TV Talk Show Event Details, Sponsorship Levels & Benefits
SETTING THE STAGE:
Across the United States, in communities large and small, there exists a vast, untapped resource which has the potential to reduce future health care costs, create positive intergenerational relationships and models for aging while at the same time advancing the mission of the Church and future viability of our society.

This resource is the desire, talent, experience and ability of persons age 50+ to fully engage for the greater good. Largely overlooked or considered irrelevant to civic and faith communities due to ageism and the culture’s continual worship of the young, this cohort has the capacity to bring about change which creates a lasting, national benefit.

The “boomer” generation is not only the largest and fastest growing in our history, but is also the healthiest, most vigorous and best educated. For this generation “retirement” is not a call to unlimited leisure, but rather a time for reinvention and revitalization that will inspire the next stage of life. The hard-earned skills, talents and experience of older adults must be put to work in new and different ways to support the health of our communities and of generations to come.

Size of the Boomer and Senior Markets:
- 77 million people were born between 1946 and 1964, which is defined as the baby boomer era (U.S. Census).
- An American turns 50 every 7 seconds—that's more than 12,500 people every day (U.S. Census).
- The senior age group is now, for the first time, the largest in terms of size and percent of the population in the U.S. according to a 2010 Census brief.
- By 2015, those aged 50 and older will represent 45% of the U.S. population (AARP).
- Baby Boomers make up 35% of the American adult population (Scarborough).
- By 2030, the 65-plus population will double to about 71.5 million, and by 2050 will grow to 86.7 million people (U.S. Census).

Wealth of Baby Boomers and Seniors:
- The 55+ age group controls more than three-fourths of America’s wealth (ICSC).
- 78 million Americans who were 50 or older as of 2001 controlled 67% of the country’s wealth, or $28 trillion (U.S. Census and Federal Reserve).
- Baby Boomers control most of the net worth of American households and they account for 40% of total consumer demand.
- Boomers and seniors have seen a decrease in their median family net worth, however they still have a net worth 3x those younger generations (Economic Policy Institute).
- Boomers’ median household income is 55% greater than post-Boomers and 61% more than pre-Boomers. (US Government Consumer Expenditure Survey).
- The 50+ have $2.4 trillion in annual income, which accounts for 42% of all after-tax income (U.S. Consumer Expenditure Survey).

Spending Habits of Adults 50+:
- Baby Boomers outspend other generations by an estimated $400 billion each year on consumer goods & services (US Government Consumer Expenditure Survey).
- Baby Boomers account for nearly $230 billion, or 55%, of consumer packaged goods sales (Nielsen).
- In 2010, adults 45-years-old and older outspent younger adults by $1 trillion annually.
- 55-64 year olds outspend the average consumer in nearly every category, including: food away from home, household furnishings, entertainment, personal care, and gifts (US Government Consumer Expenditure Survey).
The Ammerman Center for Creative Aging (ACCA) has partnered with Lutheran Social Services of New York (LSSNY) to develop the Ignite Your LIFE Program for adults past mid-life. This national initiative’s mission is to serve, educate, support and engage these individuals who in turn would give back of their time, energy and to their civic and faith communities.

The Ammerman Center for Creative Aging is a 501(c)3 organization formed in 2008 to develop and implement innovative models of adult ministry within faith based and social service communities. The Ammerman Center for Creative Aging has partnered with Lutheran Social Services of New York to advance a national Ignite Your LIFE initiative with adults in transition, adults 50 years of age and older.

The Center’s mission is focused on addressing the needs of adults who are experiencing what gerontologists call “Second Adulthood” – that stage of life in which, freed from the full time tasks of raising a family and/or establishing a career and earning a living, many healthy adults have the opportunity to consciously choose how they will live their lives beyond the traditional age of retirement. Our emphasis is working with the 50+ age cohort. The Ammerman Center for Creative Aging is invested in helping to empower persons to age creatively by living more meaningful and satisfying lives in church and community.

**PURPOSE OF THE IGNITE YOUR LIFE TV TALK SHOW:**

To celebrate, affirm and support persons to age creatively. The program is specifically designed to engage and challenge persons to explore new opportunities, new perspectives and new ways to give meaning to their lives and to create a network of persons who believe that:

- learning is a life-long process
- that one is never too old to think creatively and
- that one must be committed to aging with purpose and passion

The TV show is designed to establish a national and international network of persons who actively support and are committed to creative aging in church and community. The planned network is based on a wellness model that celebrates the aging process.

**The Vision:** We envision a compelling initiative that utilizes social networks to ignite adults 50 and beyond to age with purpose and passion, tapping into their skills and talents to create meaningful personal growth in church and community.

It is our hope that in five years The Ammerman Center and the Ignite Your LIFE program arm will have a network of 1 million+ followers.

**Vision Partners:** The Center is poised to partner with congregations, communities and faith-based, independent living communities locally and nationally, providing the programs, training and other resources necessary to develop vibrant adult programs.

**Marketing the Vision** A major component of these initiatives is to develop a social media platform, designed to create a national network of persons committed to successful aging. The Ignite Your LIFE TV Show that has been successfully streamed live via the internet. This successful media initiative has opened the exciting possibility of reaching thousands of persons both nationally and internationally with unlimited possibilities for meaningful engagement and service.

**Target Audience** Our focus is the 50+ age cohort. We are focused on creating a national network of persons committed to successful aging. This event is also planned to attract audiences composed of persons who are interested in supporting and engaging this audience. It would include: corporations, business leaders and community leaders.
2014 EVENT DETAILS

VENUE: The TV Talk Show will be streamed live from Valparaiso University, Valparaiso and simulcast to ten selected simulcast locations.

