

# *a* Cause *for* Applause

*A Cocktail Reception to benefit the LGBT Elder Initiative*

**THURSDAY, NOVEMBER 14, 2019**

Dorrance H. Hamilton Building  
Thomas Jefferson University  
1001 Locust St. Philadelphia, PA 19107

Join us from  
5:30–8:00PM

HONORING

**Dr. Rachel Levine**

*Pennsylvania Secretary of Health*

&

**Jefferson LGBTQ Health Champions**





For the past nine years, the LGBT Elder Initiative has strived to create an aging services system in which people of all sexual orientations and gender identities are able to access services that are safe, affirming, and culturally competent. Starting as a small group of invested community members caring for their own and trailblazing service providers, we have grown into a vibrant non-profit serving Pennsylvania's LGBT older adult communities. **A Cause for Applause** is a celebration of our anniversary, but it is also much more than that. This event is an opportunity to bring together LGBT community members, aging services professionals, healthcare providers, policymakers, and advocates to celebrate the resilience, activism, and strength of our LGBT older adult communities. **A Cause for Applause** also recognizes the efforts taking place within the aging services network and healthcare system to improve the services available to LGBT older adults. This year, we will be debuting a new award at **A Cause for Applause: The Founders' Award for LGBT Health Equity**, named in honor of our Founding Board of Directors. We are excited to award this inaugural Founders' Award to the Jefferson LGBTQ Health Champions, a coalition of medical providers at Thomas Jefferson University Hospital working to create greater access to LGBT culturally competent care and to promote health equity for LGBT older adults. Jefferson LGBTQ Health Champions' efforts in developing a more inclusive healthcare network for LGBT elders is strongly aligned with the vision of our Founding Board. Sponsoring 2019's **A Cause for Applause** not only demonstrates your support for our LGBT older adults and the life-affirming work of the LGBT Elder Initiative, it also give the EI the opportunity to promote your stellar assistance and important work in return. The accompanying document outlines the many ways the EI can share your valuable patronage with our loyal donors, volunteers, and community.

A handwritten signature in cursive script that reads "Heshie".

Heshie Zinman  
Founder, LGBT Elder Initiative



Last fall, I had the overwhelming honor to receive the Edwin J. Bomba Memorial Award for Advocacy from the LGBT Elder Initiative at the 2018 **A Cause for Applause!** It was a wonderful experience to receive this recognition, from an organization that profoundly impacts the lives of LGBT elders. Those of us who work with older adults must continue to ensure that we are supporting organizations that provide the highest level of service to people of all sexual orientations and gender identities. Given the social and health disparities that still impact LGBT older adults, it is essential that we are effectively meeting the needs of LGBT elders, now and into the future. The Philadelphia Corporation for Aging continues to deeply value our relationship with the LGBT Elder Initiative and the LGBT community across Greater Philadelphia. We are incredibly excited to support this year's **A Cause for Applause**, and I hope you will join us as well! I am additionally thrilled to share that **Dr. Rachel Levine**, Pennsylvania Secretary of Health, will be this year's recipient of the *Edwin J. Bomba Memorial Award for Advocacy!* Secretary Levine has been an inspiring and impactful leader in the LGBT community. She uses her platform in state government to advance several initiatives that are improving the lives of LGBT older adults across Pennsylvania. I hope that you will unite with me in supporting the LGBT Elder Initiative, honoring Dr. Rachel Levine, and celebrating our LGBT older adult communities!

A handwritten signature in cursive script that reads "Holly Lange".

Holly Lange  
President & CEO, Pennsylvania Corporation for Aging

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## ADDRESSING THE ISSUES

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LGBT older adults have experienced lifetimes of discrimination and mistreatment, contributing to an array of social, financial, emotional and physical health needs. LGBT elders aging without familial support networks are disproportionately likely to have to rely on formal systems of care. Yet, much too often these systems of care are unprepared to serve the unique and complex needs of LGBT older adults.

