

THE
**arts &
aging**
NETWORK

SPONSORSHIP OPPORTUNITIES

2026-2027

About Us

The Arts and Aging Network is a charitable organization based in Newfoundland and Labrador.

Our work is inherently multi-sector, creating positive impact across the arts, health, and education systems of Newfoundland & Labrador.

We are dedicated to enriching the quality of life in older adults and those living with dementia through the transformative power of the arts.

Through intergenerational programming, we provide children and youth with education about aging and dementia, while offering shared creative experiences with older adults that foster empathy and understanding.

We prioritize the hiring of professional artists, ensuring high-quality facilitation while supporting the sustainability of the arts sector in our province.

All of our programs are designed to build community, and we are actively involved in creative initiatives, partnerships, and events that bring people together.

Your support will help us bridge funding gaps and allow us to facilitate our unique, engaging and dementia-inclusive programming.

We encourage you to take this opportunity to directly impact older adults and those living with dementia to feel connected, valued, and seen.

Together, we can build a future where aging is celebrated through creativity, compassion, and community.



The Arts & Aging Network's Impact

(April 1 - Dec 31, 2025)

- Reached 8,550 People
- Reached 5,925 of Seniors
- Reached 1,513 Individuals with Dementia
- 115 Youth with In-School Programs
- 48 Contractual Roles for Professional Artists
- 2 Full-Time Staff
- 1 Part-Time Staff
- 3 Seasonal Employees

Overview of Sponsorships:

Organization Sponsors

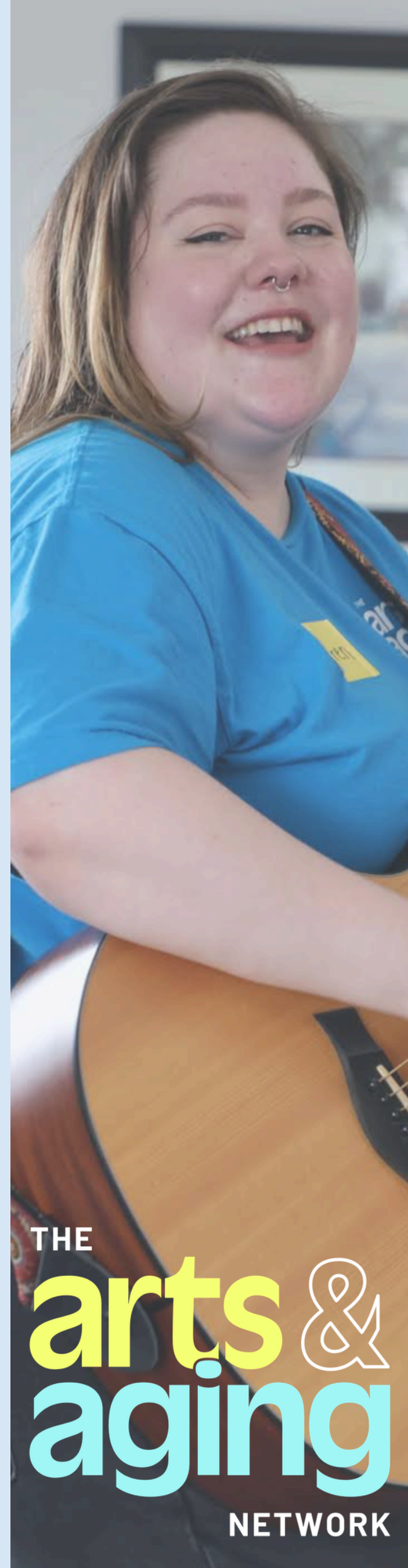
- Legacy Sponsor \$10,000
- Impact Sponsor \$7,500
- Engagement Sponsor \$5,000

Program Sponsors

- Theatre Show Sponsor \$2,500
- In-School Program Sponsor \$1,750
- Arts for Life Series Sponsor \$1,250
- Sunshine Singer Sponsor \$500
- The Old School Bus Visit Sponsor \$500

Donate

- Friends of The Network \$250+



THE
arts &
aging
NETWORK

Important Sponsorship Information

2026-2027 Season

Sponsorship Term & Duration

All sponsorship packages are valid for a period of one (1) year from the date the sponsorship agreement is signed by both parties. All sponsorship benefits and deliverables will be fulfilled within this one year period - the Sponsorship Term.

Sponsorships are broken into two categories - organizational sponsorships and program-based sponsorships.

Lead Sponsor Reporting & Fund Allocation Transparency

The following Organizational Sponsors...

- Legacy Sponsor \$10,000
- Impact Sponsor \$7,500
- Engagement Sponsor \$5,000

...will receive a yearly impact report at the conclusion of the Sponsorship Term. This report will outline the fulfilled terms and conditions of the sponsorship and provide insight into the overall impact the funding made.





