



The Active Aging Expo attracts more than 500 older adults who can learn about programs, products and services in Montgomery County from nearly 100 different businesses, agencies and not-for-profit organizations. The day includes opportunities to enjoy preventative services, hear educational talks and take part in demonstrations. Gaithersburg's Active Aging Expo, for those ages 55 and better, is an event filled with energy, educational talks, interactive demonstrations, a resource fair, pampering services and preventive screenings.

# Sponsorship Opportunities

April 24, 2024 | 9 a.m. - 2 p.m.

## ★ Title Sponsor – \$5,000

- Company name/logo featured as the Title Sponsor in all advertising materials, social media, BGC event webpage, and on event banners
- Title Sponsor featured in (2) Thank You stand-alone Facebook post on BGC FB Page
- Company name/logo featured as Title Sponsor on large acknowledgment posters in entrances and gyms and on Activity Room signs day of event
- Acknowledgement as the Title Sponsor in all public announcements including press releases and email blasts
- Sponsor banner hung at the Activity Center at Bohrer Park on the day of event
- Business card size advertisement included in program
- 6' table in high profile area with electricity (upon request) and space for marketing
- Complimentary lunch

## ★ Premiere Sponsor – \$3,000

- Company name/logo prominently displayed in advertising materials, on social media, event webpage, and on event banners
- Company name/logo prominently placed on large acknowledgment posters in entrances and gyms and on Activity Room signs the day of the event
- Acknowledgement in all public announcements including press releases and email blasts
- Business card size advertisement included in program
- 6' table in area of preference with electricity (upon request) and space for marketing
- Complimentary lunch

## ★ Activity Sponsor – \$1,500

- Company name/logo on advertising materials, on social media, event webpage, and on event banners
- Company name/logo on large acknowledgment posters in entrances and gyms and on Activity Room signs on day of event
- Company name/logo prominently displayed at pampering location on day of event
- Business card sized advertisement included in program
- 6' table with electricity (upon request)
- Complimentary lunch



## **Sponsorship Opportunities Cont.**

### **April 24, 2024**

#### **★ Entertainment Sponsor – \$750**

- Company name/logo on advertising materials, on social media and event webpage
- Company name/logo on large acknowledgment posters in entrances and gyms on day of event
- Business card size advertisement included in program
- 6' table with electricity (upon request)

#### **★ Friend of the Expo – \$500**

- Company name/logo on large acknowledgment posters in entrances and gyms on day of event
- Business card size advertisement included in program
- 6' table with electricity (upon request)

#### **★ Table Vendor - \$200**

*(For Profit) (\$250 after April 1, 2024)*

- 6' table
- Complimentary lunch

#### **★ Table Vendor - \$100**

*(Non-Profit) (\$150 after April 1, 2024)*

or may donate non-perishable food items instead of cash (before April 1, 2024)

- 6' table
- Complimentary lunch

#### **★ Business Card Only or Add On - \$100**

*(logo/business card deadline April 12<sup>th</sup>)*

- Business card in the program

*Customized packages are available to meet your marketing needs please email:*  
[Charlyn.Simpson@gaitersburgmd.gov](mailto:Charlyn.Simpson@gaitersburgmd.gov)

# Event Information, Regulations, & Policies

The City of Gaithersburg (the “City”) is organizing and hosting its annual Active Aging Expo (the “Event”) at Bohrer Park, located at 506 S. Frederick Avenue, Gaithersburg, Maryland 20877, on Wednesday, April 24, 2024, at 9:00 a.m. to 2:00 p.m.

The purpose of this Application is to provide persons and organizations interested in supporting the City’s Event (the “Sponsor”) with certain promotional benefits and market exposure in exchange for a sponsorship fee. The type and amount of benefits the Sponsor will receive are directly correlated to the dollar amount the Sponsor elects to provide the City. A comprehensive list of the levels of sponsorship and the promotional benefits associated with each level of sponsorship is provided under the “Sponsorship Opportunities” section of this Application. The submission of this Application does not, in and of itself, guarantee that the City will grant the Application. The City reserves the right to reject any Application that is incomplete or that the City determines will violate City, State, and/or federal laws, regulations, and/or ordinances.

## Sponsor Space

Tables are assigned for top-level sponsors all other sponsors will choose a table that is available on a first-come, first-served basis. Each group representative may choose a 6’ table. Tables are reserved around the perimeter of the exhibition space for those who have requested electricity.

## Electricity

Electrical hook-up is available on a limited basis. Please submit your request as soon as possible and we will do our best to accommodate it.

## Notification and Acceptance Process

The City will accept applications until **April 12, 2024**; however, some marketing benefits may be unavailable. Sponsors will receive a confirmation e-mail upon receipt of form, and another in mid-April regarding the specifics of the event. The Active Aging Expo is a popular event and vendor slots fill quickly. We encourage you to submit forms and payment as soon as possible.

## Arrival/Set-up/Take Down

Reminder and follow-up event day information will be e-mailed a few weeks prior to the Expo. **All sponsors must arrive no earlier than 8:30 a.m. to set up their tables.** Please plan to stay the entire event as a courtesy to those attendees who arrive throughout the day. Early departure may result in a vendor not being invited to future events.

## Inclement Weather

This is an indoor, RAIN or SHINE event. Should there be extreme weather, please check the City’s website at [gaithersburgmd.gov](http://gaithersburgmd.gov) for updates. If the City cancels the event due to public safety concerns, a refund will be given.

