

Your Support Makes Our Impact Possible.  
**JOIN US.**



  
**NEWBRIDGE**  
Your Connection to Successful Aging

**FAST FACTS**  
**NEWBRIDGE**  
**ANNUALLY**  
**SERVES:**

**10,500**

**MADISON AREA OLDER ADULTS**

**1,350**

**CASE MANAGEMENT CLIENTS**

**45,000**

**MEALS**

**WITH HELP**  
**FROM:**

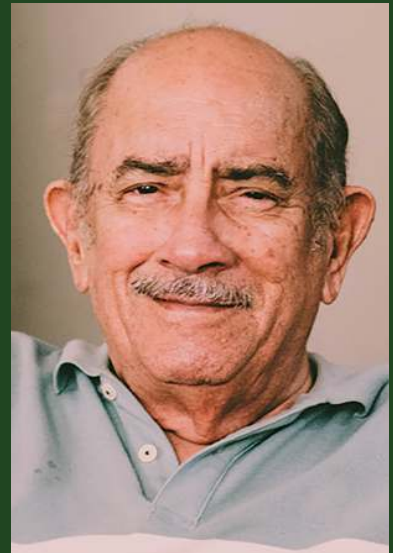
**1,400**

**VOLUNTEERS**



## Meet Eugene\*

NewBridge has been helping Eugene for a number of years. He utilizes case management, volunteer home chore, and nutrition services. Eugene is unique because he is challenged by both mental illness and developmental disabilities and also issues related to aging. He has long-standing needs that continue to grow. Because of the NewBridge services, Eugene continues to live in his family home where he feels most comfortable.



## NewBridge impacts

our community  
our culture  
our lives



## Meet Ethel\*

Ethel connected with NewBridge after moving into a local senior housing complex. Ethel does not drive and has enjoyed the transportation offered to various events. It has given her freedom to explore new things like a pontoon boat ride, a baseball game and a day trip to the Arboretum. She is excited to be out of her apartment, meeting new people, and exploring her new community. She takes full advantage of NewBridge programs and encourages others to do the same as NewBridge has changed her life for the better.

*\* Name and photo changed to protect identity.*



# SPECIAL EVENTS

## BLACK TIE BINGO

Dress your best and get ready to yell BINGO at NewBridge Madison's signature fundraiser. The event features dinner, an auction, BINGO games with cash prizes, local celebrities, and NewBridge success stories. This evening is guaranteed to get a shout-out for fun!



## SUMMER CONCERT SERIES

This long-standing community event is held at the Warner Park Shelter on Monday evenings in June and July. These concerts are easily accessible for older adults, others with mobility issues, and families. They provide an opportunity for participants to enjoy free, high-quality music. Over 2,500 people attend each year.





Passionate about helping older adults thrive.



# NEWBRIDGE PROGRAMS

## **Case Management** *“Your connection to community resources”*

Provides support for low-income older adults in Madison and Monona to live independently by identifying resources and coordinating services, information, referrals, and advocacy. Both short-term information and ongoing support are available.

## **Home Chore** *“Your connection to helping hands”*

Matches low-income older adults in Madison and Monona who need basic help with household chores to individual volunteers or volunteer groups who provide assistance and friendly visitation.

## **Food Bridge** *“Your connection to wholesome groceries”*

Offers monthly food pantry delivery for low-income older adults in Madison and Monona who are food insecure. This service is a collaboration between NewBridge Madison, the River Food Pantry, & RSVP of Dane County.

## **Nutrition Sites** *“Your connection to nutritious meals”*

Serves nutritious weekday meals and provides socialization for older adults at community centers, restaurants, a grocery store, churches, and senior apartments in Madison and Monona.

## **Representative Payee & Guardianship** *“Your connection to trained volunteers”*

Connects vulnerable older adults with trained volunteers who serve as payees or guardians. The volunteer manages the social security benefits and ensures the older adult’s basic needs are met.

