



INVITATION TO BECOME A

# PLATINUM SPONSORSHIP PARTNER

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

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



Re-imagine Ageing – Embrace the possibilities!



Your company is invited to become a sponsor of the **Sunshine Coast 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 2025....

Let's work together to Re-Imagine ageing and Embrace the possibilities in 2025.

*Tanya Dave*  
Gerontologist

## THE VALUE WE BRING TO THE TABLE.



**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 1st 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.

**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 Maroochy RSL is transformed on the day to attract a stand out crowd. There will be entertainment and, a range of exhibitors to connect with.



### IAgeWell Trust

Every year the IAgeWell Trust gives away funds 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 the year.



### 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. 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
- 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 BUILD YOUR BRAND RECOGNITION

Our team 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 your brand and attract attendees.

Two months prior to the festival 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.



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



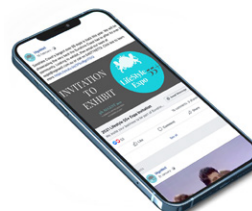
**104.9 Sunshine FM radio station**, a popular platform for the 65+ demographic on the Sunshine Coast and surrounding areas with a potential audience reach of over 100,000 listeners per week.



**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.



**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.



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.



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 1st of October 2025**

This 116 page magazine 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.

## 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 Sunshine Coast.
- 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 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.

## ENGAGING CONTENT AND TOPICS THAT RELATE TO SENIORS ON THE SUNSHINE COAST





# BECOME A PLATINUM SPONSOR

## \$4,950.00 + GST

### Expo booth

- A 3 x 3m standard exhibition booth in a key location, with Wi-Fi

### Advertising of your brand

- Exclusive double page advertisement/ editorial in the Lifestyle 55+ annual magazine/service directory
- Radio advertising on 104.9FM
- Logo placement on all promotional material, campaign emails and social media marketing including having your brand marketed at various speaking engagements throughout 2025 – 26
- Media releases

### Community engagement opportunity

- Sponsor and present a leadership award to a nominated senior member of the community on the 1st of October 2025.
- IAgeWell Trust - Placement of your logo on cheques handed to community groups throughout 2025-26
- Invitation to participate in the 2025-26 Speakers Circuit.

# PLATINUM SPONSORSHIP

# PLATINUM SPONSOR BOOKING FORM

Please complete this form and email to [expo@iagewell.com.au](mailto:expo@iagewell.com.au)

## Step 1: Select Sponsorship option

Platinum Sponsorship **\$4,950.00 + 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](mailto: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



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