

CHEER UP WELLNESS, INC. presents

4TH ANNUAL SENIOR ADULT PROM (60+)

*Jammin' in the*  
**JUNGLE**



CHEER UP WELLNESS, INC.

**2025 SENIOR ADULT PROM  
SPONSORSHIP PACKAGE**

Sponsorship Contact: Shantelle Jackson  
Email: [shantellej@cheerupwellness.org](mailto:shantellej@cheerupwellness.org)  
[www.CheerUpWellness.org](http://www.CheerUpWellness.org)



  
**cheer up**  
WELLNESS

CHEER UP WELLNESS, INC. presents

## 4TH ANNUAL SENIOR ADULT PROM (60+)

# *Jammin' in the* **JUNGLE**

**SATURDAY, MAY 17, 2025 | 5PM - 8PM**

### ABOUT THE SENIOR ADULT PROM

The Senior Adult Prom is an annual formal event hosted by Cheer Up Wellness, Inc. for aging adults of the Baltimore, MD, Washington, D.C., and Prince George's County, Maryland, and the surrounding local community areas.

This year's prom theme is "Jammin' in the Jungle" with the hope to create unforgettable memories for our attendees while providing a positive environment for social wellness.

### PURPOSE OF EVENT

The purpose of this event is to promote socialization, along with improved mental wellness within the senior adult community and raise awareness about the harmful effects of social isolation.

### WHY YOUR SPONSORSHIP IS NEEDED

Your sponsorship plays a crucial role, serving as the backbone of our funding and directly impacting the event's success. With your generous contribution, we will be able to secure event production resources and materials, ensuring a memorable experience for all attendees. Your partnership will not only allow us to keep the event accessible and affordable for our senior participants but also demonstrate your commitment to giving back to the community and supporting a demographic that has contributed so much to society. By joining us as a sponsor, you're not just funding an event; you're investing in the well-being and happiness of our elder community members, fostering a sense of belonging and joy in their lives.

### ABOUT US

Cheer Up Wellness, Inc., is a 501(c)(3) nonprofit organization based in Maryland, serving communities in the DC, MD, and VA areas. Our mission is to promote social and emotional health in the community by providing a range of specialized human services.

Our approach is to meet people where they are, and offer programs that uplift and empower. Since our doors open in January 2020, Cheer Up Wellness has hosted over 35 virtual and in-person events and activities that provided emotional and mental wellness support for individuals of all ages.

Visit our website at [www.CheerUpWellness.org](http://www.CheerUpWellness.org)



# 2025 SPONSORSHIP OPPORTUNITIES

## BECOME A SPONSOR

By choosing to become a sponsor for Cheer Up Wellness, Inc. Senior Adult Prom, you'll be supporting seniors (ages 60 and older) in the local community while promoting your business to all of our attendees and their families. All sponsorships are due by April 30, 2025.

### SPONSORSHIP LEVELS: Give Wildly

**King/Queen of the Jungle** \$5,000.00 and up

*The ultimate ruler of the wild!*

- ◇ Premier logo placement on all event materials, banners, and social media.
- ◇ Exclusive mention in event speeches and promotions.
- ◇ VIP table with premium seating for guests.
- ◇ Opportunity to present an award or special recognition.
- ◇ Personalized thank-you gift.

» **Majestic Elephant** \$3,000.00 - \$4,99.99

*Stealthy, strong, and a true leader of the jungle!*

- ◇ Logo featured on event materials and website.
- ◇ Recognition in social media shout-outs and event program.
- ◇ Reserved VIP seating for guests.
- ◇ Special sponsor spotlight during the event.

» **Golden Toucan** \$1,500.00 - \$2,99.99

*A vibrant supporter with a bold presence!*

- ◇ Name and logo displayed at the event.
- ◇ Mention in event program and social media.
- ◇ Reserved seating for two guests.
- ◇ Public thank-you announcement during the event.

» **Jungle Explorer** \$500.00 - \$1,499.99

*Every explorer helps brings the adventure to life!*

- ◇ Name listed on event program and social media.
- ◇ Verbal recognition during the event.

» **Vine Supporter (Patron)** \$250.00 - \$499.99

*A strong jungle supporter!*

- ◇ Name included in event acknowledgments.
- ◇ Special thank-you on social media.