Sponsorship Levels

Organizational Sponsors

Legacy Sponsor

Investing in the future of creative aging

\$10,000
[One Available]

The Legacy Sponsor represents the highest level of commitment to the Arts & Aging Network. This top-tier sponsorship provides flexible, organization-wide support that strengthens long-term sustainability, supports professional artists, and ensures the continued delivery of high-quality, dementia-inclusive creative aging initiatives.

What You Receive:

- Verbal recognition and thanks at all public events and earned media and press coverage
- Recognition in A&A programming materials & feature on the front page of our website
- Recognition in our monthly newsletter
- On-location video filmed at the sponsor's business, featuring A&A staff with a custom thank-you social media reel along with six (6) Facebook and Instagram posts recognizing the sponsor's logo, name, and sponsorship type.
- Special access to attend our shows and programming upon request
- Personalized performance by the Sunshine Singers at a location of the sponsor's choice that caters to older people and/or those living with dementia.

Impact Made:

Legacy Sponsors play a foundational role in investing in the long-term sustainability of the Arts & Aging Network. This level of support strengthens organizational stability, fair artist compensation, and the systems required to deliver high-quality, dementia-inclusive creative aging initiatives consistently. Legacy Sponsorship helps ensure that Arts & Aging can continue to grow thoughtfully while remaining responsive, professional, and mission-driven.

Impact Sponsor

Expanding the reach of creative aging

\$7,500

[One Available]

The Impact Sponsor supports the Arts & Aging Network's ability to expand the reach of creative aging initiatives across communities, sectors, and regions. This level of sponsorship provides flexible, organization-wide support that strengthens partnerships, increases access to artist-led experiences, and reinforces the systems that allow Arts & Aging to connect with more people through creativity, connection, and care.

What You Receive:

- Verbal recognition and thanks at select public events and earned media/press coverage
- Recognition in A&A programming materials
- Feature placement on the A&A website sponsor page
- Recognition in the A&A monthly newsletter
- Branded sponsor thank-you social media reel featuring A&A staff, plus four (4) annual Facebook and Instagram posts recognizing the sponsor's logo, business name, and sponsorship type
- Access to attend A&A shows and programming upon request

Impact Made:

Impact Sponsors help strengthen Arts & Aging's capacity to deliver artist-led, dementia-inclusive creative aging experiences in diverse settings. This support reinforces the partnerships and networks that allow the organization to reach more people and sustain meaningful creative engagement across communities.



Engagement Sponsor

Supporting connection through creative aging

\$5,000
[One Available]

The Engagement Sponsor supports the delivery of meaningful, artist-led creative aging experiences by helping meet essential facilitation and engagement needs. This sponsorship provides flexible support that helps ensure older adults, including those living with dementia, continue to access opportunities for connection, expression, and shared creativity through the Arts & Aging Approach.

What You Receive:

- Recognition in A&A programming materials
- Feature listing on the A&A website sponsor page
- Recognition in the A&A monthly newsletter
- Two (2) annual Facebook and Instagram posts recognizing the sponsor's logo, business name, and sponsorship type
- Opportunity to attend A&A shows and programming upon availability and request

Impact Made:

Engagement Sponsors help enable meaningful, artist-led creative aging experiences by supporting essential facilitation time, creative resources, and on-the-ground engagement. This level of support helps ensure older adults — including those living with dementia — continue to experience opportunities for connection, expression, and joy through the Arts & Aging Approach.





Program Sponsors

Program Sponsorships support specific programming and performances, helping make individual creative aging experiences possible in communities across Newfoundland and Labrador.

Theatre Show Sponsor

\$2,500

The Arts & Aging's professional theatre productions bring high-quality performances directly to older adults in care homes and community settings across Newfoundland and Labrador.

Our current show, *The Music of Your Life: A Tribute to VOWR*, features a script by Erin Winsor and Petrina Bromley, music direction by Evan Smith, and performances by some of Newfoundland's most celebrated artists: Keith Power, Kara Noftle, and Michael Power. Each performance is delivered through the Arts & Aging approach, ensuring a dementia-inclusive, engaging experience that sparks memory, connection, and joy.

While we encourage care homes to contribute toward program costs when possible, financial limitations are never a barrier to booking a performance. Sponsoring a performance helps enable an additional performance within the season that would not otherwise be possible within our existing funding. Sponsors are also welcome to request a performance at a specific home - especially if a loved one resides there.

What You Receive:

- Verbal acknowledgement at the sponsored performance
- Recognition in one of our monthly newsletters
- Recognition on our website sponsor page
- Social media recognition with one dedicated Facebook/Instagram post acknowledging your sponsorship
- Opportunity to request a performance at a specific home, if applicable
- Access to attend an Arts & Aging show or program, upon request

Impact Made:

Your support directly funds professional theatre artists to deliver high-quality, one-hour live performances in care homes across Newfoundland and Labrador. This contribution makes additional performances possible and ensures older adults - including those living with dementia - experience engaging, purpose-built theatre created using the inclusive Arts and Aging Approach.