## Expo Regulations

City staff reserves the right to have sponsors remove unacceptable or inappropriate items, or to relocate or dismiss/remove any participant. No unauthorized alcoholic beverages, pets (with the exception of service dogs), or weapons are permitted.

**PLEASE NOTE:** *The Montgomery County Health Department does NOT allow the distribution of non-commercially wrapped food items.*

## Photos/Videos

Photographs and videos taken during the event may be used in future promotional materials.

## ANTI-HARASSMENT POLICY

The City is committed to providing a safe and welcoming environment for everyone, in which all individuals are accepted and are treated with respect and dignity, free from harassment of all kinds. The City expects all vendors, sponsors, volunteers and participants of any kind in City programs and special events to treat each other and the public with courtesy and respect. The City has adopted a zero-tolerance policy against any level of harassment by program participants of any type.

## SALES TAX

The State of Maryland requires any person selling used or new products to charge 6% sales tax. If the Sponsor intends to sell items but does not have a MD tax ID #, the vendor **DOES NOT NEED TO APPLY FOR ONE**. The Sponsor’s name will be submitted to the Maryland State Comptroller’s Office and a temporary Tax ID # will be automatically assigned to the Sponsor by the State after the Event.



Return Pages: 4, 5 & 6 with payment  
Community Facility Manager: Charlyn Simpson  
301-258-6380  
[charlyn.simpson@gaitherburgmd.gov](mailto:charlyn.simpson@gaitherburgmd.gov)

## 2024 Sponsor Application Form

Please print your listing information exactly as you wish it to appear.

Company/Organization \_\_\_\_\_

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

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

City: \_\_\_\_\_

State: \_\_\_\_\_

Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ E-mail: \_\_\_\_\_

Special Request: \_\_\_\_\_

### SPONSORSHIP LEVELS

Title Sponsor \$5,000

Premiere Sponsor \$3,000

Activity Sponsor \$1,500

Entertainment Sponsor \$750

Friend of the Expo \$500

*(Attach your business card or logo in 'jpeg' or 'png' format with the application)*

Vendor Table for Profit \$200 or \$250 (after April/1)

Vendor Table Non-Profit \$100 or \$150 (after April/1)

Vendor Table Non-Profit Only

*(Non-perishable food donation instead of payment)*

Vendor Business Card \$100

*(Attach card in 'jpeg' or 'png.' format)*



## PAYMENT SHEET

**Make check payable to:** City of Gaithersburg  
Mail To: Benjamin Gaither Center  
Attention: Active Aging/Charlyn Simpson  
80A Bureau Dr.  
Gaithersburg, MD 20878

**All applications and payments must be received by: April 12, 2024**

Enclosed is my check # \_\_\_\_\_ or please charge my  Master Card  Visa  Discover  AmEx

Name on Card: \_\_\_\_\_

Last 4 Digits on Card: \_\_\_\_\_ Exp. Date: \_\_\_\_\_

***Do not e-mail the form back with your full credit card number. Please call with credit card.***

Charlyn Simpson  
301-258-6380

# 2024 Sponsor Application Authorization

Please check box if you or your organization is currently negotiating a contract with the City or is regulated by the City, including seeking planning or zoning approvals or permits.

Please check the box if your company or organization is registered with the Maryland State Department of Assessments & Taxation in order to legally conduct business in the State.

I certify that I have read, fully understand, and agree to comply with all the terms and provisions outlined in the Event Information, Regulations and Policies section of this Application, and that the information I have provided in this Application is true and complete. I will be personally responsible for ensuring that the use of my space is carried out in conformance with this Application.

I further understand that if I intend to sell goods at the event, **I am required to charge 6% sales tax and I will be assigned a temporary Maryland State Tax ID# by the MD State Comptroller's Office after the event, if needed.**

By participating in this City Event, I agree that I, or anyone entitled to act on my behalf, together with the organization I represent (if any), hereby waive and release the City of Gaithersburg and the organizers of the Event, plus all event partners, sponsors and volunteers, and their representatives, successors and assigns, from all claims and liabilities of any kind arising out of my participation in the Event, even if that liability may arise out of negligence or carelessness on the part of the persons named in this waiver.

Participation in the Event by groups or organizations other than City officials, departments or committees does not constitute endorsement of those groups or organizations.

**By signing this Application, I authorize my payment to be processed and deposited upon receipt.**

Client Signature \_\_\_\_\_ Date \_\_\_\_\_

*This agreement is pending approval until signed off on by the City Manager or his/her Designee.*

City Manager or his/her Designee \_\_\_\_\_ Date \_\_\_\_\_

**ACCOMMODATIONS FOR THOSE WITH A DISABILITY:** The City of Gaithersburg is committed to making reasonable accommodations as required by the Americans with Disabilities Act and other applicable law. Your request for accommodations will in no way affect your acceptance status. Please describe any specific accommodations you are requesting based on physical, psychiatric, behavioral or other concerns. All requests for accommodations must be made by **April 5, 2024**, to allow the City sufficient time to consider the request. Please indicate what accommodations are necessary:

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Sign and Return Pages  
4, 5 & 6 with Payment To:

Community Facility Manager: Charlyn Simpson

301-258-6380

[charlyn.simpson@gaitthersburgmd.gov](mailto:charlyn.simpson@gaitthersburgmd.gov)