



# Sponsorship Guide 2022-2023

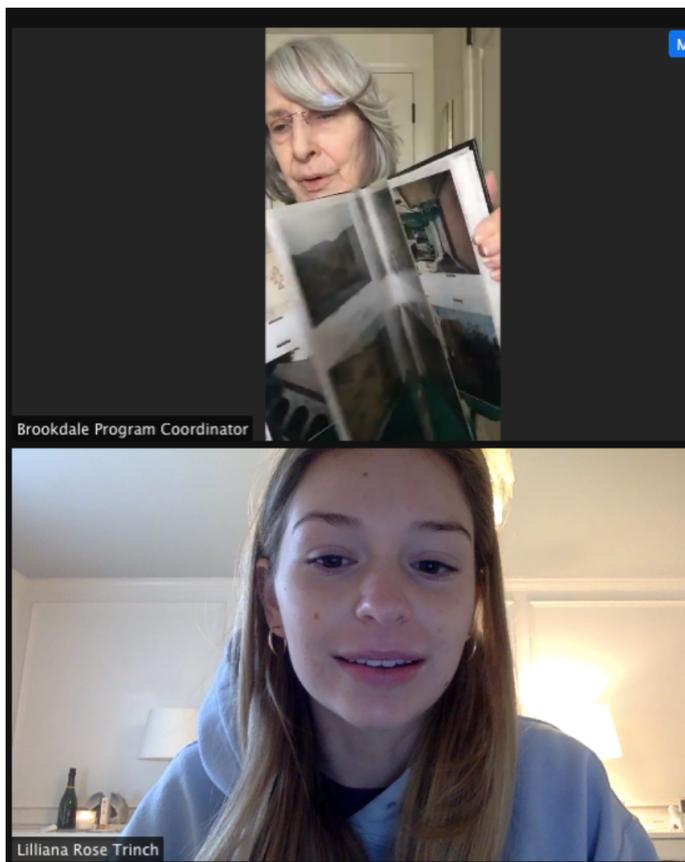
# ABOUT US



## What is Perfect Pair?

Perfect Pair is an innovative 501(c)(3) nonprofit that individually pairs seniors in assisted living buildings with college students to cultivate meaningful connections across generations.

- We match pairs based on shared backgrounds, interests, and hobbies through an in-depth questionnaire and a committee of people that read each application
- Each pair meets weekly, giving the senior and college volunteer someone who is consistently present to establish a meaningful connection
- Perfect Pair has reached networks across the states of Michigan, Pennsylvania, Florida, and Wisconsin, including college students, assisted, memory care and independent living communities, and leaders in the aging field
- We provide supplies for residents to re-engage in activities they love in the categories of art, connection, discovery, physical activity, games, birthdays, and 25+ holidays across cultures and religions, which are ordered monthly and delivered to the pair
- Perfect Pair is personalized to each match, supporting customized activities like Virtual Escape Rooms, Religious Study, Veteran support and reminiscing, makeup and skincare, and more
- We also provide supplies specifically dedicated to memory care matches that work to engage those with dementia and other memory-related challenges with their pair



## Why Support Perfect Pair?

There is no program in existence like Perfect Pair, and we are growing quickly. In under two years, Perfect Pair is stationed across five college campuses (220,000+ students), has interest from 5-10 new chapters, serves over 18 long-term care communities, has received both national and local news attention, and we are only getting started. Our corporate partners will have access to marketing opportunities across all of our reach, as well as impact the lives of hundreds of seniors and students across the country.

# MEET SOME PAIRS



**ENID & MELANIE**



Enid and Melanie were paired because they both grew up in NYC, speak Spanish as their second language, and love reading and theatre. Enid initially joined the program because she felt alone, and now calls Melanie "a second granddaughter." Melanie gushes about Enid, often talking to her outside of their scheduled time because she "has too much to tell her." Each week, they do a book club, paint canvases, practice Spanish, grow basil, and recently have been listening to Frank Sinatra. They have found a meaningful relationship with each other while re-discovering their shared passions together.

