



MVP (Most Valued Partner) Program

How does my MVP Business Membership benefit Upstate Seniors?

Monies raised through the MVP Program support Senior Action's initiatives to serve the social, physical, spiritual, mental, and emotional needs of adults in the second half of life. In 2009, we served over 2,300 people in 67,000 hours of programs - a 20% increase from the previous year. With anticipated growth in the senior population (projections indicate the senior population will double from 12% of the population to over 25% in ten years), we know that we have barely begun to serve the growing need of the senior population.

Senior Action is committed to assisting Greenville County senior's access appropriate, affordable services through Senior Action Premiere Programs. Through 6 different countywide locations, Senior Action is the only Greenville county Senior Service organization that provides comprehensive programming and services for seniors. Senior Action has three areas of focus:

- *Health and Wellness* - health promotion & education, fitness, and chronic disease management.
- *Meeting Basic Needs* - care management, daily meals, transportation, homecare, and info & referral.
- *Life Enrichment* - social engagement, lifelong learning, and volunteerism.

How does my business benefit from Senior Action's MVP Business Membership?

By investing in the MVP program your business will have an opportunity to reach a growing senior population in Greenville County *and* a growing membership base at Senior Action. You'll receive:

- Your choice of accessing Senior Action members through either a:
 - A) Marketing presentation at any of our Senior Center locations or
 - B) Publication of one 1/8 page (4" in high x 5" in wide) advertisement or a 500 word (or less) aditorial within one of our quarterly *Spark* newsletters.
- Your company logo and web link listed within the "Partner Links" section of our website.
- Ability to display your business brochure at our Orchard Park MVP Kiosk area (an area which includes your logo within a wall display) and other selected Senior Action Centers.
- Referrals from our new Senior Action Care Management department when your service is needed.
- "Proud 2010 Supporter of Senior Action" window decal at MVP's place of business.
- Annual MVP name recognition in January-March Senior Action newsletter (circulation 2500).
- 10% (ten percent) discount off room rental rate for usage of our Senior Action Orchard Park or Sears Shelter Senior Center's.

How do I apply for Senior Action's MVP Business Membership?

1. Complete the MVP Application on the next page of this document or via PayPal online at www.senioraction.org/partners.htm.
2. Return the application with the necessary contribution(s) listed within the application page.

To make the most of your MVP commitment we will require:

- Your company logo in jpeg format e-mailed to jj.swartz@senioraction.org.
- Your company brochure so we may make available at our Senior Action Center's.
- Your company website address so we may provide a link from our website.

**Invest in the growth of your business and reach a captured audience through MVP!
Application must be received by December 31st, 2009!**



Senior Action, 50 Directors Drive, Greenville SC, 29615 – www.senioraction.org



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SENIOR ACTION'S MVP BUSINESS APPLICATION

Business Info: Name		
Type of Business		
Street Address		
City	State	Zip
Your Company Website		
Office Phone	Office Email	Fax
Proprietor Info: Name		Title
Address		Apt #
City	State	Zip
Phone	E-mail	
Benefit Questions		
<u>Option 1</u> - Would you like to schedule a 1-2 part presentation to a Senior Action audience or	YES <input type="checkbox"/>	NO <input type="checkbox"/>
<u>Option 2</u> - Would you like to submit a 1/8 page advert or 500 word or less aditorial for our <i>Spark</i> newsletter?	YES <input type="checkbox"/>	NO <input type="checkbox"/>
Would you like to purchase additional advertising for placement within our <i>Spark</i> newsletter?	YES <input type="checkbox"/>	NO <input type="checkbox"/>
Would you like information sent to you on becoming a sponsor for any 2010 Senior Action special events?	YES <input type="checkbox"/>	NO <input type="checkbox"/>
Would you like to serve on a Senior Action special event committee?	YES <input type="checkbox"/>	NO <input type="checkbox"/>
Would you or your staff like to volunteer for a Senior Action program (i.e. teaching a computer class)?	YES <input type="checkbox"/>	NO <input type="checkbox"/>
Payment Information		
2010 MVP Application Fee: \$350.00 for the 2010 calendar year		
Amount Paid:	Date Paid:	
<input type="checkbox"/> Check or Money Order Enclosed	<input type="checkbox"/>	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>
Name on CC:	Expiration Date:	
Signature	Date	
Please return the completed application by December 31st with your membership fee to: Senior Action, Re: MVP Program, 50 Directors Drive, Greenville SC, 29615. For MVP questions contact J.J. Swartz at 864.335.5013 or via e-mail at jj.swartzs@senioraction.org.		
Office Use Only: <input type="checkbox"/> Accounting <input type="checkbox"/> Development <input type="checkbox"/> Web Link <input type="checkbox"/> Kiosk Area		