



IAGEWELL



INVITATION TO BECOME A

PLATINUM SPONSORSHIP PARTNER

BUILD YOUR BRAND AND ENGAGE THE OVER 60 COMMUNITY ON THE SUNSHINE COAST

Lifestyle 55+

THE SUNSHINE COAST'S PREMIUM ANNUAL 55+ MAGAZINE & DIRECTORY



60 Plus PlayGround Network Socials 



2023 SUNSHINE COAST SENIOR LEADERSHIP AWARDS

Re-imagine Ageing – Embrace the possibilities!



THE VALUE WE BRING TO THE TABLE.



Your company is invited to become a sponsor of the **The IAgeWell Seniors Festival / Expo, Sunshine Coast Senior Leadership Awards and the annual LifeStyle 55+ guide.**

Our platforms are designed to engage the senior community and as a sponsor we will put the spotlight on your business and brand during Seniors Month on the Sunshine Coast and well into 2024....

Let's work together to Re-Imagine ageing and Embrace the possibilities in 2023.

Tanya Dave
Gerontologist

Lifestyle 55+ Lifestyle 55+ Magazine/ Business Directory

As a sponsor you will be given two pages of exclusive advertising in your area of expertise. The annual guide will be launched on the 5th of October at the Senior Leadership Awards, and 10,000 copies will be distributed at the IAgeWell Festival and at key locations around the Sunshine Coast, Noosa and the Hinterland region.



60 Plus Playground - Social Network

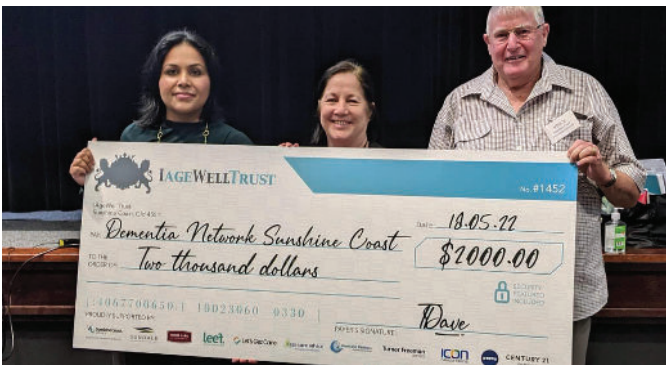
As a sponsor we will create a 3 month social media campaign on our social Network to promote your business, sell your services or products.

Re-imagine Ageing – Embrace the possibilities!



IAGewell Seniors Festival / Expo

Our festival creates the perfect platform for our sponsors to connect with the senior community. The festival is the highlight event of seniors month on the Sunshine Coast. The Caloundra Turf Club is transformed on the day to attract a stand out crowd. There will be entertainment, food stalls and a range of exhibitors to connect with.



IAGewell Trust

Every year the IAGewell Trust gives away money to older people in need and community groups who support our seniors on the Sunshine Coast. As a sponsor we will promote your brand on cheques awarded throughout 2024.



Senior Leadership Awards

As a sponsor you will have the opportunity to present an award with your brand, to a member of the senior community, in recognition of their valuable contribution to the Sunshine Coast. The by-invitation only morning tea brings together local government representatives, members from senior groups like U3A, CWA, Probus, local business leaders and senior service providers for a great networking event. All award winners and their sponsors will be showcased in various publications like My Weekly Preview, Your Time Magazine, local newspapers and on radio during the month of September in the lead up to Seniors Month.

Re-imagine Ageing – Embrace the possibilities!



Our festival is the premier highlight event of Seniors Month on the Sunshine Coast. We create the perfect platform for a wide range of businesses to connect with the over 60 community.

EXHIBITOR CATAGORIES INCLUDE:

- Travel
- Insurance
- Employment and Education
- Clothing, Fashion, and Accessories
- Aged Care Options
- Independent Living Products / Disability
- Products
- Health and Wellness
- Recreation and Fitness
- Financial and Retirement Planning
- Beauty Services
- Government Services
- Holistic Living Options
- Community Group



Re-imagine Ageing – Embrace the possibilities!

HOW WE ATTRACT THE CROWD

We build strong partnerships with key community groups like U3A, Probus, Lions Club, Rotary, View Club, Coolum Hearts, Red Hat Ladies, Chirpy Plus, Mens Shed, Friendship Force, Country Women's Association to name a few, to promote and attract attendees.

This year we have introduced a Talent show with a 2000-dollar cash prize awarded to the winner.

Our senior community will be invited to come along and vote for their favourite performance. What a great way to bring the community together?

Two months prior to the big day we launch an extensive radio, print, direct marketing and public relations campaign that will encompass the entire Sunshine Coast region and beyond.

SOME OF OUR MARKETING AND SOCIAL MEDIA CHANNELS INCLUDE:

YOUR TIME magazine, a highly regarded over 55 publication with a circulation of 50,000 per month covering the Sunshine Coast and Brisbane areas.



60 Plus Playground

A one stop social network marketing platform to engage the over 60 community.

104.9 Sunshine FM radio station, a popular platform for the 65+ demographic on the Sunshine Coast and surrounding areas with a potential audience reach of over 100,000 listeners per week.



MY WEEKLY

PREVIEW magazine, a staple and well distributed publication on the Sunshine Coast with a circulation covering 61,000 per week.



IAGEWELL database of over 4500 subscribers and 3000 Facebook followers We will showcase each exhibitors' products/services via our online social media campaign in the lead up to the event. Exhibitors will be asked to provide information.



Lifestyle 55+ magazine/ service directory

With a circulation of 10,000 copies placed in high traffic areas and is the only go-to annual resource guide for the over 55 community on the Sunshine Coast.



