

The Central Massachusetts Agency on Aging, (CMAA) is a 501 (c) (3) non-profit corporation. As such, we are regulated by the IRS. We can solicit Sponsorships, as opposed to Advertisements, as a way to raise revenue. These are called Sponsorship Agreements or Qualified Sponsorship Payments (QSPs).

A sponsor's payment will qualify as a QSP where no "substantial return benefit" has been or will be received by the sponsor. For example, merely acknowledging a sponsor's name, logo, slogan or product line, or listing the sponsor's location, phone number or Internet address will not be deemed an advertisement that subjects CMAA to Unrelated Business Income Tax (UBIT).

The fees indicated below shall be for the specified period, depending on the level of sponsorship, from the date that both parties sign the Sponsorship Agreement and CMAA has received sponsorship payment. Sponsor's acknowledgement will be in the form of a logo or name linked to either the sponsor's website or our Sponsors page. Sponsors page will contain all sponsors logos and company descriptions.

The company descriptions may contain only the company brand and/or trade names, list of locations, telephone numbers, Internet address, email address, and value-neutral description of the sponsor's product line or services. Company descriptions may not include qualitative or comparative language, price information or other indications of savings or value, or an endorsement or other inducement to purchase, sell or use a sponsor's product or services.

CMAA reserves the right to display more than one sponsor acknowledgement on any page of the CMAA websites. The level of sponsorship and order in which sponsorship agreements are executed will determine the vertical placement of sponsor acknowledgements.

CMAA also reserves the right to deny any potential sponsorship they deem inappropriate or one that does not support to our mission.

"In-kind or other considerations equal or equivalent to the aforementioned levels may be accepted if approved by the Executive Director."

If you would like to be a sponsor of our SeniorConnection/Connection for Caregiver website, please email your letter of intent to cmaaging@seniorconnection.org.

LEVEL ONE SPONSOR

Sponsors Acknowledgement to appear on SeniorConnection Home Page and Connection for Caregiver for One (1) year. Acknowledgement will also appear on our Sponsors page (with company description). Level One Sponsor acknowledgement will appear above all other sponsor levels.

\$3000.00 or greater for One (1) year

LEVEL TWO SPONSOR

Sponsors Acknowledgement to appear on SeniorConnection Home Page and Connection for Caregiver for Six (6) Months. Acknowledgement will also appear on our Sponsors page (with company description).

\$1600.00 for Six (6) Months

LEVEL THREE SPONSOR

Sponsors Acknowledgement to appear on SeniorConnection Home Page and Connection for Caregiver for Three (3) Months. Acknowledgement will also appear on our Sponsors page. (with company description).

\$900.00 for Three (3) Months