Intergenerational In-School Program Sponsor

\$1,750

Arts & Aging's intergenerational in-school programs bring older adults and students together to build meaningful relationships through creative, relationship-based activities such as storytelling, letter-writing, theatre creation, and shared arts experiences. Programs are adapted to meet the needs of each school and community, and may take the form of GrandPals, Pen Pals, or Patchwork Plays.

This sponsorship supports one full intergenerational in-school program and provides flexible support to ensure the program is delivered where it is most needed based on school scheduling, participant availability, and community context.

What You Receive:

- Recognition in one monthly Arts & Aging newsletter
- Recognition on the Arts & Aging website sponsor page
- Recognition on all printed materials for participants
- One dedicated Facebook or Instagram post recognizing the sponsor's support
- Invitation to attend the end-of-program celebration, where appropriate
- Opportunity to request supporting a program in a specific school or community, where possible

Impact Made:

Your sponsorship supports the coordination and delivery of an intergenerational in-school program, helping create meaningful, creative connections between older adults and youth/children. Through shared experiences and relationship-building, these programs foster empathy, communication, and a deeper understanding of aging while supporting creative aging in school communities.





Arts for Life Series Sponsor

\$1,500

Arts for Life is a creative aging series where older adults come together over multiple sessions to explore music, movement, theatre, or visual art in a supportive, artist-led environment. The focus of the series is on creative process, shared exploration, and connection, not performance, making it accessible for participants with a wide range of abilities, including those living with dementia.

This sponsorship supports one Arts for Life series and provides flexible support to cover artist facilitation, materials, and program delivery needs.

What You Receive:

- Recognition in one monthly Arts & Aging newsletter
- Recognition on the Arts & Aging website sponsor page
- Recognition on printed materials for participants
- One dedicated Facebook or Instagram post recognizing the sponsor's support
- Invitation to attend the final Arts for Life celebration, where appropriate
- Recognition at the final celebration event

Impact Made:

Your sponsorship supports the delivery of a multi-session creative aging series, providing older adults with ongoing opportunities for creative expression, connection, and meaningful engagement through the arts. Arts for Life fosters collaboration, confidence, and joy while supporting well-being through creative aging experiences.



Sunshine Singers Sponsor

\$500

A Sunshine Singer session brings the joy of music, connection, and engagement directly to older adults in your community with a setlist specifically designed for older adults - featuring the Beatles, Little Richard, and more! Each session lasts one hour and is led by our trained artist facilitators at long-term or private care homes.

Most care homes are unable to cover the full cost of this program, so your support is essential in making these sessions possible. Sponsors are welcome to request a session at a specific home, especially if you have a loved one living there.

What You Receive:

- Recognition in one of our monthly newsletters
- Social media recognition with 1 dedicated Facebook/Instagram post acknowledging your support
- Recognition on our website sponsor page
- Opportunity to request a session at a specific home, if desired
- Verbal acknowledgement at the sponsored performance

Impact Made:

Your sponsorship helps bring a one hour dementia inclusive musical experience to older people in your community. Facilitated through the playful lens of the Arts and Aging Approach.

The Old School Bus Visit Sponsor

\$500
[Ten Available]

The Old School Bus is a retrofitted mobile arts space that brings creativity, connection, and play directly to care homes and communities across the province. Designed for participatory, intergenerational programming, the accessible bus removes barriers by meeting people where they are.

Sessions range from crafting to song circles and everything in between. Sponsors are welcome to request a bus visit to a specific community or location where possible, giving you a direct connection to the impact of your support.

What You Receive:

- Recognition in one of our monthly newsletters
- Recognition on our website sponsor page
- Social media recognition with one dedicated Facebook/Instagram post acknowledging your sponsorship
- Opportunity to request a bus visit to a specific community or location, where possible
- Access to attend an Arts & Aging program or event, upon request

Impact Made:

Your sponsorship will fund one Old School Bus Visit for older people in your community. Guided by professional artists through the Arts and Aging Approach. These dementia-inclusive sessions spark a reconnection to creativity, joy, and a sense of feeling seen.

*Limitations on distance and season may apply **



Friends of The Arts & Aging Network Donation \$250+

Businesses and individuals who wish to support our work without receiving sponsorship recognition or promotional benefits are welcome to make a direct donation instead. This option is ideal for those who want to contribute purely in support of our mission without receiving promotional benefits.

By donating, you are directly investing in creative aging initiatives that help older adults remain active, connected, and creatively engaged, while supporting the long-term stability of our organization.

What You Receive:

- Donation Tax Receipt
- Recognition on our website donor page

Impact Made:

Your support is directed to where it is needed most across Arts & Aging programming - helping sustain professional artists, creative materials, and essential program needs throughout Newfoundland and Labrador. Your contribution ensures older adults continue to experience dementia-inclusive, artist-led opportunities for connection, creativity, and joy, guided by the Arts and Aging Approach.



*The Arts & Aging Network is a registered charitable organization and is able to issue official tax receipts for donations **only**.*

If you are interested in supporting
The Arts and Aging Network

Contact:

Erin Winsor

Executive Director

info@artsandaging.com

709-763-6634

www.artsandaging.com