The LGBT Elder Initiative is working toward a future in which LGBT older adults are able to age successfully with access to resources and services that are inclusive, safe, welcoming and culturally sensitive to people of all sexual orientations and gender identities. We work to make sure that LGBT older adults have a place at the table when important policy decisions are made about aging issues. Additionally, we work to ensure that LGBT older adults are empowered with the information and resources that will help them to age with the dignity that we all deserve.

## WHY YOU SHOULD CARE! LGBT SENIORS ARE...

**2 TIMES** as likely to grow older **without a significant other**.

**4.5 TIMES** as likely to have **no children to call upon** in times of need.

**2.5 TIMES** more likely to **live alone**.

**6,000** LGBT people 65+ are **living in poverty** in Philadelphia  
\*PCA and the U.S. Census Bureau

**20%** of all LGBT seniors indicated that they **have no one to call in times of crisis** - a rate that is up to 10 times higher than that seen in the general population  
\*Brookdale Center for Healthy Aging

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### LIMITED ACCESS TO SERVICES

**50%** of LGBT seniors would not be welcomed at senior centers if their sexual orientation or gender identity were known.

LGBT seniors are **5 TIMES** less likely to access senior services than the general senior population

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### THE DELAWARE VALLEY LGBT 65+ COMMUNITY IS GROWING

2019 ———+——— 2030  
**29,000**                      **50,000+**

# SPONSORSHIP OPPORTUNITIES & BENEFITS

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## PLATINUM SPONSOR \$ 7,500

- Premium placed full-page ad in Program Book
- Recognition from the podium during Welcoming Remarks
- Top-tier logo placement: on invitation (*if confirmed by Sept. 23*), in registration area, on all marketing materials, on all physical and digital signage, on LGBTEI website with link
- Recognition in event promotional mailings to LGBTEI mailing list
- Opportunity to have promotional materials displayed during the Event
- Recognition in (12) LGBTEI monthly e-newsletters (logo and link)
- (3) months of rotating digital banner advertisement on LGBTEI website
- (8) tickets to *A Cause for Applause*

## GOLD SPONSOR \$ 5,000

- Full-page ad in Program Book
- Recognition from the podium during Welcoming Remarks
- Top-tier logo placement: on invitation (*if confirmed by Sept. 23*), in registration area, on all marketing materials, on all physical and digital signage, on LGBTEI website with link
- Recognition in event promotional mailings to LGBTEI mailing list
- Recognition in (6) LGBTEI monthly e-newsletters (logo and link)
- (6) tickets to *A Cause for Applause*

## SILVER SPONSOR \$ 2,500

- Half-page ad in Program Book
- Logo placement on all physical and digital signage, on LGBTEI website with link
- Recognition in all event promotional mailings to LGBTEI mailing list
- Recognition in (4) LGBTEI monthly e-newsletters (logo and link)
- (4) tickets to *A Cause for Applause*

## BRONZE SPONSOR \$ 1,000

- Quarter-page ad in Program Book
- Logo placement on all digital signage, on LGBTEI website with link
- Recognition in event promotional mailings to LGBTEI mailing list
- Recognition in (2) LGBTEI monthly e-newsletters (logo and link)
- (2) tickets to *A Cause for Applause*

## COMMUNITY PARTNER SPONSOR \$ 500

- (1) ticket to *A Cause for Applause*
- Company / Organization listing: all physical and digital signage, on LGBTEI website with link

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## 2019 SPONSORSHIP COMMITMENT FORM

Your organization's generous support will allow the LGBT Elder Initiative to continue to provide critical community education to help LGBT older adults to form the medical, social, financial, and emotional supports needed to age successfully at every age. Your sponsorship will also support the LGBT Elder Initiative's advocacy work to better prepare the aging services network to serve LGBT communities in a way that is safe, welcoming, culturally sensitive and affirming.