*Cheer Up Wellness, Inc. is a 501(c)(3) non-profit organization, all donations are tax-deductible.*



# 2025 SPONSORSHIP OPPORTUNITIES

## MARKETING

Marketing and promotional efforts will be distributed on the following platforms:

### ◇ Social Media

- » Facebook pages:
  - Cheer Up Wellness Inc. (main organization page)
  - Cheer Up Wellness - Women's Locker Room (program page)
  - C.O.A.C.H. - For Behavioral Health & Human Service Professionals (program page)
- » Instagram: Cheer Up Wellness Inc
- » Eventbrite public marketing (targeted demographic)

### ◇ Websites

- » Our company website: [www.CheerUpWellness.org](http://www.CheerUpWellness.org)
- » Partners website: Kingdom Care Senior Village, [www.KingdomCareVillage.org](http://www.KingdomCareVillage.org), Serving aging adults in Washington, DC area

### ◇ Flyers | Invitations | Emails

- » DC Senior Villages organizations, 13 organizations, 500+ members combined, representing all city wards of Washington, DC.
- » Email distribution: 150 individual and business names
- » Local area churches, Senior Citizen ministries, Total: 55
- » Community boards in Senior Centers and 50+ Active Senior Housing in 25 mile radius of each targeted city: Baltimore, MD, Washington, DC, Fort Washington, MD, and Oxon Hill, Maryland. Total: 35

## EVENT TARGET AUDIENCE

- » Senior Adults, ages 60 and older, male and female
- » Demographic location: Baltimore, MD, Washington, DC, and Prince George's County, Maryland
- » Household: Two or more individuals

## POST-EVENT EXPOSURE AND FOLLOW-UP

- » Post-Event Marketing: Outline any post-event marketing initiatives planned to maintain momentum and extend sponsors' exposure beyond the event.
- » Follow-Up Communications: Provide details about follow-up communications with attendees, including thank-you emails, post-event surveys, and opportunities for continued engagement with sponsors' brands.



# MARKETING FLYER

CHEER UP WELLNESS, INC. presents

**4TH ANNUAL SENIOR ADULT PROM (60+)**

*Jammin' in the*  
**JUNGLE**

**MAY 17, 2025**  
**5PM - 8PM**

**HARBORSIDE HOTEL**  
6400 Oxon Hill Road | Oxon Hill, MD 20745

**Oldies but Goodies** **Tickets:** Regular Ticket: **\$65.00**  
Music by **DJ DOUBLE A** VIP Ticket: **\$85.00**

**Attire:** Formal Wear

*An Elegant Night in the Wild*  
Dinner : King & Queen Presentations  
Dancing : Photo Booth : Door Prizes  
**VIP Ticket Only:** Swag Bag + 1 Drink Ticket

SCAN QR CODE TO PURCHASE TICKETS:



<https://cheerupprom2025.eventbrite.com>  
All tickets are non-refundable, but can be transferred to another individual.

EVENT SPONSORS



**YOUR LOGO HERE**



Cheer Up Wellness, Inc.  
4TH ANNUAL SENIOR ADULT PROM (60+)

# 2025 SPONSORSHIP FORM

Thank you for contribution and support for **Cheer Up Wellness, Inc. 4th Annual Senior Adult Prom, "Jammin' in the Jungle"**. Your generous efforts will ensure the prom will be a memorable and successful event for every attendee.

Complete all fields and please print clearly\*. Send completed form to: SponsorUs@cheerupwellness.org. Sponsorship Form (including any artwork) and donations are **due by April 30, 2025**. For any questions, please email, Mrs. Shantelle Jackson at [shantellej@cheerupwellness.org](mailto:shantellej@cheerupwellness.org).

## » SPONSORSHIP LEVEL (Select a sponsorship level below):

- |   |                         |                  |
|---|-------------------------|------------------|
| <input type="checkbox"/> King/Queen of the Jungle | \$5,000.00 and up       | Amount: \$ _____ |
| <input type="checkbox"/> Majestic Elephant        | \$3,000.00 - \$4,999.99 | Amount: \$ _____ |
| <input type="checkbox"/> Golden Toucan            | \$1,500.00 - \$2,999.99 | Amount: \$ _____ |
| <input type="checkbox"/> Jungle Explorer          | \$500.00 - \$1,499.99   | Amount: \$ _____ |
| <input type="checkbox"/> Vine Supporter (Patron)  | \$250.00 - \$499.99     | Amount: \$ _____ |

## » SPONSOR INFORMATION

Company Name: \_\_\_\_\_

How name is to be listed on event materials: \_\_\_\_\_

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

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

City/State/Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

Logo submitted?  No  Yes *Company logo specs: Artwork should be in (electronic) format, high resolution, 300dpi, Format: .eps, .svg, .AI, or PDF. Mailed artwork will not be returned.*

## » GIVING OPTIONS

### Checks

Make payable to: Cheer Up Wellness, Inc.

Mail to: 822 Guilford Avenue, #955  
Baltimore, Maryland 21202

### Online payment

Submit online payment via PayPal:  
[info@cheerupwellness.org](mailto:info@cheerupwellness.org)

*\*All information will be used solely for Cheer Up Wellness, Inc. Senior Adult Prom 2025 Sponsorship and event marketing purposes, where required.*