Targeted social media expo advertising campaign to engage the senior community.

Lifestyle

THE SUNSHINE COAST'S PREMIUM ANNUAL 55+ MAGAZINE & DIRECTORY

55+

We invite your business to become a sponsor, in the only go to annual resource guide targeting the over 55 cohort living on the Sunshine Coast, Noosa and Hinterland region.

Lifestyle 55+ will include interesting and informative content reflecting the interest and needs of the Sunshine Coast community and a comprehensive tailored directory to ease access to local services, products and support.



This 116 page magazine is free and 10,000 copies will be distributed throughout the Sunshine Coast, Noosa and Hinterland region. It will also be made available on-line and can be downloaded via a QR code.

The magazine will be distributed to all medical centres (specifically handed to the general practitioners to refer to and hand out to their senior patients and carers)

Specialist clinics

News agencies.

Sunshine Coast Council libraries

I Age Well Seniors Festival

Retirement villages

Hospitals,

Rehabilitation centres,

Local government agencies,

Senior's social clubs

The guide is provided to the Regional Assessment Service Officers / Aged Care Assessment Team to distribute as a resource guide.

Lifestyle 55 PLUS Premium Annual Magazine + Directory is the must-read magazine aiming to build social engagement as well as Enlighten, Empower and Enrich the lives of our over 55 Sunshine Coast community.

Launches 5th of October 2023

WHY ADVERTISE WITH US!



If your business is looking for an innovative way to promote your brand, increase your client base, generate more sales leads and place your business ahead of the competition, then this is the right opportunity for you

**2 PAGES
EXCLUSIVE
ADVERTISEMENT/
EDITORIAL
SPACE!**

- The magazine/service directory is different to any other publication currently available on the market.
- It targets the over 55 cohort who are well resourced and seeking opportunities to live, travel, work, learn and stay active. The publication also targets carers and key decision makers who make up 40+% of the Sunshine Coast population.
- This directory will be widely used and referred to many times by each reader throughout the year as a reference point, so as such your brand will be seen many times by your target demographic.
- Twelve-month shelf life: one annual edition to last all year giving you maximum exposure, more for your marketing dollar.
- 10,000 copies available in print and electronic format on the IAGeWell website with a well targeted distribution platform.
- Your brand's alignment with this magazine and it's intent to promote service access, lifestyle choices, health & wellbeing, tackle social issues and build awareness around positive ageing at a local level will be seen favourably by the over 55+ community.

Re-imagine Ageing – Embrace the possibilities!

Readers will be able to:

- Enjoy local stories and interviews on people redefining their retiring years.
- Indulge in the latest beauty and fashion trends.
- Stay healthy with informative lifestyle columns and expert wellbeing tips.
- Explore the world of travel and get to know businesses on the coast that can help make their dreams of traveling a reality.
- Know what options are available on the Sunshine Coast for those not ready to retire.
- Read about different living options and latest developments to see them through their transitioning years.
- Know who they can turn to when times get tough with our comprehensive guide to local services and support
- Read about services available to carers to support them in their caring role.
- Get legal and financial advice from the best experts on the Coast.
- Access a comprehensive, tailored social AND business directory along with contact information and details.
- Refer to healthcare guides on Dementia, Stroke, Cancer, Depression, Diabetes and Parkinson's Disease, making access to services, products and support easier.
- Get expert advice from the best minds on the Sunshine Coast.
- Local Government information.

OUR 2023/24 THEME IS HOPE, FAITH, LOVE AND PERSEVERANCE.

WE SHOWCASE MEMBERS OF OUR COMMUNITY WHO EMBODY THESE VIRTUOUS THROUGH THEIR UNIQUE STORIES...



BECOME A PLATINUM SPONSOR

\$3,950.00 + GST

Expo booth

- A 3 x 3m standard exhibition booth in a key location, with Wi-Fi
- Site includes panelling, lighting, and fascia with company name

Advertising of your brand

- Exclusive double page advertisement/editorial in the Lifestyle 55+ annual magazine/service directory
- Radio advertising on 104.9FM
- 3 month 60 Plus Playground social network marketing campaign.
 - Develop a tailored social media marketing plan
 - Create 6 marketing posts per month on the 60 Plus Playground community page.
 - Paid social media advertising campaign to engage the over 60 community.

Community engagement opportunity

- Sponsor and present a leadership award to a nominated senior member of the community on the 5th of October 2023.
- IAgeWell Trust - Placement of your logo on checks handed to community groups throughout 2023-24
- Media releases

Brand exposure

- Logo placement on all promotional material, campaign emails and social media marketing including having your brand marketed at various speaking engagements throughout 2023 – 2024
- Prominent placement of signage on top of main stage

PLATINUM SPONSORSHIP

PLATINUM SPONSOR BOOKING FORM

Please complete this form and email to expo@iagewell.com.au

Step 1: Select Sponsorship option

Platinum Sponsorship **\$3,950.00 + GST**

Step 2: Sponsor Details

Company Name: _____

ABN: _____ Phone: _____

Contact Name: _____

Address: _____

Email: _____

Step 3: Preferred payment method

Payment plan required (if yes, please contact us to arrange, otherwise fill in details below.)

Direct debit Bank details: IAGEWELL Pty Ltd
BSB: 014 316 Account Number: 306 330 889

Email remittance to: tanya@iagewell.com.au

Credit card (Credit card payments will be processed at the time of booking)

Amount including GST:

Visa Mastercard

Card number

Expiry date / CVC

Name: _____

Signature: Date: _____



IAGEWELL

— Empowering people and communities —

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