

televäda

**BEYOND WALLS**  
**SPONSORSHIP**  
**PROGRAM**



# Overview

Televeda is dedicated to reducing social isolation and enhancing community well-being through interactive virtual programming.

Our Beyond Walls program offers free monthly virtual and hybrid classes—like Bingo, Brain Games, and Digital Literacy—to engage and empower senior centers nationwide.

It also features two major annual events:

- Bingopalooza – A record-breaking, nationwide Bingo event.
- NEW for 2025: Bingofest! – Expanding the tradition of fun and connection.

This program brings thousands of seniors together, creating lasting memories and strengthening communities.



## WHY IT MATTERS:

- 1M+ older adults connect daily with senior centers (NCOA)
- 96% want virtual program options (Statista)
- 10K people turn 65 daily, increasing demand for modern senior services (Pew)



# Why Sponsor Beyond Walls?

## Unmatched Reach & Engagement

- Connect with hundreds of thousands of seniors across the U.S. through interactive, high-impact programming.
- Gain visibility in 75+ senior centers, health systems, and recreational facilities.
- Reach engaged seniors via Televeda's social media and email channels.

## Brand Recognition & Community Impact

- Showcase your brand in marketing materials, social media, and newsletters.
- Engage directly with seniors by presenting at virtual events and classes.
- Align with a mission-driven initiative tackling senior social isolation and digital literacy.



# Why Sponsor Beyond Walls?

## Exclusive Event & Sponsorship Benefits

- Participate in Bingopalooza & Summer Bingofest with speaking opportunities.
- Get recognized in event promotions, live-streamed programming, and branded giveaways.
- Join a Guinness World Record-holding program with proven large-scale appeal.

## Data-Driven Results & Social Impact

- Receive engagement reports and participant insights to track sponsorship impact.
- Support a cause that reduces social isolation and enhances senior wellness.
- Strengthen your CSR strategy by investing in a growing, high-impact senior community.

# Sponsorship Opportunities

## *MONTHLY CLASS SPONSORS*

### BRONZE

**\$2,000/MONTH**

- Logo placement in all class marketing materials.
- Recognition in one social media post per month.
- Monthly engagement and feedback report.
- Opportunity to share company-branded materials with participating centers through virtual email communication.

### SILVER

**\$3,500/MONTH**

- Includes all Bronze benefits.
- Opportunity to deliver a pre-recorded 30-second message to participants before class sessions.
- Featured in two additional social media post per month.
- Priority placement in select email communications and newsletters.
- Opportunity to join one day of live classes once per quarter for a one-minute introduction to share and promote your organization.

### GOLD

**\$5,000/MONTH**

- Includes all Silver benefits.
- Co-branded promotional materials for the class, ensuring your brand is highlighted in event content.
- Dedicated email blast highlighting your sponsorship.
- Opportunity for a company representative to help co-host a portion of a virtual class, engaging directly with seniors to experience the impact of the program firsthand.
- Exclusive sponsor recognition in post-event recap materials shared with centers and attendees.

# Sponsorship Opportunities *June 2025*

## *SUMMER BINGOFEST SPONSORS*

### BRONZE

**\$5,000**

10  
AVAILABLE

- Logo placement on event page.
- Sponsored chat messages during the Bingo event.
- Small logo recognition in all pre and post-event communications.
- Promo item or information sheet included in attendee gift bags.

### SILVER

**\$10,000**

3  
AVAILABLE

- Includes all Bronze Sponsor benefits.
- Provide branded giveaways to winners.
- Recognition in one press release.
- Two social media mentions.
- Medium logo recognition on all pre-event materials.
- Provide prizes to ALL gift bags.
- Verbal acknowledgment during event.
- Exclusive sponsor round where a company rep can engage with the audience.

### GOLD

**\$20,000**

1  
AVAILABLE

- Includes all Silver Sponsor benefits.
- Named as “Presenting Sponsor” in all event materials.
- Custom branded Bingo cards distributed to participants.
- Large logo recognition in all pre and post-event communications.
- Featured branding on virtual backgrounds.

# Sponsorship Opportunities

## **BINGOPALOOZA SPONSORS** *November 2025*

### BRONZE

**\$5,000**

10  
AVAILABLE

- Logo placement on event page.
- Sponsored chat messages during the Bingo event.
- Small logo recognition in all pre and post-event communications.
- Promo item or information sheet included in attendee gift bags.

### SILVER

**\$10,000**

3  
AVAILABLE

- Includes all Bronze Sponsor benefits.
- Provide branded giveaways to winners.
- Recognition in one press release.
- Two social media mentions.
- Medium logo recognition on all pre-event materials.
- Provide prizes to ALL gift bags.
- Verbal acknowledgment during event.
- Exclusive sponsor round where a company rep can engage with the audience.

### GOLD

**\$20,000**

2  
AVAILABLE

- Includes all Silver Sponsor benefits.
- Opportunity to provide branded trophies to Bingo winners.
- Monthly engagement and feedback reporting provided post-event.
- Opportunity to call Bingo for 2 rounds.
- 30-second commercial during the Bingo event.
- Quarterly social media mentions on all Televeda platforms for 2 Quarters.
- Large logo recognition in all pre and post-event communications.
- Speaking opportunity during the event.

# Sponsorship Opportunities

# **BINGOPALOOZA SPONSORS** *November 2025*

## PLATINUM PRESENTING SPONSOR

**\$50,000**

1  
AVAILABLE

- Includes all Gold Sponsor benefits.
- Custom branded Bingo cards distributed nationwide.
- Custom event video highlighting sponsor.
- Monthly social media mentions on all Televeda platforms for 6 months.
- Year-round homepage logo space on Televeda.com.
- One published blog/press piece.
- Two filmed programs distributed to Televeda members (e.g., Medicare 101).



# Get Involved

Don't miss the chance to partner with a transformative program that inspires change and connects communities.

Sponsorship opportunities are limited and available on a first-come, first-served basis.

For full sponsorship details, impact insights, and level benefits, click [here](#).



# Become a Sponsor Today!

To learn more or secure your sponsorship, please contact the person below.

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Visit [televeda.com](https://televeda.com) for more information and to explore the full range of engagement opportunities.