

# The Osher Lifelong Learning Institute at UAH

## *Rediscover the Joy of Learning.*

301 Sparkman Drive, Wilson Hall Room 113, Huntsville, Alabama 35899 | (256) 824-6183 | [www.PCS.uah.edu/OLLI](http://www.PCS.uah.edu/OLLI)

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The *Osher Lifelong Learning Institute at UAH* (OLLI) offers a rich and evolving array of courses, lectures, and special activities to enhance the lives of people in our community who are age 50 and above. Our instructors are distinguished emeritus faculty, scholars, and experts from the community. Our members come from all walks of life and bring a lifetime of experience to the classroom.

### Benefits of Sponsorship

**Osher sponsorship provides exposure for your organization to an important demographic.** Osher members and potential members are generally well-educated, active, engaged in life, and have disposable income. They are parents, grandparents, sons, and daughters. They are lawyers, doctors and nurses, teachers, professors, scientists, veterans, engineers, managers, administrators, and social workers – you name it, we probably have some. They are influential in the community and in their families. We average 800 members and are growing!

Examples of sponsorship opportunities are listed below, but may vary or be adjusted based on upcoming events and related promotional plans. *For information about OLLI at UAH sponsorship opportunities contact Maxine Doherty at 256.824.6183 or [Maxine.Doherty@uah.edu](mailto:Maxine.Doherty@uah.edu).*

### Sponsorship Levels

#### **Annual Major Underwriter - \$10,000+**

The Annual Major Underwriter provides the top-level of support for OLLI at UAH. The sponsor is featured on the Osher website home page, promotional materials and various OLLI events for 1 year. The sponsorship enables the program to provide, for example, a UAH student to support day-to-day OLLI operations, while at the same time offering a deserving student the opportunity for part-time employment as they are achieving their undergraduate degree. *In consideration for the sponsor's generosity, the sponsor may receive:*

1. Recognition in the *OLLI at UAH Term Catalog* which is published three times a year, with a half-page display recognizing their organizational sponsorship in each catalog. This opportunity reaches an estimated *15,000+ members and potential members* through a combination of printed and electronic means;
2. Recognition of the sponsorship in a quarter-page acknowledgement in five issues of *The OLLI Insider*, the 10-times-per year newsletter distributed to OLLI members in printed or electronic form;
3. Opportunity to present a short video/slide presentation/speaker about your organization in opening/closing at one major event;
4. Display of the sponsor's logo on organization's website with an optional "hot-link" to the sponsor's site;
5. Exhibit table with sponsor's materials at one OLLI event during three terms (3 total);
6. Display of the sponsor's banner or logo at one OLLI event during three terms (3 total);
7. Recognition of sponsor in event flyers, programs, and/or weekly e-news;

#### **Platinum Sponsor - \$5,000+**

Platinum sponsors are featured in promotional materials for and have a presence at two major events. Sponsorship at this level includes exclusivity in the industry group. Sponsorship at the platinum level may enable the program to offer a special event, replace needed audio-visual and/or office equipment, or offer a deserving undergraduate student the opportunity for employment as a student assistant for one term. *In consideration for the sponsor's generosity, the sponsor may receive:*

1. Recognition of the sponsorship in a quarter-page acknowledgement in three issues of *The OLLI Insider*, the organization's newsletter;

2. Display of the sponsor's logo on organization's website with an optional "hot-link" to the sponsor's site;
3. Exhibit table at one OLLI event each term (3 total) with sponsor's materials;
4. Recognition of sponsor in event flyers, programs, and/or weekly e-news;
5. Opportunity to provide a short video/slide presentation/speaker about your organization in opening/closing at one event;
6. Display of the sponsor's banner or logo at one OLLI event.

**Gold Sponsor - \$2,500+**

Gold Sponsors are featured in promotional materials and have a presence at one major event during the membership year. Sponsorship at the gold level may enable the program to offer a major event such as the *OLLI at UAH Annual Meeting and Dinner* or a summer program event. *In consideration for the sponsor's generosity, the sponsor may receive:*

1. Recognition of the sponsorship in a quarter-page acknowledgement in two issues of *The OLLI Insider*, the organization's newsletter;
2. Display of the sponsor's logo on organization's website with an optional "hot-link" to the sponsor's site;
3. Recognition of sponsor in event flyers, programs, and/or weekly e-news;
4. Exhibit table with sponsor's materials at one OLLI event during two terms (2 total);
5. Opportunity to provide a short video/slide presentation/speaker about your organization in opening/closing at one event;
6. Display of the sponsor's banner or logo at an OLLI event.

**Silver Sponsor - \$1,500+**

Silver Sponsors are featured in promotional materials and have a presence at one term event during the membership year. This level of sponsorship may enable the organization to support special events, guest speakers, new membership brochures/handbooks, or classroom refreshments. *In consideration for the sponsor's generosity, the sponsor may receive:*

1. Recognition of the sponsorship in a quarter-page acknowledgement in two issues of *The OLLI Insider*, the organization's newsletter;
2. Display of the sponsor's logo on organization's website with an optional "hot-link" to the sponsor's site;
3. Recognition of sponsor in event flyers, programs, and/or weekly e-news announcements;
4. Exhibit table with sponsor's materials at one OLLI event;
5. Opportunity to provide a short video/slide presentation/speaker about your organization in opening/closing at one event;
6. Display of the sponsor's banner or logo at an OLLI event.

**Bronze Sponsor - \$750+**

Bronze Sponsors choose from the available sponsorship opportunities: one program event – e.g., one course, one lunch and learn lecture, one special event such as a weekly bonus, a cultural activity, a speaker sponsorship, or comparable opportunity. *In consideration for the sponsor's generosity, the sponsor may receive:*

1. Display of the sponsor's logo on organization's website with an optional "hot-link" to the sponsor's site;
2. Recognition of sponsor in event flyer, program, and/or weekly e-news announcements;
3. Exhibit table with sponsor's materials at one OLLI event;
4. Sponsor's name announced at an OLLI event;
5. Sponsor banner or logo displayed at an OLLI event.

**In Kind Sponsor**

In kind Sponsors donate needed supplies, facility space, or equipment. Examples of these kinds of donations are space for a luncheon, meeting, or fund raising activity; coffee supplies; AV or computer equipment; or an *OLLI at UAH* customized giveaways (T-shirts, etc.) *In consideration for the sponsor's generosity, the sponsor may receive:*

Recognition of the sponsorship as mutually determined by the sponsor and OLLI at UAH.