



An LJCC community grant fundraiser

Corporate Sponsorship Opportunities

Platinum Level: \$50,000 (One Company Only)

Funding complete computer lab build-out

As the only sponsoring company, this organization will participate in the pre-publicity, launch, and Grand Opening of the Lab, and will have its name on a plaque inside the Computer Lab. Company will have a keynote speaker opportunity during the fall fundraising event and will receive brand recognition on all media platforms (including radio, TV, social media channels, etc.), as well as marketing efforts reaching our member base and on our Website. It will have the option of presenting a Webinar to membership on topic of choice following the launch and will have the First Right of Refusal for 2022 Campaigns launched by the Community Center.

Gold Level: \$20,000 (One Company Only)

IT Consultation; hardware/software

At this level, the company will gain access to our member base as a speaker during the fall fundraising event, have booth space during the event and be promoted as a lead corporation/bank in our campaign. The company will be a featured speaker in our monthly speaker series, and receive brand recognition on all social media platforms and other media channels.

Silver Level: \$10,000 (Two Companies Only)

1. Funding: Multi-level curriculum program

At this level, the company will be provided free booth space during the fall fundraising event, will be promoted during our campaign, and featured in publicity efforts above.

2. Funding expanded transportation to the Computer Lab

At this level, the company will be provided free booth space during the fall fundraising event and will be promoted during our campaign and featured in publicity efforts above.

Bronze Level: \$5,000 (Two Companies Only)

1. Funding purchase of iPad/Grand Pads for select seniors

At this level, the company or companies will be promoted during our campaign and featured in publicity efforts above.

2. Funding marketing/publicity & staff implement a SeniorConnect Access Line

At this level, the company will be provided free booth space during the fall fundraising event and will be promoted during our campaign and featured in publicity efforts above.

Wealth Management Sponsorship Option: \$2,500 (Two Companies Only)

Funding for curriculum, marketing and project management: *Two companies Only*

At this level, the wealth management firms will be promoted during our campaign and featured in publicity efforts listed above.

***We will give our current corporate sponsors the first opportunity to participate in this Campaign. Selecting one of these funding options also means that this investment will take the place of current corporate membership dues for 2021. We have limited sponsorships to a few organizations per funding level.*



SENIOR CONNECT

An LJCC community grant fundraiser

What the Research Shows

A recent Pew Research Center analysis of Bureau of Labor Statistics data found that Americans ages 60 and older spend more than half of their daily leisure time (just over 4 hours) on their TVs, computers, tablets or other electronic devices and reported that about 53% of people aged 65 and older are smartphone users. However, they also noted that low technology literacy—including lack of familiarity with tech terminology—and physical challenges, which can make adoption difficult, were the biggest barriers to the seniors' adoption of new technology.



It was reported that just 18% of older adults would feel comfortable learning to use a new technology device such as a smartphone or tablet on their own, while 77% indicate they would need someone to walk them through the process.

Research we have conducted at the La Jolla Community Center during computer classes, in surveys and during interviews indicates the need for continued support for learning multiple computer skills. Our members desire connection with friends and family; want to know how to operate the equipment efficiently; and use apps and the Internet to conduct online banking, connect with their doctors and health-care information, and more.

Following class instruction, our members report a higher level of confidence in using technology and feel a greater sense of independence in accessing online information and utilizing technology to enhance their lives.

Our Demographics

The demographics of our senior population include 700+ mostly women members, with approximately 18% between the ages of 55-64; 40% between the ages of 65-74; and 33% over age 75.

Current statistics indicate that there are more than 13,000 seniors who live alone and may be isolated in La Jolla. Our goal is to reach 30-40 percent of these individuals (5,239) who we believe need computer support or the technology itself.

