



August 26, 2019

**Greetings:**

The Senior Citizen Advisory Board and the City of San Marcos Parks and Recreation Department are currently making plans for our Biennial Senior Citizen EXPO, to be held Thursday, January 30, 2020, from 10AM to 2 PM, at the San Marcos Activity Center. This event attracted over 400 senior citizens in 2018 and we expect the turnout for this event to be even larger. Our goal is to increase the awareness of the Senior Citizens in the San Marcos area about goods, services, organizations, discounts, clubs, etc. that serve their needs. We want them to take advantage of what is available to them! This FREE event will include vendor booths and light lunch refreshments. All proceeds from this event will go to offset the cost of programs for senior citizens.

We want to invite you to participate in this event by becoming an event sponsor, a vendor or both! Being a sponsor does not automatically make you a vendor, this cost is separate. We offer a variety of ways to contribute and in return provide you with a meaningful opportunity to advertise your services and promote your business.

For a contribution of \$200, your business will be declared a **"Gold Sponsor"**. Gold Sponsors will receive mention as an event sponsor on our printed marketing materials as well as social media promotions on Community Services' and the City's social media sites. In addition, Gold Sponsors will receive name recognition on a professionally printed sign at the entrance of the event and a **free half page ad (4"x 4")** in our vendor booklet. You will also be mentioned in a Gold Sponsor appreciation ad in our senior newsletter. Gold Sponsors will be eligible to be a vendor for \$50, half off the normal vendor rate.

For a contribution of \$125, your business will be declared a **"Silver Sponsor"**. Silver Sponsors will receive mention as an event sponsor on Community Services' social media sites. In addition, Silver Sponsors will receive name recognition on a professionally printed sign at the entrance of the event and a **free business card sized ad (2"x 3.5")** in our vendor booklet. Silver Sponsors will be eligible to be a vendor for \$75, the nonprofit vendor rate.

For a contribution of \$50, your business will be declared a **"Bronze Sponsor"**. Bronze Sponsors will receive mention as an event sponsor on Community Services' social media sites. In addition, Bronze Sponsors will receive name recognition on a professionally printed sign at the event and receive a free bold name listing in our vendor booklet. Bronze Sponsors also wanting to be a vendor would submit the regular vendor fee of \$100, \$75 if the organization is a nonprofit.

You can be a **Vendor** at the event if you have goods or services of interest to senior citizens. The Vendor fee is \$100 (**this fee is \$50 for Gold Sponsors or \$75 for Silver Sponsor**). If you are a non-profit vendor, the fee is \$75. Vendors will have one table, sized 30"x72". Your area will need to be set up by 9:30 AM the day of the event. Vendors may start setting up at 8:00 AM. All vendor applications will be reviewed by the Senior Advisory Board and San Marcos Parks and Recreation staff for acceptance. We expect a large demand for a limited number of vendor tables and preference will be given to vendors that also want to be a sponsor of the event. Businesses and organizations that only want to be a vendor will be taken on a first come, first served basis, **so register early**.

If your business would like to contribute in-kind goods or services, the sponsorship level of recognition will be determined based on the value of the donation. We need items to be given away as door prizes at the event. We also need sandwiches, chips, desserts, vegetable trays, fruit trays, and the like for our lunch refreshments. This lunch will be a come as you please buffet, starting at Noon for participants. Vendors will have a separate lunch area and assigned times.

We also compile a **vendor booklet**, which goes in the goody bags given out at the door, and we would like you to be included! All vendors will receive a free name listing in the booklet. Gold Sponsors receive a free half page ad (approximately 4" x 4") and Silver Sponsors receive a free business card sized ad (approximately 2"x 3.5"). Vendors can purchase business card sized ads for \$50 each. The deadline to send in sponsorship ads is Friday, December 13, 2019.

The deadline to complete the enclosed pledge card and return it in the postage paid envelope is December 13, 2019. Please be sure to include your sponsor/vendor/vendor booklet ad payment(s) at this time, made payable to City of San Marcos. If donating food, let us know if you will be dropping it off that day or if we need to arrange to pick it up. If donating door prizes, please list your donation and value on the pledge card and include gift certificates or let us know if we need to arrange to pick it up.

If you have any questions about the Senior Expo please contact me at (512) 393-8275 or email me at [nriali@sanmarcostx.gov](mailto:nriali@sanmarcostx.gov). Your consideration for this request and support of the San Marcos Senior Citizen community is greatly appreciated.

Sincerely,



Nick Riali  
Senior Citizen Program Coordinator  
City of San Marcos Parks and Recreation

# Senior Citizen EXPO 2020

Thursday, January 30, 2020

## PLEASE PRINT

Organization/Business Name - The way you want it to appear in the Vendor Booklet:

\_\_\_\_\_

Address – The way you want it to appear in the Vendor Booklet:

\_\_\_\_\_

Mailing Address if different from above:

\_\_\_\_\_

City, State, Zip: \_\_\_\_\_

Contact Person: \_\_\_\_\_

Phone Number: For Vendor Booklet \_\_\_\_\_

Phone Number: If different from Above \_\_\_\_\_

E-Mail Address: \_\_\_\_\_

Please provide Vendor booklet category listing for your organization. (ex: medical, assisted living, retail, club, non-medical assistance etc.) \_\_\_\_\_

\_\_\_\_\_ **Yes, I would like to be a GOLD SPONSOR AND VENDOR for \$250.**

\_\_\_\_\_ **Yes, I would like to be a GOLD SPONSOR ONLY for \$200.**

\_\_\_\_\_ **Yes, I would like to be a SILVER SPONSOR AND VENDOR for \$200.**

\_\_\_\_\_ **Yes, I would like to be a SILVER SPONSOR ONLY for \$125.**

\_\_\_\_\_ **Yes, I would like to be a BRONZE SPONSOR AND VENDOR for \$150.**

\_\_\_\_\_ **Yes, I would like to be a BRONZE SPONSOR ONLY for \$50**

\_\_\_\_\_ **Yes, I would like to be a VENDOR for \$100.**

\_\_\_\_\_ **Yes, I would like to be a NONPROFIT VENDOR for \$75.**

\_\_\_\_\_ **Yes, I would like to donate in-kind goods or services.**

Description of donation and value: \_\_\_\_\_

\_\_\_\_\_ **Yes, I would like to purchase A Business Card Size Ad in the vendor booklet for \$50**

**NOTE:** All Gold sponsors will receive a **Free Half Page Ad** and all Silver Sponsors will receive a **Free Business Card Sized Ad** in the vendor booklet.

All vendors will receive a free name listing including their address and phone number in the booklet.

**TOTAL AMOUNT ENCLOSED \$** \_\_\_\_\_

Please return this pledge card and your contribution in the enclosed envelope by December 13, 2019.

Make checks payable to:

City of San Marcos

630 E. Hopkins, San Marcos, TX 78666.