



65  
*Years*  
GETTING BETTER  
WITH AGE

 pasadena Senior Center

*Celebrating*  
65 YEARS  
*of* SERVICE

SPONSORSHIP  
PROPOSAL





In the 65 years of Pasadena Senior Center's experience, we have learned many things about aging as we engage, enrich and empower the lives of older adults.

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## Fitness Center & Programs

The benefit of regular exercise can reduce the impact and/or risks of arthritis, osteoporosis, osteoarthritis, rheumatoid arthritis, heart disease, diabetes, obesity, mental health issues such as depression and anxiety. The benefits of an exercise routine can also enrich cognitive functions, muscular strength, self-management and other aspects of psychological, emotional and social health.

**Our fitness programs include:**

**Health Enrichment Program**

**After Physical Therapy**

**Balance Workshops**

## Classes

Every quarter we introduce a list of at least 40 classes from the 'Art and Joy of Sewing,' to Swing Dancing, from French to Zumba. We know the success of these classes requires great instructors. We only hire the best.

## Social Services

This department is committed to delivering food to the hungry, encouragement to the lonely, and practical help to those who just do not know where to turn. Fielding over 300 enquiries a month this team utilizes partnerships with community service providers to make it possible for older adults to find the help they need in a central place called the Pasadena Senior Center.



## Special Events

From holiday meals to Cultural Thursdays and the Masters Series, the Pasadena Senior Center events department delivers quality-engaging programming. We know it is important to stimulate the brain with new learning and feed the body and soul music and food. We have seen what a difference it makes!

While the Pasadena Senior Games has engaged over 1,000 athletes each year for more than 30 years, we continue to marvel at 80-year-old pole vaulters, 100-year-old swimmers and first-time shot-put competitors while cheering on more than 100-disc golf enthusiasts. And these are just a few of the sixteen athletic competitions we host each year.

## Clubs and Activities

The Center is dedicated to supporting the interests of older adults and sponsors more than fifteen different member-lead groups. Meeting weekly or bi-monthly these groups include running, American Mahjong, Bingo, Billiards, writing and just getting together over Zoom to chat. Our scenic walks group meets weekly and keeps people moving and chatting all along the way. Our monthly single day tours offer opportunities to travel to destinations outside Pasadena.

**The Pasadena Senior Center is a donor-supported organization. The Center relies on the generosity of donors to continue to improve the lives of older adults. The Center receives no City or government funding for its program and services. The Pasadena Senior Center needs your help. These programs require two million dollars every year to operate. The constraints that older adults experience living on a fixed income makes it imperative that we keep the fees we charge to a minimum.**



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# HONOREES



## LAURA MOSQUEDA

Laura Mosqueda, MD, FAAFP, AGSF, is a widely respected authority on geriatric and family medicine, elder abuse, and care of the elderly and underserved. She is also an expert on medical education curricula design, development and implementation.

She is a professor of Family Medicine and Geriatrics at the Keck School of Medicine of USC, and also serves as director of the National Center on Elder Abuse, a federally-funded initiative that serves as the nation's coordinating body and clearinghouse for information on research, training, best practices, news and resources on elder abuse, neglect and exploitation. She is the principal investigator of an NIA-funded R01 study to understand the causes of abuse of people with dementia, and is the leader of numerous other activities related to elder justice.

As a clinician, researcher, educator, and academic administrator, she has a unique perspective that is informed by her extensive experiences in the community.

# HONOREES



## KATHY EASTWOOD

As a registered nurse with 40 years of experience in critical care and community outreach, Kathy Eastwood has worked with the Pasadena Senior Center for over 15 years to educate seniors on managing their health and staying active. Through monthly screening clinics addressing silent diseases like hypertension and diabetes, along with health-related talks, chair yoga, annual health fairs, and the Diabetes Education and Empowerment Series, Kathy has empowered nearly 200 individuals with pre-diabetes and diabetes. Her outreach has provided critical knowledge about prevention and management while fostering a supportive community where seniors can learn from each other.

Cathy's work at the center has transformed her perspective on aging. Witnessing vibrant seniors—many in their 80s, 90s, and even beyond—maintaining active lifestyles, working out, and continuing to learn has been inspiring. The resilience and positivity she sees every day affirm that aging can be a dynamic and rewarding journey. Her dedication to helping seniors thrive underscores the importance of relationships and lifelong growth in creating healthier, happier lives for older adults.

# SPONSORSHIP LEVELS



## PLATINUM - \$25,000

- 10 event tickets and recognition on invitation
- Logo in video montage played during the event
- Logo and link on PSC website and online event page
- Logo acknowledgement on PSC website for 1 year
- Company Logo on Red-Carpet Step & Repeat
- Opportunity for company representative address attendees from the stage

## GOLD - \$10,000

- 8 event tickets and recognition on invitation
- Logo in video montage played during the event
- Logo and link on PSC website and online event page
- Logo acknowledgement on PSC website for 1 year
- Company Logo on Red-Carpet Step & Repeat

## SILVER - \$5,000

- 6 event tickets and recognition on invitation
- Logo in video montage played during the event
- Logo and link on PSC website and online event page
- Logo acknowledgement on PSC website for 1 year

## BRONZE - \$3,000

- 4 event tickets and recognition on invitation
- Logo in video montage played during the event
- Link on PSC website and online event page

## COPPER - \$1,500

- 2 event ticket and recognition on invitation
- Link on PSC website and online event page

# SPONSORSHIP COMMITMENT

I want to be a sponsor at the following level:

- ☐ PLATINUM - \$25,000    ☐ SILVER - \$5,000    ☐ COPPER - \$1,500  
☐ GOLD - \$10,000    ☐ BRONZE - \$3,000



Name or Company

*(Please specify how your name or company should be listed in event materials)*

Address

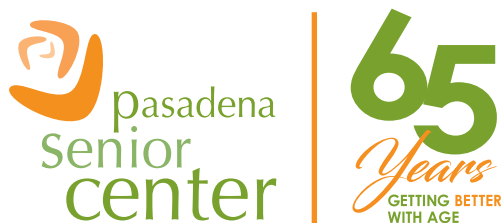
City/State/Zip

Telephone

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My check for \$\_\_\_\_\_ is enclosed or will be mailed.

*(Made payable to Pasadena Senior Center)*



[www.PasadenaSeniorCenter.org](http://www.PasadenaSeniorCenter.org)

#Agewell

☐ Please charge my credit card in the amount of  
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Please circle one: ☐ VISA    ☐ MASTERCARD    ☐ AMEX

Name on Card

Card #

Exp. Date

Security Code

Billing Address Zip Code

Signature

Mail, Fax or Email this form to:

Pasadena Senior Center  
85 E. Holly Street  
Pasadena, CA 91103

Fax: (626) 577-4235

Email: [MaryA@PasadenaSeniorCenter.org](mailto:MaryA@PasadenaSeniorCenter.org)

Pasadena Senior Center is a 501(c) 3  
Non-profit organization  
Tax ID #95-2085393

Questions?

Contact Mary Merino- Avila  
(626) 685-6728



85 EAST HOLLY STREET, PASADENA, CA 91103  
(626) 795-4331

[www.PasadenaSeniorCenter.org](http://www.PasadenaSeniorCenter.org)