



Simsbury Chairs for All Ages

Intergenerational Program

September 2019

To our community partners and business owners:

For All Ages is a 501(c)(3) non-profit organization connecting the generations, improving health and well-being, and changing negative perceptions about aging.

You can help us to connect the generations within Simsbury by supporting our **Simsbury Chairs For All Ages program** launching in October at Simsbury High School. We're bringing older adults together with high school students to build Adirondack chairs. Beginning in January, older adults will join high school art students in designing and painting the chairs.

In the spring of 2020, the chairs will be **placed in pairs throughout Simsbury** and *we are asking you to sponsor a pair of chairs.*

Intergenerational connection has the power to change lives and communities. Both older adults and youth **become less isolated and feel less lonely**. Isolation and loneliness have been identified as key social determinants of health; they negatively impact the health and well-being of people of all ages. Research shows that social isolation has negative health impacts comparable to the effect of smoking 15 cigarettes per day. And loneliness increases the risk of dementia in older adults by 40%.

And connecting the generations has a **direct impact on how people view aging**. Research indicates that older adults with positive perceptions of aging live 7.5 years longer. And improving the perception of aging by youth changes their attitudes and opinions about older adults.

Communities benefit as community cohesion, volunteerism and civic engagement increase.

Our 2019 Chairs For All Ages program is supported by local businesses and our Board of Directors. I am proudly serving as an event ambassador. I hope that we can count on you for your support. Together we can **connect older adults with youth to benefit the members of our community.**

Thank you in advance!

Sincerely,

Deb Bibbins



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Sponsorship Opportunities

___ *Please Be Seated* Sponsor: Minimum donation of \$1000

- Pair of chairs will be given to you for you to display on your property
- Your business name and/or logo displayed on all media including press release, the For All Ages website, the For All Ages Facebook event page and Instagram page
- Business mentioned in recurrent social media posts
- **Recognition at the Chairs presentation ceremony, including participation in ceremony**
- Logo in For All Ages e-marketing/monthly newsletters distributed to supporters

___ *Pull Up A Chair* Sponsor: Minimum donation of \$750

- Pair of chairs will be loaned to you for you to display on your property for six months from May through October 2020
- Your business name and/or logo displayed on all media including press release, the For All Ages website, the For All Ages Facebook page and FB event page and Instagram page
- **Recognition at the Chairs presentation ceremony**
- Logo in For All Ages e-marketing/monthly newsletters distributed to supporters

___ *Musical Chairs* Sponsor: Minimum donation of \$500

- Pair of chairs will be loaned to you for you to display on your property for three months (either May through July or August through October)
- Your business name and/or logo displayed on media including press release, the For All Ages website, the For All Ages Facebook event page and Instagram page
- **Recognition at the Chairs presentation ceremony**
- Logo in For All Ages e-marketing/monthly newsletters distributed to supporters

___ *Friendship* Sponsor: Minimum donation of \$250

- Your business name and/or logo displayed on media including the For All Ages website, the For All Ages Facebook event page and Instagram page
- Logo in For All Ages e-marketing/monthly newsletters distributed to supporters

Please complete the information below (Please Print):

Business/Organization Name _____

Address _____ City _____ State _____ Zip _____

Contact Person _____ Phone _____

Email _____ Authorizing Signature _____ Date _____

Yes, I want to support the Simsbury Chairs for All Ages program as a _____ Sponsor!

Payment

___ Enclosed is my check for \$ _____ made payable to For All Ages.