DATE: March 12, 2014

TIME: 1:00pm (CST) airing (1 1/2 hour show. The show will also include sponsor commercials, entertainment, and interactive audience participation.

The show will feature host John Nunes, Emil and Elfriede Jochum Professor and Chair at Valparaiso University, as well as an outstanding slate of visionary guests: Mark Heckler, president of Valparaiso University; Vaira Vike-Freiberga, former two-term National President of Latvia; Brad Hewitt, president and CEO of Thrivent Financial; Robert Dubin, MD; Author Amy Hanson; Mary Gleason, Entrepreneur and former president at Judith Leiber Fashion Apparel; and event anchor Richard Bimler, former president of Wheat Ridge Ministries.

WEBSITE: www.igniteyourlife.info

ANTICIPATED SIMULCAST LOCATIONS:
- Portland, Oregon
- Bronxville, NY
- Long Island, NY
- Los Angeles, CA
- New York, NY
- Lincoln, Nebraska
- Sarasota, FL
- Minneapolis, MN
- Bethlehem, Palestine

Each simulcast location will air the 1 1/2 show. Other event activities to be determined by simulcast location planning committee. Detailed guidelines for simulcast location have been developed and will be made available to location coordinators.

We anticipate an internet audience of 5,000+ viewers and 2,000+ simulcast location attendees

SPONSORSHIP BENEFITS: This event offers sponsors excellent exposure and benefits. This signature event is an ideal networking opportunity to showcase a product or service during the event, developing new customer prospects, with a significant focused audience. We have created a marketing plan that will generate interest in the TV Show event and the simulcast location events.

FOR QUESTION CONTACT:
Ausma Mursch, Executive Director for Creative Ministries amurch@lssny.org or call 941-441-6904

WEBSITE: www.igniteyourlife.info
**SPONSORSHIP LEVELS**

*Presenting Sponsor = $25,000* (Limited to three sponsor) to be the Presenting Sponsors of the entire event, including the ten simulcast locations.
- Sponsor name and logo included on all event marketing materials
- Sponsor logo on TV Show Stage Set and verbally acknowledged
- Two minute Commercial on live TV Talk Show
- Exhibit Space at all event simulcast locations
- Opportunity for presenting workshop/seminar at each simulcast location.
- Sponsor Tab on Ignite Your LIFE Website that links to Sponsor website
- Ammerman Center and Lutheran Social Services of NY links to Sponsor website
- Facebook acknowledgement space
- Online Newsletter marketing space
- Full page color advertisement in national Event Journal

*Major Sponsor = $15,000* (limited number of sponsors) to be a Major Sponsor of the event, including the ten simulcast locations.
- Sponsor name and logo included on event marketing materials
- One and a half minute Commercial on TV Talk Show
- Website link to sponsor
- Full page color advertisement in Event Journal
- Exhibit space at event locations

*Event Program Sponsor = $10,000* Opportunities to be a Program Sponsor of:
- **The TV Show Presenters Sponsor**
- **Individual Simulcast Location Sponsor**

Each of the above Program Sponsors will receive:
- A full page advertisement in Event Journal
- Sponsor name included with all program marketing materials
- Commercial banner on event Talk Show
- Exhibit space and Signage associated with sponsored program

*Ignite Your Life Friend/Partnership Sponsor = $1,000*
- Sponsor Tab on Ignite Your LIFE Website that links to Sponsor website
- Ammerman Center links to Sponsor website
- Facebook acknowledgement space
- Online Newsletter marketing space
- Full page color advertisement in national Event Journal

*The above Sponsorship Levels are limited to the 2014 event*
Ammerman Center for Creative Aging Ongoing Program Sponsorships = $25,000

Sponsor of:
- Consultation Circles for Personal Growth and Renewal in the Second Half of Life
- Virtual Art Show Project
- Research Project Sponsor
  - Sponsor name and logo included on all event marketing materials
  - Sponsor name and logo included on all ongoing program marketing materials
  - Sponsor logo/name on TV Show Stage Set and verbally acknowledged
  - Two minute Commercial on live TV Talk Show about service project
  - Exhibit Space at all event simulcast locations
  - Opportunity for presenting workshop/seminar at each simulcast location.
  - Sponsor Tab on Ignite Your LIFE Website that links to Sponsor website
  - Ammerman Center and Lutheran Social Services of NY links to Sponsor website
  - Facebook acknowledgement space
  - Online Newsletter marketing space
  - Full page color advertisement in national Event Journal
TV Talk Show Sponsorship Application

Please Print

Business/Individual Name: ________________________________

Phone: _______ ______________ E-mail: _______________________

Business/Individual Address: ________________________________

City: ________________ State: __________ Zip: ____________

Contact Person: __________________________________________

Signature of Contact Person: ________________________________

Sponsorship Level: (Please indicate level)

☐ Presenting Sponsor = $25,000
☐ Major Sponsor = $15,000
☐ Program Sponsor = $10,000
  ☐ The TV Show Presenter Sponsor
  ☐ Simulcast Location Sponsor

☐ Ignite Your Life Friend/Partnership Sponsor = $1,000

☐ Ammerman Center Ongoing Program Sponsorships = $25,000
  ☐ Consultation Circles
  ☐ The National Virtual Art Show Sponsor
  ☐ Research Project Sponsor

Check made out to: Ammerman Center for Creative Aging
Mailed to the attention of: Ausma Mursch 118 Fieldstone Drive, Venice, FL 34292
Please e-mail all camera-ready artwork to amursch@lssny.org