



# IONA

*Age Well. Live Well.*

*Iona Senior Services  
2026 Sponsorship Benefits*

*Proudly Serving D.C. Since 1975*

*Iona participant art  
featured at The Phillips Collection*



## PARTNERING TO MAKE A DIFFERENCE

Iona Senior Services is a trusted, greater DC nonprofit serving over 4,500 older adults and their families each year. With two adult day health centers, twelve senior dining sites and a variety of virtual and in-person programs, Iona provides unparalleled care and support for older adults and caregivers. Visit [www.iona.org](http://www.iona.org) for additional details.

Special opportunities are available for sponsorship of an expanded calendar of events and community engagement throughout the year!

### Recognition at Special Events

- Legacy Circle Tea - 50 guests, February 11, 2026
  - Heart of Caring Signature Luncheon - 300 guests, May 13, 2026
  - Community Picnics - 200 guests, Summer 2026
  - Volunteer Appreciation Event - 50 guests, Spring 2026
  - The Phillips Collection Event - 50 guests, Fall 2026
  - Tenleytown Art All Night Event - 300 guests, Fall 2026
  - Soirée with Silent Auction - 150 guests, Fall 2026
  - Hosted Cocktail Parties - 100 guests, quarterly throughout the year
- = 1,500 Donors and Community Partners Engaged**

### Communications Reach

- Recognition on Iona's website, [www.iona.org](http://www.iona.org) (100,000 visits annually)
  - Inclusion in partner promotions on social media (Facebook-1,200; X-450; LinkedIn- 800)
  - Listing in Iona's print and digital Annual Report (3,000 print copies)
  - Feature in Iona's signature Resource Guide (20,000 print copies + online version)
  - Inclusion in an ad in Stroll Magazine - Cleveland Park & Spring Valley editions
  - Recognition in email communication to 5,000 subscribers
- = 130,000+ Community Members Engaged across all media**

### Iona Locations

Opportunities for permanent and year-long recognition across Iona locations and programs

- Iona's headquarters and Adult Day Health Center near the Tenleytown Metro
- Iona's Adult Day Health Center (Washington Home Center), in Congress Heights
- Twelve meal programs in senior communities around Wards 2, 3 & 4, serving 2,000+ people including Active Wellness at St. Alban's Episcopal Church

**<https://iona.org/supporters-partners>**

# 2026 SPONSORSHIP LEVELS

## PREMIER - \$50,000

### Experiences

- Headline Sponsor at all annual events
  - Table for eight at Iona's flagship event, the Heart of Caring luncheon (May 13, 2026)
  - Six tickets to the Fall Soirée and Silent Auction
  - Prominent logo placement for all events throughout the year
  - Remarks at an annual event of your choice
- VIP invitation to two annual events, including Meet & Greet with Iona's CEO and members of Iona's Board of Directors and Board of Associates
- Lunch with Iona's CEO and/or breakfast with Iona staff
- Half-day corporate volunteer opportunity

### Exposure

- Prominent, two full-page ad spread in Iona's Resource Guide (printed and virtual). Payment and ad content must be received by 03/31/2026 for inclusion in the Spring 2026 edition
- Sponsorship recognition in lobby at Iona's headquarters and Washington Home Center
- Step & Repeat co-branding at events
- Prominent placement of logo hyperlinked on Iona's two websites, social media platforms, promotional materials, and Annual Report
- Featured spotlight story on Iona's two websites
- Featured blog on website

## PLATINUM - \$25,000

### Experiences

- Platinum Sponsor recognition at annual events
  - Six seats at Iona's flagship event, the Heart of Caring luncheon (May 13, 2026)
  - Five tickets to the Fall Soirée and Silent Auction
  - Prominent logo placement for all events throughout the year
- Coffee with Iona's CEO and/or breakfast with Iona staff
- Half-day corporate volunteer opportunity

### Exposure

- Full page ad in Iona's Resource Guide (printed & virtual). Payment and ad content must be received by 03/31/2026 for inclusion in the Spring 2026 edition.
- Sponsorship recognition in lobby at Iona's headquarters and Washington Home Center
- Step & Repeat branding at events
- Prominent placement of logo hyperlinked on Iona's two websites, social media platforms, promotional materials, and Annual Report
- Recognition and logo placement in the Annual Report
- Featured spotlight story and/or blog on Iona's two websites

## **GOLD - \$10,000**

- Gold Sponsor recognition at annual events
  - Four seats at Iona's flagship event, the Heart of Caring luncheon (May 13, 2026)
  - Four tickets to the Fall Soirée and Silent Auction
  - Prominent logo placement at all events
- Half-page ad in Iona's Resource Guide (printed and virtual). Payment and ad content must be received by 03/31/2026 for inclusion in the Spring 2026 edition
- Placement of logo in Annual Report and hyperlinked on Iona's website and social media
- Breakfast with Iona staff
- Corporate volunteer opportunity

