

2018-2019 Fiscal Year



Dear Friend of the Rainbow Elders,

Following a successful year of bringing local LGBTIQA\* elders together, members of LifePath's Rainbow Elders steering committee are diligently planning events and education for 2018/2019, creating more opportunities for a network of support and belonging. Because of sponsorships we've secured in the past, the Rainbow Elders group is stronger than ever.

Sponsorship opportunities are available for LGBTIQA-friendly businesses to offer their support for the 2018/2019 year and are listed for your consideration on the back side of this letter. Should you wish to support the Rainbow Elders program and the people who benefit, use the enclosed form to choose which sponsorship package is meaningful to your business and return it in the enclosed envelope.

Help us to continue to create spaces and programming that offer elders what they need to thrive by offering your support as a **Sponsor of Rainbow Elders today**. When you give in support of LifePath's Rainbow Elders program, you:

- **nourish vibrant, safe communities** of LGBTIQA elders plus their straight and younger allies through the regular events we host;
- **provide vital education** to senior centers, retirement communities, and other agencies regarding the elder LGBTIQA experience and needs;
- **advocate** for the rights of LGBTIQA elders; and
- **demonstrate your commitment** to the welfare of this group and its members.

For more information or to request our e-newsletter visit [lifepathma.org/rainbowelders](http://lifepathma.org/rainbowelders) or send an email message to [rainbowelders@lifepathma.org](mailto:rainbowelders@lifepathma.org).

Thank you for your consideration.

Sincerely,

A handwritten signature in cursive script that reads "Barbara Bodzin".

Barbara Bodzin  
Executive Director

*\*LGBTIQA = Lesbian, gay, bisexual, transgender, intersex, queer, questioning, asexual, aromantic, and allies*

<b>2018-2019 Season Rainbow Elders SPONSOR LEVELS AND BENEFITS</b>	<b>Friend</b>  \$250 includes 2 events	<b>Advocate</b>  \$500 includes all 4 events	<b>Program Champion</b>  \$1,200 includes all 4 events and general program
Business listed with live link on the Rainbow Elders page of the LifePath website	✓	✓	✓
Business logo or name included on pre-event emails and flyers for annual major event(s)	✓	✓	✓
Business verbally thanked at annual major event(s)	✓	✓	✓
Display flyers, etc. from your organization at event(s) you select	✓	✓	✓
Business specifically thanked in Rainbow Elders' radio spots		✓	✓
Business logo or name included in each e-newsletter (sent 4 times per year)			✓
One feature article in Good Life section of the Greenfield Recorder			✓

The four annual major events are:

- An educational forum in October (topics have been legal and financial issues, housing, transportation and diversity of sexual expression)
- A winter breakfast
- An intergenerational dinner in April
- A July picnic



**Please accept my/our sponsorship of LifePath's Rainbow Elders program  
in the amount of:**

\$250 \_\_\_\_ \$500 \_\_\_\_ \$1,200 \_\_\_\_  I/We wish to give anonymously.

Business Name: \_\_\_\_\_

Contact Name: \_\_\_\_\_

Address: \_\_\_\_\_

City/State: \_\_\_\_\_ Zip: \_\_\_\_\_

Email: \_\_\_\_\_ Phone: \_\_\_\_\_ Home/Work /Cell (circle one)

Please find my/our check enclosed, made out to **LifePath** with **Rainbow Elders in the memo line.**

Please charge my/our credit card:  MC  Visa

Name on card/Signature: \_\_\_\_\_

Account Number: \_\_\_\_\_ Exp date: \_\_\_/\_\_\_/\_\_\_ Code (on back): \_\_\_\_\_

The four Rainbow Elders annual major events are (Sponsors at the "Friend" level choose 2):

- An educational forum in October (topics have been legal and financial issues, housing, transportation and diversity of sexual expression)
- A winter breakfast
- An intergenerational dinner in April
- A July picnic

A schedule of regular luncheons and an additional support group have been added this year and are underway. Watch for more opportunities with Rainbow Elders!

Thank you for helping us to continue to create spaces and programming that offer elders what they need to thrive by renewing your support as a Rainbow Elders Sponsor.

Please use the enclosed envelope or deliver your gift to LifePath, Inc., 101 Munson Street, Suite 201, Greenfield, MA 01301. To give online, please visit [lifepathma.org](http://lifepathma.org).

*For more information or to be removed from our mailing list, contact Development Director Carol Foote at [cfoote@lifepathma.org](mailto:cfoote@lifepathma.org) or 413-774-5555 x2225.*