

Grow Your Business by Connecting with Boomers

**B @ Today's Boomer Digital Magazine
Release & Networking Event!**

Today's **BOOMER**

The Official publication of The American Boomer.com

Why Baby Boomers?

Baby Boomers control the marketplace in lifestyle and leisure spending, healthcare, real estate, and finance. According to the Dane County Task Force on Aging, the Boomer population in Dane County is projected to increase 102 percent to number more than 102,000 by 2020. Baby Boomers' influence and buying power makes them today's most powerful demographic group.

About Today's Boomer Digital Magazine

Distributed electronically six times a year to over 10,000 local, state and national businesses and individuals direct and available on over 20 online social and commerce outlets, Today's Boomer is the only source that engages, motivates and provides lifestyle information and resources to America's Baby Boomer population. Reach Baby Boomers directly by advertising and creating your 'online storefront' at the 'B2B -Business to Boomers Marketplace' and be only one click away from your Boomer consumer!

Today's Boomer Magazine

"Beer & Boomer Banter"

Release Party

Come and celebrate the official release of *Today's Boomer*! Meet the team behind *Today's Boomer*, network with professionals, featured event business sponsors and enjoy an evening of red carpet proportions!

When:

**Thursday February 16th, 2012
4:00-7:00 pm**

Where:

**Great Dane Brew Pub East
876 Jupiter Drive, Madison, WI
53718**

Free Admission

Free Parking

**Complimentary Micro Beer
Prizes**

Brought to you by:

**TheAmericanBoomer.com
Madison, Wisconsin**

www.theamericanboomer.com

Advertising & Sponsorship Opportunities



Sponsor the event and receive a designated area to meet exclusively with business professionals and guests. Also receive an advertisement of your business/service/organization in the inaugural issue of Today's Boomer bi-monthly digital magazine and be a part of the "B2B-Business 2 Boomers Marketplace" and become one click away from your Boomer consumer.

Today's Boomer Release and Networking Event is the perfect opportunity to market to the growing Boomer population. Healthcare services, retirement, legal, travel & leisure, tourism, recreation, housing, lifestyle, hospitality, financial services, volunteer, educational, and cultural entertainment groups are all encouraged to participate.

The Details:

\$250 (Silver) Event Sponsorship Level

- Table Top Exhibit Area for Networking at Event
- 1/4 page size Ad placed in Inaugural Issue of Today's Boomer Digital Magazine (Color or Black and White with active link)
- Recognition as Event Sponsor at Event

\$500 (Gold) Event Sponsorship Level

- Table Top Exhibit Area for Networking at Event
- 1/2 page size Ad placed in Inaugural Issue of Today's Boomer Digital Magazine (Color or Black and White with active link)
- Recognition as Event Sponsor at Event

\$750 (Diamond) Event Sponsorship Level

- Table Top Exhibit Area for Networking at Event
- Full page size Ad placed in Inaugural Issue of Today's Boomer Magazine (Color or Black and White with active link)
- Pre Event Media and on site event Promotion/Sponsor Recognition

Additional Information or Questions?

Contact John Vardallas direct @ (608)577-8707 or email jvardallas@aol.com

Today's Boomer Release and Networking Event Sponsor/ Advertisement Reservation

(Thursday February 16th, 2012)

Don't miss this unique opportunity to reach and connect with Boomers. Sponsorship & advertising space is limited and available on a first come first serve basis.

Reserve your space today!

Company: _____

Contact: _____

Street: _____

City: _____

State: _____

Zip: _____

Phone: _____

Fax: _____

Email: _____

Website: _____

Sponsorship Level

\$250 Silver Event Sponsorship with 1/4 Page Ad.

\$500 Gold Event Sponsorship with 1/2 Page Ad.

\$750 Diamond Event Sponsorship with Full Page Ad.

Amount Enclosed \$ _____

All Ads and Payments must be submitted by Feb. 1, 2012.
Ads should be emailed to jvardallas@aol.com (in .jpg or PDF format) and checks mailed and made payable to:

The American Boomer
769 North Star Drive, (Suite 207)
Madison, WI 53718

