



*CITY OF GLENDALE  
COMMUNITY SERVICES & PARKS DEPARTMENT*

**Senior Street Fest 2024  
Thursday, May 16, 2024  
10:30am to 1:30pm  
City Hall, Parcher Plaza**

## **Glendale's Favorite Outdoor Spring Event**

- The first Senior Street Fest was held in 2017 with the theme “Aging Out Loud”. Held outdoors in May to celebrate Older Americans Month at Arstakh Plaza with over 150 attendees.
- The Senior Street Fest Planning Committee includes:
  - Employees from Community Services & Parks Departments
  - Members of the Senior Services Committee
  - Community Volunteers
- Senior Street Fest is traditionally held on the second Thursday in May from 10:30 a.m. – 1:30 p.m.
- This year, the event will be located at City of Glendale City Hall, Parcher Plaza between Glendale Ave and Broadway.
- Approximately 200 – 300 attendees will be participating in the event with 800+ City employees in the vicinity of event day activities.
- Senior Street Fest is distinguished as producing a “large draw” of Older Adults to the City of Glendale, and this year due to event location, an additional 800+ City employees will be in the vicinity of the event.
- Live entertainment is offered on the main stage located at Glendale Ave and Broadway.
- Past Senior Street Fest sponsors include:
  - *JAR Insurance*
  - *Nina's Cake Design*
  - *Athens Services*
  - *Glendale Adventist Medical Center*
  - *Forest Lawn*
  - *Los Angeles Metro*
  - *Glendale Funeral Home*
  - *Dignity Health Glendale Memorial Hospital*
  - *Solheim Senior Community*
  - *Leisure Glen Post Acute*

- Senior Street Fest is advertised through the following media platforms:
  - Television – Local Cable, and Glendale TV6
  - Glendale social media.
  - Misc. Periodicals – Leisure Guide, City Connection, and CSP Newsletter.
  - Other – City of Glendale Website, Flyers, Facebook, Instagram, X (formerly Twitter)
  - Storefront posters placed in strategic business locations.
  
- There are a variety of local community groups who participate in the event. Some of the groups include:
  - Alzheimer’s Association California Southland Chapter
  - Adventist Medical Center
  - HICAP
  - Verdugo Hills Hospital
  - YMCA of Glendale
  - Dignity Health Glendale Memorial Hospital
  - Comprehensive Community Health Center
  - Forest Lawn
  - Armenian Relief Society of Western USA
  - California Department of Insurance
  - Glendale Fire Department
  - Glendale Police Department
  - City of Glendale, Community Development and Housing
  - City of Glendale Water and Power Department

**Save the Date:**



 Community Services  
& Parks

 OLDER  
AMERICANS  
MONTH

POWERED BY CONNECTION: MAY 2024

YOU ARE INVITED TO THE  
**2024 SENIOR STREET FEST**  
AND  
**90 PLUS CELEBRATION!**

THURSDAY **MAY 16** 10:30 AM-1:30 PM  
2024

CITY HALL PARCHER PLAZA  
613 E. BROADWAY AVE., GLENDALE, CA 91206

**PLEASE RSVP BY FRIDAY, MAY 10TH, 2024**

TO MAKE A RESERVATION OR FOR  
SPONSORSHIP OPPORTUNITIES,  
CALL (818)548-3772.

   @MyGlendaleParks



**CITY OF GLENDALE**  
**COMMUNITY SERVICES & PARKS DEPARTMENT**

**SENIOR STREET FEST 2024**  
**Sponsorship Packet**  
**THURSDAY, MAY 16, 2024**  
**10:30am-1:30pm**  
**Glendale CITY HALL PARCHER PLAZA**

**\*Gold Sponsor**

**\$1,000**

Benefits include:

- Organizational logo & name will be in all press releases, advertising, media outreach, City web page.
- City of Glendale TV6 media video to include organization name.
- At least three mentions of organization name and services during day of event announcements.
- Sponsor name and business logo listed on the Senior Street Fest webpage as a Sponsor.
- Placement at “high traffic” area of event as determined by City in its sole discretion.
- Commendation presented at the July Parks, Recreation, and Community Services Commission meeting.

**\*Silver Sponsor**

**\$500**

Benefits include:

- Organizational logo & name will be in all press releases, advertising, media outreach, City web page.
- At least one mention of organization name and services during day of event announcements.
- Placement at “major visibility” area of event as determined by City in its sole discretion.
- Sponsor name and business logo listed on the Senior Street Fest webpage as a sponsor.
- Recognition at the July Parks, Recreation and Community Services Commission meeting.

**\*Bronze Sponsor**

**\$200**

Benefits include:

- At least one mention of organization name and services during day of event announcements.
- Placement at “distinguishable” area of event as determined by City in its sole discretion.

**\*\*Vendor Booth**

**\$100**

Benefits include:

- 1 dedicated sponsor booth includes: (1) 10' x 10' canopy; (1) table; (2) chairs set up for booth.

*\*Organization may provide event day goods/services in lieu of cash sponsorship (i.e., entertainment, decorations, cake)*

*\*\*Organization may provide (4) \$25 gift cards for raffle in lieu of cash sponsorship.*