Please provide information for the primary point of contact at your company / organization:

**NAME:** \_\_\_\_\_ **TITLE:** \_\_\_\_\_

**MAILING ADDRESS:** \_\_\_\_\_

**CITY:** \_\_\_\_\_ **STATE:** \_\_\_\_\_ **ZIP:** \_\_\_\_\_

**EMAIL:** \_\_\_\_\_ **PHONE:** \_\_\_\_\_

### **We care and wish to be recognized at the sponsorship level below:**

**PLATINUM** \$7,500    **GOLD** \$5,000    **SILVER** \$2,500    **BRONZE** \$1,000    **COMMUNITY PARTNER** \$500

*submission deadline for print ads is October 18, 2019*

**Include an additional tax-deductible donation of:** \$ \_\_\_\_\_

Payment Information:

**CHECK** (PAYABLE TO LGBT ELDER INITIATIVE)

**VISA**    **MASTERCARD**    **AMEX**    **DISCOVER**

**CARD #:** \_\_\_\_\_ **NAME ON CARD:** \_\_\_\_\_

**TOTAL PAYMENT:** \$ \_\_\_\_\_ **EXP. DATE:** \_\_\_\_\_ **CVV:** \_\_\_\_\_ **ZIP:** \_\_\_\_\_

**AUTHORIZED SIGNATURE:** \_\_\_\_\_

### **THANK YOU FOR CHOOSING TO SPONSOR A CAUSE FOR APPLAUSE!**

Please send this completed form and your print ready file to [applause@lgbtei.org](mailto:applause@lgbtei.org) no later than October 18, 2019

[applause@lgbtei.org](mailto:applause@lgbtei.org) • LGBT Elder Initiative, 1315 Spruce St. Philadelphia, PA 19107

*Questions? Please contact David Griffith 215-720-9415*

# *a* Cause for Applause

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## 2019 ADVERTISING COMMITMENT FORM

The proceeds from your advertisement in our program book will allow the LGBT Elder Initiative to continue to provide critical community education to help LGBT older adults to form the medical, social, financial, and emotional supports needed to age successfully at every age. Thank you for supporting the LGBT Elder Initiative's advocacy work to better prepare the aging services network to serve LGBT communities in a way that is safe, welcoming, culturally sensitive and affirming.

Please provide information for the primary point of contact at your company / organization:

NAME: \_\_\_\_\_ TITLE: \_\_\_\_\_

MAILING ADDRESS: \_\_\_\_\_

CITY: \_\_\_\_\_ STATE: \_\_\_\_\_ ZIP: \_\_\_\_\_

EMAIL: \_\_\_\_\_ PHONE: \_\_\_\_\_

### We care and wish to place an advertisement with the specs specified below:

FULL PAGE \$400    HALF PAGE \$250    QUARTER PAGE \$175

*submission deadline for print ads is October 18, 2019*

Include an additional tax-deductible donation of: \$ \_\_\_\_\_

Payment Information:

CHECK (PAYABLE TO LGBT ELDER INITIATIVE)

VISA    MASTERCARD    AMEX    DISCOVER

CARD #: \_\_\_\_\_ NAME ON CARD: \_\_\_\_\_

TOTAL PAYMENT: \$ \_\_\_\_\_ EXP. DATE: \_\_\_\_\_ CVV: \_\_\_\_\_ ZIP: \_\_\_\_\_

AUTHORIZED SIGNATURE: \_\_\_\_\_

### THANK YOU FOR CHOOSING TO ADVERTISE WITH A CAUSE FOR APPLAUSE!

Please send this completed form and your print ready file to [applause@lgbtei.org](mailto:applause@lgbtei.org) no later than October 18, 2019

*Questions? Please contact David Griffith 215-720-9415*

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## **SPEC SHEET**

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Please submit files in CMYK at 300 dpi with embedded fonts. PDFs and .jpegs are acceptable.

### **FULL PAGE**

7.75" wide x 10.25" high

### **HALF PAGE**

7.75" wide x 4.75" high

### **QUARTER PAGE**

7.75" wide x 2.25" high