Larry and David were matched because they both played sports in high school, they both speak a foreign language (Larry speaks German and David speaks Spanish), and they are both interested in law; Larry studied Law and David is interested in politics and political science. The two have been meeting since February 2021 and they love to talk together about current events. Larry said that David has helped him "bring out things [he] didn't even know that he remembered".



**LARRY & DAVID**



**BETTY & CELENE**



Betty and Celene started meeting in November of 2020. They have the same hometown, both have worked in sales, love watching movies of any genre, and value kindness. Their favorite activity to do together is their murder-mystery book club. Every month, they take turns surprising each other with a book to read. Their favorite so far has been "The Silent Patient", which they read in late 2020. Celene has given Betty someone to read with and talk to every week, and Celene has gained a new mentor and friend that she cares for dearly. About her pair, Celene said, "you can find Betty and I giggling over funny stories and enjoying dark chocolate. Even after knowing her for over a year and a half, I keep learning about ways that we are similar to each other."

# OUR REACH



## SOME NUMBERS

**19+** LONG-TERM CARE COMMUNITIES

including memory care, and independent living with large partners such as Brookdale, Storypoint, and many family-owned communities

**267+** ACTIVE VOLUNTEERS

across all five chapters in five different states

**12+** NEWS PIECES

about Perfect Pair, both locally and nationally

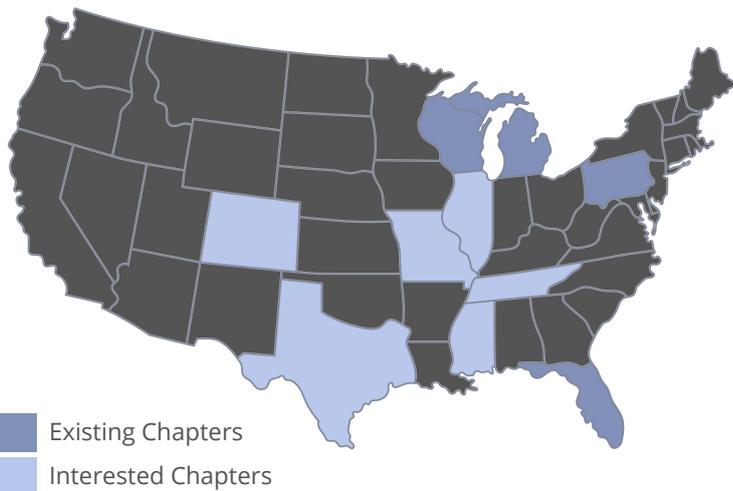
**300+** APPAREL DISTRIBUTED

in 2021-22 with only 3 running chapters, expecting to 3x in 2022-23

**220,000+** STUDENT REACH

across 5 universities in 5 different states, expecting to 2x in 2022-23

## OUR CHAPTERS



- **UNIVERSITY OF MICHIGAN, MI**  
150+ student volunteers with a waitlist of 30-40+, 19+ member leadership team, 8 buildings served, reach of 50,000+ people on campus
- **MICHIGAN STATE UNIVERSITY, MI**  
75+ student volunteers, 16+ member leadership team, 3 buildings served, reach of 50,000+ people on campus

- **DREXEL UNIVERSITY, PA:** 37+ student volunteers, 10+ member leadership team, 2 buildings served, reach of 25,000+ people on campus
- **UNIVERSITY OF WISCONSIN, WI:** 40+ student volunteers, 88+ prospective volunteers, 8+ student leaders, 1 building served, and 40,000+ people on campus
- **FLORIDA STATE UNIVERSITY, FL:** 25+ student volunteer waitlist with a reach of 41,000+ people on campus

With active interest from long-term care communities and universities in Missouri, Tennessee, Mississippi, Rhode Island, Colorado, Ohio, Texas, Illinois, and other locations, accumulating an expected growth of 2-3x by 2022-23.

