



*Jammin' in the*  
**JUNGLE**

CHEER UP WELLNESS, INC.

**2026 Senior Adult Prom  
Sponsorship Package**



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[www.CheerUpWellness.org](http://www.CheerUpWellness.org)



CHEER UP WELLNESS, INC.

*Jammin' in the*  
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## EXECUTIVE SUMMARY

Cheer Up Wellness, Inc. is a community-focused nonprofit dedicated to promoting emotional wellbeing and social connections in the Washington, DC, Prince George's County, Maryland, and Northern Virginia areas. Our programming for the 2026 Senior Adult Prom combats isolation, fosters belonging, and celebrates the lives of adults ages 60 and over through meaningful experiences.

The Senior Adult Prom is one of our signature events—an elegant, formal evening designed as a joyful celebration and social engagement opportunity for senior adults who often experience limited access to vibrant, community-centered events and programs.

This sponsorship opportunity invites forward-thinking national and local businesses, organizations, and individuals to invest in wellness, community impact, and intergenerational connection while gaining brand visibility, community goodwill, and alignment with important corporate social responsibility goals.

Our sponsorship goal is to partner with local and national businesses and organizations to raise \$5,000.00 through monetary contributions and in-kind donations, enabling a high-quality event and program accessible to all attendees.



# 2026 SPONSORSHIP OPPORTUNITIES

## ABOUT US

Cheer Up Wellness, Inc., is a 501(c)(3) nonprofit organization based in Maryland, serving in the DC, MD, and VA areas. Our mission is to promote social and emotional health in our local communities 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 200 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)

## 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 Washington, D.C., and Prince George's County, Maryland, Northern, Virginia 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.

## STRATEGIC VALUE AS A SPONSOR

Partnering with Cheer Up Wellness, Inc provides:

- ◇ Brand alignment with community wellbeing and purposeful engagement
- ◇ Positive corporate visibility before a reputable nonprofit audience and a broader community network
- ◇ Meaningful storytelling content for your business' internal and external engagement (press releases, social feeds)
- ◇ Enhanced employee engagement opportunities through volunteerism and presence at the event
- ◇ Association with mental, emotional, and social wellness initiatives, a priority for many business and organization portfolios



# 2026 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 May 8, 2026.**

## SPONSORSHIP LEVELS: Give Wildly

### » King/Queen of the Jungle **\$2,500.00**

*The ultimate ruler of the wild!*

- ◇ Premier logo placement on all event materials, banners, and social media
- ◇ Logo and contact information placement on website
- ◇ Exclusive mention in social media shout-outs and live online promotions
- ◇ Special sponsor spotlight during the event
- ◇ Logo and contact information on event program
- ◇ Reserved VIP seating and two (2) complimentary event tickets

### » Majestic Elephant **\$1,000.00**

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

- ◇ Logo placement on all event materials, banners, and social media
- ◇ Logo and contact information placement on website
- ◇ Recognition in social media shout-outs and live online promotions
- ◇ Special sponsor spotlight during the event

### » Golden Toucan **\$750.00**

*A vibrant supporter with a bold presence!*

- ◇ Acknowledgment and name listed on website
- ◇ Thank-you announcement during the event
- ◇ Recognition in social media static promotions

### » Jungle Explorer **\$500.00**

*Every explorer helps brings the adventure to life!*

- ◇ Acknowledgment and name listed on website
- ◇ Thank-you announcement during the event

### » Vine Supporter (Patron) **\$250.00**

*A strong jungle supporter!*

- ◇ Acknowledgment and name listed on website

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



# 2026 SPONSORSHIP OPPORTUNITIES

## EVENT MARKETING

Our 2026 event 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 16, 2026**  
**5PM - 8PM**

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

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

**PURCHASE TICKETS:** Scan QR code or visit [www.CheerUpWellness.org](http://www.CheerUpWellness.org)



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

All tickets are non-refundable, but can be transferred to another individual before 5/9/26.

EVENT SPONSORS



**YOUR LOGO HERE**



# 2026 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 May 8, 2026**. For any questions, please email, Mrs. Shantelle Jackson at [shantellej@cheerupwellness.org](mailto:shantellej@cheerupwellness.org).

## A. SPONSORSHIP LEVEL

Select a sponsorship level below:

- |                          |                          |            |
|--------------------------|--------------------------|------------|
| <input type="checkbox"/> | King/Queen of the Jungle | \$2,500.00 |
| <input type="checkbox"/> | Majestic Elephant        | \$1,000.00 |
| <input type="checkbox"/> | Golden Toucan            | \$750.00   |
| <input type="checkbox"/> | Jungle Explorer          | \$500.00   |
| <input type="checkbox"/> | Vine Supporter (Patron)  | \$250.00   |

## B. PRIMARY INFORMATION

Company/Organization: \_\_\_\_\_

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.*

*Email artwork: info@cheerupwellness.org.*

## C. GIVING OPTIONS

### Checks

Make payable to: Cheer Up Wellness, Inc.

Mail to: Cheer Up Wellness, Inc.  
505 Potomac Valley Drive  
Fort Washington, MD 20744

### Online payment

Submit online payment via PayPal:  
info@cheerupwellness.org

Email form: info@cheerupwellness.org

*\*All information will be used solely for Cheer Up Wellness, Inc. Senior Adult Prom 2026 Sponsorship and event marketing purposes, where required.*

