

Do you have a message you'd like to get out to Gay, Lesbian, Bisexual, and Transgender People?

Lesbian, Gay, Bisexual, and Transgender people are looking for supportive businesses and organizations to patronize. In fact, many consumers-- LGBT or not-- make purchase decisions based on fairness and equality. LGBT people enthusiastically support businesses that support their community. Allies of this group-- whether or not they are members of the LGBT community themselves-- are also attracted to supportive businesses. Market research has long shown the LGBT community to be extremely loyal to businesses that stand by them, even when competitor prices are lower. Recent studies are starting to show that non-LGBT people feel the same way.

Whether your business or organization is already entrenched in the LGBT community, or your agency is looking to reach this population, SAGE Upstate offers opportunities for promoting your message. Each issue of the *SAGE Upstate News*, our bi-monthly newsletter, is direct-mailed to 800 addresses. Our email updates are received and opened by hundreds of people each week. If your agency is a part of the LGBT community-- let them know what's coming up. If you want your business to be recognized by the LGBT community, show them you are supportive of equality.



SAGE Upstate works to reduce isolation and improve the health of older LGBT people in Central New York. Advertising dollars help us operate our community center, run more than 30 programs per month, including fitness classes, health presentations, and support groups. Funding also helps SAGE educate providers of aging services on how to create an affirming environment for LGBT people.

Find more information about advertising on the enclosed pages.

Advertise with SAGE Upstate

SAGE Upstate News

Our newsletter reaches more than 800 addresses through direct mail and drop-offs at community sites in 7 counties of Central New York. Published every other month, it features community updates and health information geared toward older LGBT adults.

Email Updates

We also offer advertising on our web site, which is promoted weekly through email updates. These feature up-to-date event info and health resources. Advertising spots on our web site are sized at 300 pxl W x 250 pxl H -- \$60 per 4 week spot.

SAGE Upstate News Double Size: 3.65"W x 4"H

*Color: \$85 per placement
Black and White:
\$75 per placement*

SAGE Upstate News Business Card Size 3.65"W x 2"H

*Color: \$60 per placement
Black and White: \$50 per placement*

**No ad designed?
No problem.
We'll design one
for you at no charge.**

Promote your business AND help older adults live their best lives.

Older LGBT people are more likely to live alone and less likely to have children to rely on. Discrimination experienced from earlier eras and today make older LGBT people wary about who to reach out to for help. This can lead to delaying or avoiding health care, becoming inactive, failing to form support networks, poor nutrition, and untreated health conditions or illnesses

that preventive care could have addressed. SAGE Upstate works to reduce isolation and promote healthy aging. Isolation can increase risk for dementia, heart disease, diabetes, make falls more likely, and cause people to enter assisted living facilities earlier. SAGE programs bring people together: 8 out of 10 participants feel less isolated and nearly three quarters would call on each other for support.



Advertiser Response Form

Business Name _____ Contact Person _____

Address _____

City, State, Zip _____

Phone _____ Email _____

Web site _____

Type	Ad Size	Cost/ Issue	x	# of issues	=	Total
<input type="checkbox"/> SAGE Upstate News Business Card B/W	3.65"W x 2" H	\$50	x		=	
<input type="checkbox"/> SAGE Upstate News Business Card Color	3.65"W x 2" H	\$60	x		=	
<input type="checkbox"/> SAGE Upstate News Double B/W	3.65"W x 4" H	\$75	x		=	
<input type="checkbox"/> SAGE Upstate News Double color	3.65"W x 4" H	\$85	x		=	
<input type="checkbox"/> Weekly Email 300 pxl W x 250 pxl H	4 weeks = one issue	\$60	x		=	

SAGE Upstate News ads due by the 15th of the month before the issue runs.
Weekly email ads due Friday before the issue runs.

Payment: Enclosed is my check Bill my credit card

Credit Card Number (MC/Visa only): _____

Expiration Date _____ CVV# _____

Do you need to have an ad designed?

If you do not have ad copy, SAGE Upstate will design an ad for you at no charge. When submitting logos or ads, electronic files are best (.pdf and .jpg files are accepted); high-quality hard copy may be submitted. Email files to kdill@sageupstate.org. **Deadline:** All newsletter ads must be received by the 15th of the month for placement starting the next month. Email ads are accepted on Fridays for the following week. **Questions?** Contact Kim Dill at 315-478-1923 or kdill@sageupstate.org

Other Sponsorship Opportunities

Community Builder Sponsor: \$2,000



The Community Dinner gathers major donors, community leaders, volunteers, allies, and others for a gourmet meal and a night of celebration

Breaking Bread Sponsor: \$1,500



Help SAGE Upstate decrease isolation among older LGBT people with an exclusive sponsorship of our annual Thanksgiving Feasts in Syracuse, Oswego, and Utica.

Front & Center Sponsor: \$1,000



Sponsor the SAGE Upstate Center for a season -- Fall, Winter, Spring or Summer. The Center offers 30 programs per month, a drop in center, and computer stations for visitors.

Event Sponsor: \$500



Support a SAGE Upstate dance, chili cook-off, or another event.



The program for our annual event, the Community Dinner offers advertisements in three sizes. The Dinner gathers major donors, community leaders, SAGE participants and allies. It is held each Fall and features a gourmet meal, silent auction, and entertainment.

Please contact Kim at 315-478-1923 or kdill@sageupstate for more information about these and other sponsorships.