

SPONSOR OPPORTUNITIES

You see Easy Lift vehicles every day. But what you might not see...behind the windows... are our passengers.

- 19 year old Gus attends City College.
- Audrey visits her husband in a nursing home.
- 8 year old Shannon gets counseling.

These are just three examples of the nearly 2,000 people we help by providing them with **freedom**... the freedom to live full, rewarding lives.

Unfortunately, due to funding challenges, Easy Lift is limited in the number of rides we can provide each day to meet the increasing demands of our aging population and individuals with disabilities.

Easy Lift is looking for partners to help us educate the community and help us raise additional funds to support our programs and services. One way in which this can be done is through our Freedom4All marketing campaign. We also have a number of additional opportunities to market your business, show the community your support of Easy Lift and provide much needed funding for our services.

Easy Lift strongly believes that improving the community is a two-way street and that partnerships with local businesses can provide mutually beneficial co-marketing opportunities.

Online Advertising – Noozhawk.com (\$800 to \$1,600)

Receive prominent name recognition for 4 weeks of banner advertising on Noozhawk.com.

Radio Advertising – KDB (\$1,000)

Receive 10 seconds of promotion for your business during 50 60-second radio spots.

TV Advertising – (\$2,000)

Receive five seconds of name recognition and logo display in 240 30-second spots on a variety of COX Cable channels.

Rider's Guide Advertisements (\$250 to \$1,000)

This unique marketing opportunity provides advertisers with constant visibility through our Rider's Guide. This informational guide is sent to over 2,000 current passengers and caregivers each year. It is also included in new passenger orientation packets throughout the year. Passengers need refer to this guide continually for important phone numbers and guidelines for using Easy Lift services. They will be especially pleased to see that certain businesses support Easy Lift.

Adopt-a-Van (\$250 per month)

This popular marketing opportunity includes a full-color rear vehicle wrap on our vehicles (up to \$500). Because our vans are driven 30,000 miles per year, 18 hours per day, 363 days per year, your ad will be seen by thousands. Plus, Easy Lift vans travel all areas (not only set routes) including freeways and side-streets through Carpinteria, Santa Barbara and Goleta (no availability for financial institutions). \$3,000 for one year contract or \$750 per quarter for 18 month contract.

Driver Shirts (\$2,500)

Easy Lift will be purchasing 60 newly designed driver shirts. The shirt sponsor can have their logo/name on the sleeve of each shirt. In addition, a complimentary half-page ad will be placed in the Rider's Guide (see above).

Questions? Please contact Melinda Johansson (805) 845-8963 | Melinda@easylift.org



A Nonprofit Charity - Est. 1979
**Easy
Lift**
Transportation