



Your Life, Your Health

Your Life, Your Health Sponsorship Fact Sheet

The **Your Life, Your Health** workshops kicked off in August 2010 as part of a Federal grant program to implement Stanford University's evidence-based Chronic Disease Self-Management Program. Each workshop consists of 2 ½ hour weekly sessions over 6 weeks taught by 2 trained lay leaders. The workshops provide education on how older adults can manage their own health conditions with tips on goal setting, nutrition, relaxation, exercise, stress management and many more topics.

Louisiana is responsible for continuing this workshop beyond the grant period through sustainable funding methods such as workshop sponsorships.

Sponsors of the Your Life, Your Health workshops provide funds toward operating a specific 6 week workshop. Organizations interested in becoming sponsors need not only be health related organizations. Sponsorship opportunities are available to all organizations.

The following are the four (4) levels and rates of sponsorship: See attached levels

1. Platinum
2. Gold
3. Silver
4. Bronze

“Goodie bags” should consist of small items that are health related, such as pedometers, water bottles, floss, pill boxes and other health related items. A marketing brochure is allowed in the bag. The name and brand of the organization can be on the bags.

Workshop leaders and participants are not allowed to distribute or handout material from any programs, businesses or organizations, but may put approved material on a table outside workshop area. The workshop does not allow any participant to promote businesses or products.

Sponsors may not visit the workshop but may enroll as a participant. No exceptions per Stanford University requirements.

Steps to become a Sponsor

- Once sponsorship level and payment terms are agreed upon, both the COA/AAA agency and Sponsor shall sign the MOU.
- Sponsorship benefits shall not be provided prior to signing of the MOU and payment.
- The original MOU shall be retained at the COA/AAA agency, all other parties shall be provided a copy for their files.

Contacts:

- **Central and Northeast Louisiana, call Carrie Spriggins at Cenla Area Agency on Aging 318-484-2260.**
- **Baton Rouge Area and Southeast Louisiana, call Susan DeMers at Capital Area Agency on Aging at 225-922-2525.**

Sponsorship Levels:

- **Platinum Level Workshop Sponsor for \$1100 which provides:**
 - 16 Participant workbooks
 - 16 Relaxation CDs
 - Stipends cover volunteer leader expenses
 - Marketing materials and outreach time
 - Bottled water and healthy snacks
- **Platinum Level Workshop Sponsor:**
 - Organization or Company logo/brand on workshop- specific recruiting flyers and posters
 - A banner in workshop room during class (Partner provides banner) with Organization or Company logo/brand
 - Organization or Company logo/brand on stickers inside the workbooks and on the CDs
 - Organization or Company logo/brand on table of bottled water and healthy snacks
 - Opportunity to provide workshop with goodie bags
- **Gold Level Sponsor for \$600 which provides:**
 - 16 Participant workbooks
 - 16 Relaxation CDs
 - Bottled water and healthy snacks
- **Gold Level Sponsor:**
 - Organization or Company logo/brand on stickers inside the Books and on the CDs
 - Organization or Company logo/brand on table of bottled water and healthy snacks
 - Opportunity to provide workshop with goodie bags
- **Silver Level Sponsor for \$250 which provides:**
 - 16 Participant workbooks
- **Silver Level Workshop Sponsor:**
 - Organization or Company logo/brand on stickers inside the workbooks
 - Opportunity to provide workshop with goodie bags
- **Bronze Level Workshop Sponsor for \$175 which provides:**
 - 16 Relaxation CDs
- **Bronze Level Workshop Sponsor:**
 - Organization or Company logo/brand on stickers on the CDs
 - Opportunity to provide workshop with goodie bags