**Sample Sponsorship Request on Behalf of your APTA State Chapter**

***Please Note:*** *This letter was designed to assist clinicians who are organizing fall prevention events on behalf of/in conjunction with their APTA State Chapter. Please modify as needed to suit your specific needs.*

Dear name of contact

Falls are the leading cause of fatal and non-fatal injuries for older adults. Falls threaten the safety and independence of older adults, generating enormous economic and personal costs. However, falling is not an inevitable result of aging. Through practical lifestyle adjustments, evidence-based falls prevention programs, and clinical-community partnerships, the number of falls among older adults can be substantially reduced. Every September, the National Council on Aging (NCOA) sponsors the National Fall Prevention Awareness Day (NFPAD) campaign to reduce falls in our aging adults.

The American Physical Therapy Association of your state will host a public service event on date of event to commemorate NFPAD. We have been working closely with the your state Fall Prevention Coalition, which is sponsored by the your state Department of Human Services, Division of Aging.

The event will take place at add location(s). At this event, volunteer clinicians and physical therapy students will provide balance screens, fall prevention education and information regarding physical activity for our aging adults.

As a public service, we will not be representing any company, but providing free balance screens and associated education to participants who wish to be a part of the your state Falls Prevention Awareness event. We have no affiliation with any private vendor and our volunteer clinicians will not be allowed to solicit business.

**To help offset the cost of this public service event, we are looking for sponsors to help pay for supplies/equipment (please see a list of items available for sponsorship on the following page).** We will also offer our sponsors the opportunity to provide us with promotional giveaways bearing their company name/logo, which we will give away to those who visit our booths. For example, some companies have donated lip balm, bags, and gift cards, though we would accept any item your company wishes to donate. We will also have signage in our booths, which will recognize sponsors of the event.

On behalf of your organization, I would like to invite your physical therapists to lend their expertise on the day of the event to help prevent falls in our aging adults. They can register by visiting this **link** (add your hyperlink to a Google Form). We would also like to extend the opportunity for your company to be a co-sponsor to help make this event possible for our aging adults. I have attached the associated flyers for our Falls Prevention Awareness event to this email. Please share these flyers as you see fit to spread awareness of these events. Please feel free to contact me with any questions and/or comments. Looking forward to hearing from you.

Respectfully,

(Your Name and Title)

(APTA state chapter you are representing)

**Recommendations for Sponsorship**

Financial donations will be used to purchase:

* Pop up canopies with removable sides, 10’x10’
* Vinyl banners, 4’ x 8’
* Display easel
* Custom table cover, 8’x4’
* Clip boards
* Legal pads
* Wrist blood pressure cuff monitor
* Pulse oximeter
* Stopwatches
* Brochure holders, 4” wide
* Brochure holders, 8.5” wide
* Chairs with armrest
* Light refreshments for volunteers and diabetic-related emergencies

Suggested Promotional Items

* Pens
* Crossword puzzle books
* Lunch bags
* Reusable tote bags
* Pads
* Pill cases
* Measuring tape
* Water bottles
* Key chains
* Jar openers
* Lip balm
* Gift cards and prizes to be raffled off throughout the event for attendees
* Anything you can think of that older adults may find useful!