



# **GENKI LIVING**

## **— WORKSHOPS —**

Sponsorship Packet 2025

## About the Program

Keiro's Genki Living Workshops are immersive, hands-on programs designed to promote active and socially connected lifestyles. Building on the success of [Keiro's 2024 Active Aging Fair](#), this new series offers interactive ways to help older adults explore new and familiar activities that support their physical, mental, and social well-being.

The initial workshops will offer guided experiences related to walking, golf, and yoga as we invite older adults to explore new and familiar activities that support “*genki living*”—a vibrant, thriving approach to daily life.

Aligned with Keiro's mission to enhance the quality of senior life in our community, Genki Living Workshops offer meaningful opportunities for engagement, connection, and joyful aging—reinforcing the belief that everyone deserves to age with dignity, purpose, and community.

🌐 [Click here to learn more about the Genki Living Workshops or visit keiro.org/glw!](#)

## Sponsorship Opportunities & Benefits

The following sponsorship structure and benefits apply to this year's entire Genki Living Workshops program and not solely to any one specific workshop. All sponsor acknowledgements will be ordered alphabetically and by size of contribution.

### Premier Sponsor (\$2,500+)

As a Premier Sponsor, you will receive prominent acknowledgement across all Genki Living Workshops promotional materials, with your name or company logo featured as a sponsor of the 2025 Genki Living Workshops program. This premier opportunity offers maximum visibility, leadership recognition, and a clear demonstration of your commitment to the health and wellness of our community's older adults.

Premier Sponsors will Receive:

- Prominent acknowledgement in event materials\*
- Featured acknowledgement tags on giveaways\*
- Four complimentary registrations to each workshop\*\*
- Recognition on the Genki Living Workshops website
- Recognition in pre-event and post-event emails
- Acknowledgement in social media post captions

*\*Sponsor or company logo must be submitted at least 10 days prior to a workshop's event date to be featured in printed materials.*

*\*\*To ensure your complimentary registration(s), please notify the Keiro team at least two weeks prior to any workshop that you're planning to attend.*

## Community Sponsor (\$250+)

As a Community Sponsor, you will be recognized as a valued partner in bringing these workshops to life—promoting active lifestyles, social connection, and joyful aging. This sponsorship level includes name or company logo recognition across key program communications, highlighting your support of Keiro's mission in a meaningful, community-centered way.

Community Sponsors will Receive:

- Recognition on the Genki Living Workshops website
- Recognition in pre-event and post-event emails
- Acknowledgement in social media post captions

## Recognition Opportunities

Premier Sponsor  
\$2500+

Community Sponsor  
\$250+

Prominent Acknowledgement\*  
on Event Materials



Featured Acknowledgement\*  
Tags on Giveaways



Four Complimentary Registrations  
to Each Workshop\*\*



Recognition on the  
Genki Living Workshops Website



Recognition in  
Pre-event and Post-event Emails



Acknowledgement in  
Social Media Post Captions



*\*Sponsor or company logo must be submitted at least 10 days prior to a workshop's event date to be featured in printed materials.*

*\*\*To ensure your complimentary registration(s), please notify the Keiro team at least two weeks prior to any workshop that you're planning to attend.*

## 2024 Active Aging Fair Testimonials

On October 19, 2024, Keiro hosted its inaugural Active Aging Fair: Rallying Around Pickleball event. Attendees enjoyed a day filled with pickleball clinics, exercises led by a physical therapist, a Tai Chi demonstration, lunch, and connecting with fellow pickleball lovers. This event received an overwhelmingly positive response and the concept grew into this year's Genki Living Workshops. Here are a few voices of participants from the event:

**Vivien & Mark**  
Attendees

*Vivien: [The Active Aging Fair] was great. There was so much energy, and I was so impressed. I knew it was about pickleball as the main theme, but I learned so much more than that. I really enjoyed the speakers for the stretching and the Tai Chi. I really learned a lot, and it's been a lot of fun.*

*Mark: It was a great event today, and I thought everything went really smoothly. The food was terrific. The stretching, as Vivien said, was great, and Tai Chi was great. The instructions from Coach Ken were great too. I appreciate this opportunity to get out here.*

**Tom**  
Attendee

*Today was more than I expected. It was very well organized, and a lot of energy. I didn't know whether I was going to be able to learn anything new, but at least in the clinic I attended, I think it was called how to keep from getting injured, since I've been playing for a while and been injured three or four times, [Coach Susan] taught things on how to be preventative and doing proactive type of things to keep them [from] getting injured. I thought it was a great, great event.*

For more about the event, check out our [recap video on Instagram here!](#)

## Let's Partner Together!

Sponsoring Keiro's Genki Living Workshops is a unique opportunity to demonstrate your commitment to wellness, connection, and aging with dignity. With these sponsorship options, you will enjoy meaningful visibility before, during, and after the event—while making a direct impact on the lives of older adults in our community.

### Ready to partner with us?

We invite you to join us in celebrating and supporting older adults in our community as they explore what “*genki* living” means to them.

Please explore the sponsorship benefits outlined in this packet, and reach out to our team to discuss the next steps!

**Contact:** Keiro Development Team

**Email:** [support@keiro.org](mailto:support@keiro.org)

Thank you for your partnership—and for helping us to inspire *genki* living!