## **SILVER - \$5,000**

- Silver Sponsor recognition at annual events
  - Two seats at Iona's flagship event, the Heart of Caring luncheon (May 13, 2026)
  - Three tickets to the Fall Soirée and Silent Auction
  - Logo displayed at all events
- Half-page ad in Iona's Resource Guide (printed and virtual). Payment and ad content must be received by 03/31/2026 for inclusion in the Spring 2026 edition
- Placement of logo in annual report and hyperlinked on Iona's website and social media
- Breakfast with Iona staff
- Corporate volunteer opportunity

## **BRONZE - \$2,500**

- Bronze sponsor recognition at annual events
  - Two seats at Iona's flagship event, the Heart of Caring luncheon (May 13, 2026)
  - Two tickets to the Fall Soirée and Silent Auction
  - Logo displayed at all events
- Special listing in Iona's Resource Guide (printed & virtual). Payment and ad content must be received by 03/31/2026 for inclusion in the Spring 2026 edition.
- Recognition in Iona's Annual Report
- Corporate volunteer opportunity

*Additional levels available for community groups, partner non-profits, and faith-based congregations. To discuss which option is right for you, contact Cassandra Moran, Individual Giving Manager, [cmoran@iona.org](mailto:cmoran@iona.org) or 202-895-9453*

**<https://iona.org/supporters-partners>**



## 2026 Sponsorship Form

*Your support directly helps people in our community as they experience the challenges and opportunities of aging. Thank you!*

Contact Name: \_\_\_\_\_

Contact Title: \_\_\_\_\_

Company Name: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

Who should be acknowledged for the contribution? \_\_\_\_\_

### I would like to become a sponsor at the following level:

- Premier Sponsor - \$50,000       Gold Sponsor - \$10,000       Bronze Sponsor - \$2,500  
 Platinum Sponsor - \$25,000       Silver Sponsor - \$5,000

### Sponsorship Payment

Name on Card: \_\_\_\_\_ Signature: \_\_\_\_\_

Card #: \_\_\_\_\_ Exp. Date: \_\_\_\_\_ CVV: \_\_\_\_\_ Total Amount to Charge: \_\_\_\_\_

This signature authorizes Iona Senior Services to charge the credit card number above the stated and agreed upon amount. If you have questions about payment options, contact Ann Keeler at 202-895-9416.

**Please return the sponsorship form by April 30, 2026.**

**For inclusion in the 2026 Resource Guide, payment and art must be received by March 31, 2026.**

Make check payable to:

Iona Senior Services  
ATTN: Development Dept.  
4125 Albermarle Street NW  
Washington, DC 20016

Or, email form to Cassandra Moran at [cmoran@iona.org](mailto:cmoran@iona.org).

# Thank You to Iona's Generous 2025 Sponsors!



GOLD +



SILVER



BRONZE



COMMUNITY





## Permanent Naming Opportunities

Naming a location at Iona presents a unique opportunity to turn spaces into lasting legacies, allowing you to intertwine your story with our vital mission. These spaces can also be named in honor or in memory of someone special.

We invite you to designate your special gift to one of these unique opportunities. Naming donors will be permanently celebrated on a plaque mounted at the selected location.

### Isabella Breckenridge Community Center in Tenleytown

- \$250,000 Front Lobby Meeting Room
- \$150,000 Outdoor Front and Side Patios
- \$125,000 First Floor Waiting Area
- ~~\$100,000~~ *Fitness Room Claimed*
- \$100,000 Iona Hallway of Fame & Mural
- \$75,000 Wellness Room
- \$75,000 Staff Work Room

### Wellness & Arts Center in Tenleytown

- \$350,000 East Wing
- \$350,000 Large Dining and Gathering Program Room
- \$250,000 Art Studio
- \$175,000 Large Lounge Area
- \$175,000 Library
- \$150,000 Solarium

### Iona's Washington Home Center in Congress Heights

- \$350,000 Large Gathering/Activities/Dining Room
- ~~\$250,000~~ *Front Lobby Claimed: WC Smith Lobby*
- \$250,000 Inner Lobby
- \$125,000 Kitchen
- \$100,000 Mirrored Recreation Room
- ~~\$100,000~~ *Nurse's Station Claimed: Daniel Stevenel Nursing Station*
- \$75,000 Art Display Alcoves (Total of 2)

To discuss which option is right for you, please contact  
Cassandra Moran, Individual Giving Manager, [cmoran@iona.org](mailto:cmoran@iona.org) or 202-895-9453