resource-booklet

Payment Method:

☐ Invoice Requested

☐ Credit Information Included

☐ Cheque has been mailed to Life After Fifty (635 McEwan Ave.)

| | |
|----------------|---------------|
| Name on Card: | Expiry: |
| Credit Card #: | 3 Digit Code: |

LAF's Registered Charity #: BN 107450116 RR0001 LAF's GST#: 107450116 RT0001

Info for Be Well Resource Booklet (listing included in sponsorship):

| | |
|---------------------|-------------------------------|
| Business/ Org name: | Phone: |
| Website: | Category to be listed under:* |

*Booklet will be divided into categories ex. health services in Windsor, prepared meals, hobby classes/ groups, things to do, financial wellness, in-home care for seniors, shop local, holistic products/ services, etc.

☐ High resolution logo included

Please e-mail your completed Sponsorship Form and high-resolution logo to:

Caitlin Shanahan at CShanahan@lifeafterfifty.ca by **Friday, August 25th**

☐ Advertisement submitted - 1/4pg (2"x5") /Full pg (8.5"x2.5") **DUE Sept. 5**