



---

# ALLEN R. BACA CENTER

---

## Advertising & Sponsorship Opportunities

Updated 4.21.23

With over 1600 members and 250,000 visitors each year, the Allen R. Baca Center is the perfect place to advertise businesses, events, organizations, housing and other information targeted towards adults ages 50+.

Advertising space, workshop presentations and event sponsorships are sold/scheduled based upon availability. The City of Round Rock Parks and Recreation Department and the Allen R. Baca Center reserves the right to limit, refuse or reject applications at any time for any reason. Advertising must not depict foul language, sexual content, derogatory content or non-prescription drugs/alcohol. If you have any questions, please contact the Allen R. Baca Center at 512-218-5499.

### LOBBY KIOSK

- Space is limited to one (1) 8.5" X 11" brochure holder or smaller
- All materials/flyers MUST be provided by the advertiser; The Baca Center will not print flyers
- Information will be posted by the Baca Center only
- Any materials/flyers left after the advertising term has expired will be disposed of

Advertising rates are as follows:

Monthly Rate	\$25
Quarterly Rate	\$70
Yearly Rate	\$250

### NEWSLETTER

- Ad to be printed in bi-monthly newsletter, distributed in print and electronic version to over 1,600 members and available at [www.BacaCenter.com](http://www.BacaCenter.com).
- Advertiser is responsible for providing artwork in .jpg or .png format and sized accordingly by the below deadline:
  - December 1 for January/February Issue
  - February 1 for March/April Issue
  - April 1 for May/June Issue
  - June 1 for July/August Issue
  - August for September/October Issue
  - October 1 for November/December Issue

Business Card Sized (3 ½ X 2) advertising rates are as follows:

Bi-Monthly/Single Issue Rate	\$50
1 Year/Six Issue Rate	\$250

### **WORKSHOP**

The Baca Center hosts various workshops on topics pertaining to those 50+ throughout the year. Workshops are meant to provide information for those 50+, not to make a sales pitch for products or services. A donation of \$100 per workshop is required. A description of the workshop must be attached to advertising application. All workshops are approved by the Baca Center Advisory Board. Payment is required upon approval and must be made before workshop is officially scheduled.

- Forty-five (45) minute to one (1) hour workshop/presentation at the Baca Center on a topic applicable to ages 50+.
- Presenter will provide light refreshments/snacks at the workshop

### **EVENT SPONSOR**

The Baca Center hosts various events throughout the year for its members. If interested in sponsoring a special event, please complete the below application and you will be contacted when a sponsorship opportunity is available.

\$250 donation and/or comparable in-kind donation with prior approval by Baca Center supervisor, receives the following:

- Company name/logo printed on marketing materials (may include posters, flyers, newsletter, email blasts, etc.)
- Recognition in event script
- One banner hung at event (sponsor provides)
- Opportunity to distribute promotional material at event
- Advertisement in Lobby Kiosk for one month after the event



ALLEN R.
BACA CENTER

Advertising & Sponsorship Agreement

Company Name (exactly how it should appear in print):

Contact Name:

Address:

City: State: Zip Code:

Phone: E-mail:

I would like to advertise:

- Lobby Kiosk: Month Quarterly Yearly
Newsletter: for Issue Yearly
Workshop Title: (description attached)
Special Event

Total Amount: \$

- Check enclosed (Payable to City of Round Rock)
I want to charge my: Visa MasterCard We will call for credit card number
Send me an invoice

I agree to the terms indicated above.

Printed name: Date:

Signature:

For Baca Center Use Only
For Workshop - Approved by Baca Center Advisory Board: Yes No
Amount Paid:
Type Payment: Check # Cash Credit Card
Processed By: