GENKI LIVING WORKSHOPS

2027 SPONSORSHIP OPPORTUNITIES





Helping older adults stay active, connected, and open to new experiences.

Keiro®

Keiro

For more than 65 years, Keiro has served the Japanese American community, working alongside older adults, caregivers, and community partners to support healthier and more fulfilling lives as people age.

Today, Keiro empowers Our Community to age with confidence, purpose, and connection by providing culturally relevant programs, resources, and services that respond to the evolving needs and interests of older adults and those who care for them.

OUR VISION. To build a community where everyone, across all generations, can live a healthier and more fulfilling life both at home and in community.

WHO WE SERVE.



OLDER ADULTS

Empowering people to approach aging with confidence, connection, and grace.



CAREGIVERS

Ensuring caregivers feel supported, prepared, and connected.



COMMUNITY

Strengthening aging programs and services that are accessible for older adults within their local communities.

OUR WORK. Keiro is proud to share our commitments for 2027 and beyond:

- **Expand Community Connections.**
  Strengthen existing community relationships and create new connections by expanding Keiro's reach to new audiences.
- **Advance Brain Health.**
  Help individuals and families better prepare for and navigate cognitive decline.
- **Support & Uplift Caregivers.**
  Ensure caregivers feel supported, confident, and prepared throughout their caregiving journeys.

Across each of these commitments, Keiro develops programs that meet older adults where they are — and **Genki Living Workshops are a leading example of this work in action**.



REDEFINING WHAT IT MEANS TO AGE.

Aging should open new possibilities, not narrow them.

Genki Living Workshops are designed specifically with Our Community's older adults in mind, reflecting their interests, identities, or aspirations.

Members of the *Nisei, Sansei*, Silent, and Baby Boomer generations want opportunities to keep learning, moving, creating, and connecting.







TODAY'S OLDER ADULTS WANT TO:

- **Stay active and independent.**
  They want to remain active, maintain independence, and stay socially engaged.
- **Keep learning.**
  They are interested in learning, not simply being entertained.
- **Not be defined by stereotypes.**
  They want experiences that reflect who they are today, not stereotypes that limit participation.

> "To learn these things, it was not as difficult as I thought!"
>
> *- Eleanor S., Genki Living Workshops Participant*

GENKI LIVING WORKSHOPS

NEW EXPERIENCES. LASTING POSSIBILITIES.

Since 2025, Keiro's Genki Living Workshops have introduced older adults to accessible hobbies and activities that promote health, wellness, and social connection. Keiro provides a welcoming space, all necessary materials, and professional instruction, making the experience enjoyable and easy to explore.

2026 Genki Living Workshops Featured:



A day centered around gardening at Tanaka Farms



Japanese cooking focused on *miso* and *koji*



Walking at South Coast Botanic Garden



Traditional *orizome* and Japanese-style card making

This program is not intended to simply fill an afternoon. The purpose of Genki Living Workshops is to help older adults discover an activity, relationship, and sense of possibility that continues after the workshop ends.

98.5% of evaluation respondents said they intend to participant in **future Genki Living Workshops.**

99% of evaluation respondents reported **satisfaction** with the workshop they attended.

In 2027, Keiro will once again host four workshops across Los Angeles and Orange counties, and **your support will make it possible.**

WHAT WE CAN ACCOMPLISH TOGETHER.

Helping older adults discover and connect.

We are looking for partners who believe aging should include curiosity, confidence, and connection. As a sponsor, you will help create opportunities for older adults to learn something new, spend time with others, and feel part of their community. Genki Living Workshops are shaped by what community members tell us they want to try. Topics and instructors are chosen with care, and small details help every participant feel welcome. Your partnership helps keep participation fees affordable so more older adults can join in.



WHAT YOUR PARTNERSHIP MAKES POSSIBLE.

Thoughtful workshops, within reach.

Your support will help bring four Genki Living Workshops to approximately 250 older adults this year.

- **Engaging Experiences.**
  Professional instruction, equipment, and supplies give participants the chance to try something new.
- **Thoughtful Touches.**
  Refreshments help everyone feel welcome, and a take-home gift bag with intentionally chosen items gives participants a way to keep exploring after the workshop.
- **Meaningful Connections.**
  Each workshop creates a welcoming space to learn alongside others and build community.
- **Greater Access.**
  Sponsorship lowers what each attendee pays, keeping these experiences affordable for more older adults. In 2026, sponsorship brought the average cost per attendee down from approximately $75 to $20.

Average Cost Per Attendee: $75

Average Ticket Price:	Your Sponsorship Covers:
$20	**$55***

Together, we can help more older adults leave our workshops with a new experience, new connections, and new confidence to discover what *genki* living can be in this next chapter of their lives.

**Figures are based on the 2026 Genki Living Workshops series (226 total attendees). Average cost per attendee reflects total direct program costs, including venue, instructors, materials, and food, divided by total attendance. Average ticket price reflects total ticket revenue divided by total attendance. Sponsorship represents the difference between the two. Staff time and administrative costs are covered separately by Keiro and are not included.*

SPONSORING GENKI LIVING WORKSHOPS.

Your sponsorship will support four workshops throughout 2027, held across Los Angeles and Orange counties.

Benefits may be customized to align with a sponsor's goals and confirmed investment. To discuss sponsorship opportunities, contact Keiro's Development Department at **support@keiro.org** or **213.873.5793**.

	PRESENTING $7,500	GOLD $5,000	SILVER $2,000	PURPLE $500
Exclusive Sponsor Recognition	Presenting Sponsor			
Welcome Message at Each Workshop	✔			
Customized Post-Series Impact Briefing	✔			
Name/Logo on Webpage & Event Materials	Premier placement across all event materials	Prominent placement across all event materials	Placement on select event materials	
Post-Series Impact Summary	✔	✔	✔	
Complimentary Registration*	2 Tickets Per Workshop (8 Total)	2 Tickets Per Workshop (8 Total)	1 Ticket Per Workshop (4 Total)	1 Ticket Per Workshop (4 Total)
Recognition During Each Workshop	✔	✔	✔	✔
Post-Workshop Impact Snapshot	✔	✔	✔	✔

*To ensure your complimentary registration(s), please notify Keiro at least two weeks before the workshop date that you are planning to attend.

2027 GENKI LIVING WORKSHOPS SPONSORSHIP FORM

This form, as well as donations and sponsor logo, must be submitted at least three weeks before the workshop date for your acknowledgment to be featured in printed materials. If you are mailing in your completed form, please send it in advance to help ensure it is received and processed on time.

First & Last Name: _____

Company or Organization: _____

Address: _____

City: _____ State: _____ Zip: _____

Email: _____ Phone: _____

Website: _____

Recognize in program booklet and other materials as: _____

☐ I will be providing a company/organization logo to be used for sponsorship recognition.

I/We would like to sponsor at the following level:

☐ Presenting Sponsor - $7,500 ☐ Gold Sponsor - $5,000

☐ Silver Sponsor - $2,000 ☐ Purple Sponsor - $500 Sponsorship $: _____

I/We would like to support the 2027 Genki Living Workshops by making a donation.
(Donors will receive recognition at each workshop.)

☐ $250 ☐ $100 ☐ $50 ☐ $ _____ Donation $: _____

Payment Total $: _____

Method of Payment: ☐ Enclosed is my check payable to Keiro ☐ Credit Card

Credit Card Number: _____ Exp. Date: _____ CVV: _____

Name on Credit Card: _____ Signature: _____

Please mail this completed form and payment to Keiro at: **420 East Third Street, Suite 1000, Los Angeles, CA 90013.**

Keiro is a not-for-profit 501(c)(3) organization. Tax ID# 95-4022185. Your donation may be tax deductible. Please check with your tax advisor.





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213.873.5700 keiro.org contact@keiro.org