

# Cyber-Seniors Sponsorship Proposal



## SPONSORSHIP OPPORTUNITIES

**Build goodwill and positive brand association for your company, while helping to narrow the digital divide and build a pipeline of talent for some of the most in-demand jobs of the next decade.**



Founded in 2015, by the creators of the award-winning documentary film CYBER-SENIORS, this non-profit organization provides aging adults with tech-training using an intergenerational, youth volunteer model. High school, university and college students receive training to act as digital mentors and senior citizens gain access to effective technology training and intergenerational communities that keep them socially connected and engaged.

## Our Reach

Cyber-Seniors delivers up to 15 webinars and over 100 one-on-one tech-support sessions with senior citizens each week - all free of charge. Approximately 650 unique seniors and 100 young people participate weekly in our programs, and over 2000 individuals tune-in to watch previously recorded webinars weekly. Since April 1, 2020, we have engaged over 10,000 seniors who have partaken in over 50,000 tech training sessions and over 2,400 young people who provided over 10,000 volunteer hours. Our growth rate of senior and youth participants is approximately 3% per week.

We have a dedicated social media following of:

- ⇒ >5200 Facebook Followers
- ⇒ >2600 Twitter Followers
- ⇒ >1200 Instagram Followers
- ⇒ >2700 YouTube Subscribers
- ⇒ >3000 Newsletter Subscribers
- ⇒ And each week we welcome >2000 Website Visitors

## Sponsorship Opportunities

With a growing and focused audience of both young people and older adults, supporting Cyber-Seniors through sponsorship opportunities provides a good Return on Investment for companies who market their products and services to these distinct demographic groups. Below are some ways your organization can help. If you don't see what you are looking for, let us know. We are happy to structure a sponsorship that best meets your needs and interests.

[www.cyberseniors.org](http://www.cyberseniors.org)

## CYBER-SENIORS TITLE SPONSOR, PRESENTING SPONSOR, TECH-SUPPORT HOTLINE SPONSOR, and RESOURCE SPONSOR

*Each of these major sponsorships are available to only one sponsor at a time and it supports the ongoing development and delivery of programs that serve both senior citizens and young people.*

## INTERNSHIP SPONSORSHIP

*This is an opportunity support one of Cyber-Seniors volunteers as they transition to a paid summer internship position with either our organization or one of our partners.*

## VOLUNTEER APPRECIATION EVENTS SPONSOR

*Volunteers are the backbone of our organization and we like to celebrate them and show them our appreciation several times a year. This is an opportunity to support our virtual events during which we invite guest speakers and hand out awards.*

## TV SERIES SPONSORSHIP

*Cyber-Seniors started with an award-winning documentary film that was broadcast in 40 countries (including on Netflix and PBS) and screened in over 500 countries. Help support the development of a sequel which will feature amazing older adults and young people working together to build better communities.*

## PRIZE SPONSOR

*This is an opportunity to either donate prizes or fund the purchase of prizes to reward and incentivise our intergenerational online community. It also gives participants in our program an opportunity to try your products or service for free.*

## YOUTH SPEAKERS SERIES SPONSOR

*Supports development and production of a Career Pathway Speaking Series, for our young volunteers. Professionals from different industries will talk about their job, what it entails and the pathway they took to get there. Your company will also have the opportunity to provide a presentation.*

## SENIOR SHOWCASE SERIES SPONSOR

*Older adults have a lot of wisdom to offer and knowledge to share. This is an opportunity to support the development and production of a webinar series that provides seniors with an opportunity to showcase their talent and wisdom and giving them a voice on social media.*

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