



# FRIENDS ON THE HARBOR

GALA, SEPT. 21, 2023, 6–8:30PM  
HYATT REGENCY, BOSTON HARBOR

Join 150+ Boston area professionals for a night of dinner, dancing, and special guests to support and celebrate the work of LBFE Boston.

## SPONSORSHIP OVERVIEW

**The need for social connectedness has never been greater and your company can be part of one of the solutions! Since 1979, [LBFE Boston](#) | Little Brothers-Friends of the Elderly's mission has been to end elder loneliness and isolation in Boston.** Our nonprofit offers social engagement opportunities, digital literacy, and creative arts classes to hundreds of older adults in public and affordable housing and senior centers each year. Here, they connect with local students, enjoy activities together, share life experiences, learn from one another, and grow mutually beneficial, joyful intergenerational friendships.

**The nationwide epidemic of social isolation *impacts all generations*. The US Surgeon General's recent report on the lack of social connection tells us:**

- 1 in 3 US adults aged 45+ feel lonely
- 26% & 29% increased risk for premature death and heart disease, respectively
- 32% & 50% increased risk of stroke and developing dementia, respectively
- Only 16% of Americans feel attached to their local community

**By joining forces with LBFE Boston, your company can make a difference and help us foster more intergenerational friendships.** In Boston, 35% of older adults (60+) live alone, 41% live at or below the poverty line, and 17% are linguistically isolated. **With your help, according to research, young and old alike who build social connections and networks can boost their lifespan by 50 percent** and describe 1) an increased sense of purpose and well-being; 2) sharing experiences and skills; 3) feeling confident and appreciated, and 4) gaining stronger communities by combatting stereotypes and ageism.

**Towards that end, we ask for your sponsorship of our 2023 gala, [Friends on the Harbor](#), on September 21, 2023, at levels ranging from \$1,000 to \$15,000\*. In 2022, LBFE Boston**

- Offered programs in 30 public/affordable housing buildings and senior centers
- Connected 600 older adults with 125 students
- Partnered with five local colleges & high schools' service-learning and community engagement departments
- Hosted classes in 13 Boston neighborhoods in nine languages
- Gave 65 free Chromebooks & hotspots to older adults, along with 128 tech training and learning hours to bridge the digital divide

**Together, we can do MORE! Everyone deserves friendship and to be connected with family and their communities. Please see the [SPONSOR PACKAGE](#) for information on how your *Friends on the Harbor* gift can make tangible changes and support LBFE Boston's mission. We look forward to hearing from you by August 10, 2023.**



# FRIENDS ON THE HARBOR

Presented by

**LBFE BOSTON**

(Little Brothers – Friends of the Elderly)



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Join 150+ Boston area professionals for a night of dinner, dancing, and special guests to support and celebrate the work of LBFE Boston.

**LBFE Boston** has worked to relieve isolation and loneliness for Boston's older adults since 1979. We foster intergenerational friendships through weekly social engagements, creative activities, and technology classes with college age students and residents of public/affordable housing.

**Sponsor Friends on the Harbor to...**

- Support LBFE Boston's mission and help us expand our programming.
- Get your organization noticed by Boston area consumers who care about businesses that are involved in their community.
- Receive recognition during the event, as well as on our website, social media, in press and our event program.
- Attend the event. Tickets for your employees, clients, colleagues or friends included in every sponsorship package.

**LITTLE BROTHERS**  
**FRIENDS OF**  
**THE ELDERLY** **LBFE**  
BOSTON

Learn about our programs at [LBFEboston.org](https://LBFEboston.org)

# SPONSORSHIP LEVELS

each level includes all benefits of lower tiers (except ticket numbers)

## Presenting — \$15,000

Six months of internet access for older adults in our Digital Dividends program

## Your benefits...

Two VIP tables (16-20) guests  
Full-page back cover ad in event program  
Speaking opportunity during the event  
Headline press releases, website, and social media recognition

## Captain — \$10,000

Four eight-week Creative Connections courses

One VIP Table (8-10 guests)  
Recognition from podium  
Prominent press release and website recognition

## First Mate — \$5,000

One year of evaluation for an LBFE program

Table sponsor (8-10 guests)  
Save-the-Date postcard recognition

## Buoy — \$2,500

Holiday gifts for 400 older adults

Table sponsor (8-10 guests)  
Full-page event program ad

## Anchor — \$1,000

Program supplies for one year for two CitySites locations

Four tickets  
Half-page event program ad  
Website and social media recognition

Make checks payable to **LBFE Boston | Little Brothers - Friends of the Elderly** and mail to:  
LBFE Boston  
2 Park Plaza Ste 314  
Boston, MA 02116



Secure online payments can be made at:  
<https://givebutter.com/sponsorfoth23>

Additional information - contact Jean DeMayo, Communications and Development Manager  
[jdemayo.bos@littlebrothers.org](mailto:jdemayo.bos@littlebrothers.org)

☐ **YES!**

I'm sponsoring the 2023 Friends on the Harbor gala to end loneliness among older Bostonians.

