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ONLINE MAGAZINE
& Age-Friendly Resource Directory



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Older shoppers are the hot new thing for consumer brands... take a fresh look at a group of shoppers who are often ignored: the elderly.

THE WALL STREET JOURNAL.

In order for companies and brands to remain competitive, they must stop considering older consumers as an afterthought.

**Harvard
Business
Review**

Marketers and business leaders need to catch up with this generation's buying power and savvy.

FASTCOMPANY

Middle-aged women deserve more retail-marketing attention.

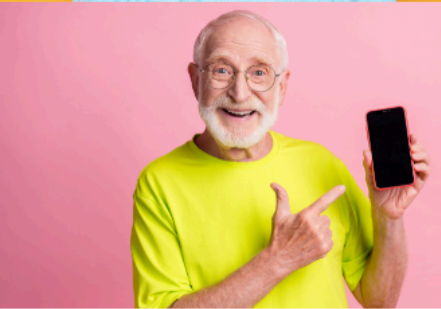
Forbes

Most people's instincts are to focus younger, when the opportunity really is to focus older.

**STANFORD
BUSINESS**



DISCOVER how to reach
active consumers with
spending power!



• **Age-Friendly Recognition Badge**

Badge is licensed for use on your promo materials, email signatures, website, and more for 12 months.

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• **ALL SILVER BENEFITS PLUS:**

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• **Sponsorship Placement for 1 Month on the 60 Plus Van**

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GOLD



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12-Month Sponsorship is about the cost equivalent of ONE trade publication advertisement while actively supporting a meaningful local cause for ONE YEAR!

Elevate Your Brand.
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Contact Robin Blakely today!

Text or Call: 660-973-2723

Email: executivedirector@60plusride.org



If you have a product, service, or brand that older adults should know about, we can help you find your audience.

If you have a heart for serving the community, your sponsorship makes a major difference in Weld County.

Your sponsorship makes access possible to reliable transportation to medical appointments, grocery stores, and other important destinations. Together, we're helping older adults maintain their independence, dignity, and connection to the world around them.



Rides are FREE
for every aging
passenger because
YOU care enough
to cover the costs!
#ThankYou

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