# MEDIA



## SOCIAL MEDIA

- **470+** total Instagram followers on [@perfectpairorg](#)
  - **210+** followers at Michigan State University on [@perfectpairsu](#)
  - **164+** followers at University of Wisconsin on [@perfectpairuw](#)
  - **167+** followers at Drexel University on [@perfectpairedrexel](#)
  - **44+** followers at FSU on [@perfectpairfsu](#)
- **400+** total Facebook followers
- **475+** recipients of the [bi-monthly newsletter](#)
- Average of **4+ posts, stories, or reels per week**
- Average of **180 likes, and 56 comments per week**
- **1,401 views** on a [video about Perfect Pair](#) produced by the University of Michigan with **14.2K subscribers**

## COMMUNITY PARTNERS

Perfect Pair works alongside other community organizations that are serving seniors across the US. These include:

- **Brookdale Senior Living** – an assisted living organization with 675+ communities in 41 states and the ability to serve around 60,000 residents, has plans to launch Perfect Pair as a part of a National Brookdale Mental Health initiative
- **Pioneer Network** – a national leader of the culture change movement of aging
- **Dementia Friendly** – an initiative that promotes that persons with dementia are a part of, not apart from, the community
- **The Ann Arbor Area Community Foundation** – nonprofit dedicated to enriching the quality of life in Washtenaw County through endowments
- **Brain Exercise Initiative** – a national nonprofit focused on preventing memory loss through brain exercise
- **Time Slips** – an organization that brings meaning into the lives of elders through creative engagement



## FEATURED ON:



[Detroit ABC News](#)



[Michigan Impact](#)



[The List](#)



[The Michigan Daily](#)



[Michigan News](#)



[Michigan Live](#)



[Pioneer Network](#)



[The Gander](#)



[Senior Living Foresight](#)



[The Weave](#)

# PARTNERSHIP LEVELS



## "THE PERFECT PAIR"

### PRESENTING SPONSOR: \$25,000+

- Presenting sponsor for the 2022-2023 year (August 2022 to July 2023)
- Brand announced on all social media platforms alongside Perfect Pair logo
- Opportunity to have a website page on perfectpair.org
- Opportunity to have branded items and logo at recruitment events for all chapters (audience: college students)
- Opportunity to contribute brand items in community and resident welcome bags (audience: seniors, their families, and long-term care communities we partner with)
- Opportunity to send a representative to attend Perfect Pair recruitment events
- 1 ad in each Perfect Pair Newsletter
- Opportunity to sponsor new chapters opening at universities across the U.S.
- All *Dynamic Duo* benefits

### DYNAMIC DUO: \$10,000+

- Branding at 2 recruitment events for 2 chapters (college students)
- Branding at 2 community events for 2 chapters (college volunteers + independent/assisted/memory care community)
- 1 ad in the Perfect Pair newsletter
- Company logo featured on National Perfect Pair T-shirt
- Brand presentation to the national team and emailed out to every chapter's executive board
- All *Complete Connection* level benefits

### COMPLETE CONNECTION: \$5,000+

- Branding at 1 recruitment event for one chapter (college students)
- Branding at 1 community event for one chapter (college volunteers + independent/assisted/memory care community)
- Opportunity to present brand to one additional chapter executive board OR email brand information to one additional assisted, or independent building partner (2 total)
- All *Model Match* level benefits

### MODEL MATCH: \$1,000+

- Opportunity to provide promotional items to all participants across one chapter
- Opportunity to present brand to one chapter's executive board OR email brand information to one assisted, independent, or memory care building partner
- All *Favorite Friend* level benefits

### FAVORITE FRIEND: \$500+

- Company recognition emailed out to all alumni, volunteers, building partners, and community across all chapters in our newsletter
- Certificate of recognition and Perfect Pair sticker
- Company logo featured on sponsor reveal across social media
- Company logo featured on perfectpair.org

# IN-KIND DONATIONS



Perfect Pair also gratefully accepts non-monetary donations in the form of in-kind donations. These can be in the form of:

- Apparel (for volunteers or for residents)
- Welcome Bag items
  - Eg: baked goods, bags, stationary (see photo to the right of an example of a welcome bag)
- Printing for materials
- Catering for Volunteer and/or Community Events
- Raffle Items
- Other Items



A company's sponsorship will also be given the same benefits as the corresponding level depending on the monetary value of the in-kind donation.