\$

Sponsorship Amount

Sponsor's Name or Organization (as it should appear in recognition)

Contact Person & Title

Phone

Email

Address

City

State

ZIP



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## Sponsor Media Kit

Thank you for sponsoring [LBFE Boston](https://www.lbfeboston.org/) | Little Brothers – Friends of the Elderly's annual [Friends on the Harbor](https://www.lbfeboston.org/friends-on-the-harbor) fundraising gala! Your kindness will help us to continue to fulfill our mission of relieving loneliness and isolation among Boston's older adults!

We look forward to seeing you on Thursday, September 21st. Doors open at 6:00 pm for registration and the event begins at 6:30 pm.

Here are a few reminders as we approach the big night! If you haven't already, **please send the following to [gala@littlebrothers.org](mailto:gala@littlebrothers.org), as soon as possible, but no later than Thursday, September 7, 2023.**

### Company Logo for Website & Printed Program

- High-resolution logo PNG,
- White background for website; Transparent background for printed program
- Preferred size logo for web: 514 x 330 pixels

### Ad for Printed Program

- 4/C (four-color) PNG or PDF
- Full Page Ad for First Mate (\$5,000) and Buoy (\$2,500) Level Sponsors
  - sized 8.5" x 8.5"
- Half Page Ad for Anchor (\$1,000) Level Sponsors
  - Sized 8.5" x 4.25" or 4.25" x 8.5"

### Guest Names & Email Addresses

- Include the first & last name and email address of each guest. We encourage our Sponsors to invite *any* guests that share their same passion for LBFE Boston's mission....friends, family, colleagues, employees, etc.
- First Mate (\$5,000) & Buoy Level Sponsors (\$2,500) may invite 8 to 10 guests
- Anchor (\$1,000) Level Sponsors may invite four (4) guests



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## Dietary Restrictions

- Please let us know if any of your guests have dietary restrictions

## Online Silent Auction

If you and your guests would like to participate in the online Silent Auction, please Register to Bid in advance at <https://givebutter.com/c/FOTH23/auction>. Bidding opens on September 7, 2023, at 9 AM and closes on the evening of the gala at 7:30 PM.

## Media Kit

Each sponsor will be individually highlighted on LBFE Boston's social media before the event, as well as on our website home and event pages. We welcome you to also promote your sponsorship and our organization/mission on your website and social media platforms too!

## Be sure to follow/like LBFE on

- Event page <https://lbfeboston.org/friends-on-the-harbor-2023>
- Facebook <https://www.facebook.com/LBFoEBoston>
- Instagram <https://www.instagram.com/lbfeboston/>
- Twitter/X [https://twitter.com/LBFoE\\_Boston](https://twitter.com/LBFoE_Boston)
- LinkedIn <https://www.linkedin.com/company/5086232>
- YouTube <https://www.youtube.com/channel/UCIm4ITvGYj6w6aGMBKk7juQ>

**LBFE Boston's Mission Statement:** Little Brothers-Friends of the Elderly is a national network of non-profit volunteer-based organizations committed to relieving isolation and loneliness among the elderly. We offer to people of goodwill the opportunity to join the elderly in friendship and celebration of life.

**Suggested copy:** We are proud sponsors of [LBFE Boston](#) | Little Brothers-Friends of the Elderly and their *Friends on the Harbor* annual fundraising gala to benefit isolated older adults and foster intergenerational friendships!

LBFE Boston offers hundreds of daily social, digital equity/literacy, and creative arts classes to older adults in public and affordable housing and senior centers each year. Here, they connect with local students, enjoy activities together, share life experiences, and grow mutually beneficial, joyful relationships.





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Help us celebrate 44 years of connections, community & programming! Buy tickets, sponsor the gala, or  
donate here: <https://lbfeboston.org/friends-on-the-harbor-2023>

## Image for Social Media Use

## PROUD LBFE BOSTON SPONSOR



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join us in connecting generations  
& ending isolation among older  
Bostonians

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BOSTON

LBFE