## **Medical Equipment Loan Closet** *“Your connection to health equipment”*

Provides health equipment items to check out. Equipment available may include wheel chairs, walkers, canes, shower chairs, and more.

## **Cultural Diversity Activities** *“Your connection to your peers”*

Activities for low-income African American and Spanish-speaking older adults to help reduce isolation and connect older adults to community services. Activities focus on socialization and health education.

## **Classes & Activities** *“Your connection to golden opportunities”*

Weekday social, educational, and exercise classes at various community sites in Madison and Monona to increase socialization and healthy aging opportunities.

# SPONSORSHIP OPPORTUNITIES



	BLACK TIE BINGO				SUMMER CONCERT SERIES			PROGRAMS				
	Platinum \$25,000	Gold \$15,000	Silver \$5,000	Bronze \$2,500	Gold \$15,000	Silver \$5,000	Bronze \$2,500	Diamond \$50,000	Platinum \$25,000	Gold \$15,000	Silver \$5,000	Bronze \$2,500
# of Opportunities Available	1	2	5	10	1	5	10	3	4	7	7	7
<b>PRE-EVENT RECOGNITION</b>												
Social Media Promotion	●	●	●	●	●	●	●	●	●	●	●	●
Logo on NewBridge Website w/ link	9 months	6 months	3 months	1 month	6 months	3 months	1 month	12 months	9 months	6 months	3 months	1 month
Article in NewBridge Newsletter	●	●	●		●	●		●	●	●	●	●
Event Flyer	●	●			●							
<b>ON-SITE RECOGNITION</b>												
Complimentary Black Tie Tickets	16	8	8	4								
Full Page Ad in Program	●											
Half Page Ad in Program		●			●							
Logo on Event Banner	●											
Acknowledgment During Event	●	●	●	●	●	●	●					
<b>POST EVENT RECOGNITION</b>												
NewBridge Print Newsletter	●	●	●	●	●	●	●	12 months	9 months	6 months	3 months	1 month
E-Newsletter Thank You	●	●	●	●	●	●	●	12 months	9 months	6 months	3 months	1 month

## Your Support Makes Our Impact Possible. **THANK YOU.**

### SPONSORSHIP COMMITMENT FORM

#### EVENT SPONSORSHIPS

##### BLACK TIE BINGO

**PLATINUM Event Sponsor** \$25,000   
GOLD Event Sponsor \$15,000   
SILVER Event Sponsor \$5,000   
BRONZE Event Sponsor \$2,500

##### SUMMER CONCERT SERIES

**GOLD Event Sponsor** \$15,000   
SILVER Event Sponsor \$5,000   
BRONZE Event Sponsor \$2,500

#### PROGRAM SPONSORSHIPS

##### SPONSORSHIP LEVELS

**DIAMOND Program Sponsor** \$50,000   
PLATINUM Program Sponsor \$25,000   
GOLD Program Sponsor \$15,000   
SILVER Program Sponsor \$5,000   
BRONZE Program Sponsor \$2,500

*For each selected level, choose a desired program to sponsor. Refer to Donor Packet for number of Sponsorship Opportunities available.*

##### PROGRAM

Case Management   
Home Chore   
Food Bridge   
Nutrition Sites   
Representative Payee & Guardianship   
Cultural Diversity Activities   
Classes & Activities   
Where need is greatest

CONTACT PERSON \_\_\_\_\_

COMPANY NAME \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY, STATE, ZIP CODE \_\_\_\_\_

PHONE \_\_\_\_\_

EMAIL \_\_\_\_\_

**QUESTIONS?** Contact Jim Krueger, Executive Director at jimk@newbridgemadison.org | (608) 512-0000 Ext. 3005

**DONATE SECURELY ONLINE AT [www.newbridgemadison.org](http://www.newbridgemadison.org)**

Or complete this form and return with payment to: NewBridge 1625 Northport Drive #125 Madison, WI 53704

**MAKE CHECKS PAYABLE TO NEWBRIDGE MADISON**

**THANK YOU FOR YOUR SUPPORT!**