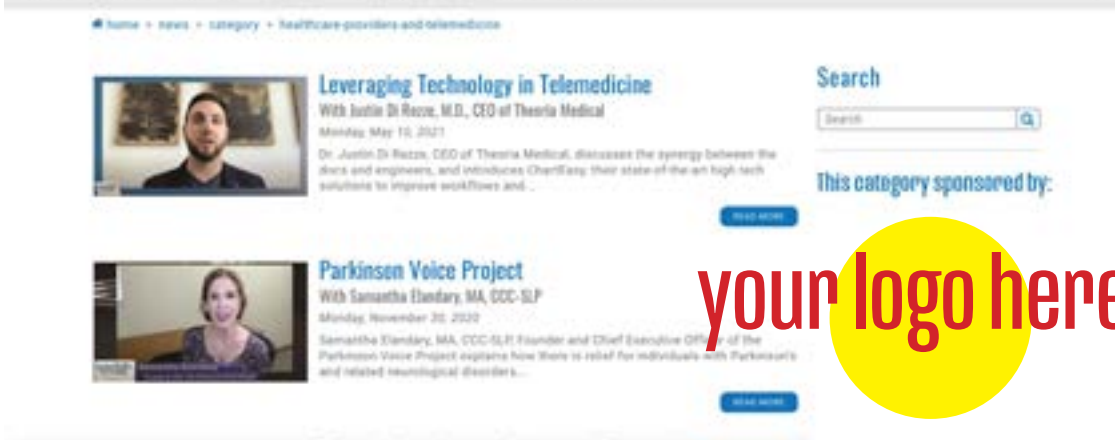





gracefully greying®

LIVING LIFE FULLY!

Advertising/Underwriting Opportunities






gg® Stats and Figures

 **YouTube**  

170+ interviews **13.9k** views **1.3k** watch hours

social media followers

2,460 followers on Social Media

21% increase per month

1,700 newsletter subscribers

45%  open rate

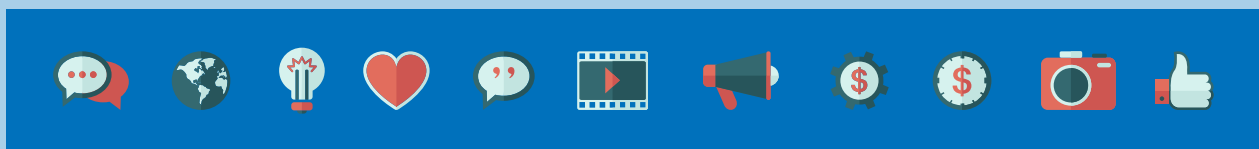
seniormusings
FEATURES, THOUGHTS, & NEWS TO LIVE BY



Cofounders Laurie Blume and Henry Coraban

 **250+** articles and interviews on gracefullygreying.com



As of Q2, 2022

gracefully greying®

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LIVING LIFE FULLY!

Underwriting Opportunities

Listing Life Fully

Listing Life Fully is a 50-page booklet (hardcopy or download) that helps people create a single place to store important information in different categories including banking, legal, accounting, charities of choice, internet, and possessions. Our wish is to make the digital download a free pdf document for anyone. To do this we are seeking underwriters to cover the cost of preparing the information and advertising it to a wide audience. The total project will cost \$9,000 per year. This project will begin when we reach \$9000, from one to three underwriter participants. Each underwriter will have their logo and a link to their website on the booklet cover and information page at the end. Underwriters will be able to co-brand it on their website.

How-To-Tech Series

Gracefully Greying is preparing a series of 20+ 5-minute lessons to help seniors and others take the pain out of the "let me show you again" digital tech challenge. Planned lessons to teach tasks on phones, tablets, and computers include:

- sharing your screen on zoom
- opening multiple windows on your computer
- copying links and URL pages and sharing them
- using your calendar to your advantage
- organizing folders and documents on your computer

The cost to underwrite this series is \$5000/year. All lessons will be co-branded with your logo, and you will be given credit during the intro and end of the lesson.

Website Categories

Gracefully Greying currently has 6 pages on the website: Legal, Finance, Health, Worklife, Life Stages, and Leisure. Each page underwriter will have a banner on the pages and subpages saying they are underwritten by your sponsorship. The cost for this is opportunity is \$4000 per page/year.

Let's talk! Please [schedule a time](#) that is convenient for you.





LIVING LIFE FULLY!

Advertising/Underwriting Opportunities

Advertise your company by becoming part of the Gracefully Greying family! Promote your business on our website and in our social posts to amplify your reach. Join us and be a part of Gracefully Greying's ongoing educational events, interviews, articles, YouTube channel, e-newsletter, email blasts and social media. Choose from one of five levels:

Platinum Plus: annual payment \$9,000

- Your personalized company advertisement graphic will be all pages of gracefullygreying.com
- Your company will be promoted in Gracefully Greying social media posts on Facebook, Twitter, Instagram & LinkedIn
- Your company will be listed in Gracefully Greying monthly newsletter *Senior Musings* going to over 1500 people, and email blasts with link to your website.
- Your company will be listed/announced as the Tuesday Live Sponsor 1-2 times per year.
- Your company logo with link to your website on the dedicated advertiser's page and directory.
- **A 1-2 minute video, professionally edited video 'Infotainment' segment about your company and the benefits to seniors, with Lila Lazarus. Taping will be done by a video team. This video can be used on your website, social media platforms and other places of your choosing. It will also appear on Gracefully Greying sites.**

Platinum: annual payment \$6,000

- Your personalized company advertisement graphic will be all pages of gracefullygreying.com
- Your company will be promoted in Gracefully Greying social media posts on Facebook, Twitter, Instagram & LinkedIn
- Your company will be listed in Gracefully Greying monthly newsletter *Senior Musings* going to over 1500 people, and email blasts with link to your website.
- Your company will be listed/announced as the Tuesday Live Sponsor 1-2 times per year.
- Your company logo with link to your website on the dedicated advertiser's page and directory.
- **An in-person filmed 1-2 minute video, handheld 'Infotainment' segment about your company and the benefits to seniors, with Lila Lazarus. This video can be used on your website, social media platforms and other places of your choosing. It will also appear on Gracefully Greying sites.**





LIVING LIFE FULLY!

Advertising/Underwriting Opportunities

Diamond: annual payment \$3,000

- Your personalized company advertisement graphic will be all pages of gracefullygreying.com
- Your company will be promoted in Gracefully Greying social media posts on Facebook, Twitter, Instagram & LinkedIn
- Your company will be listed in Gracefully Greying monthly newsletter *Senior Musings* going to over 1500 people, and email blasts with link to your website.
- Your company will be listed/announced as the Tuesday Live Sponsor 1-2 times per year.
- Your company logo with link to your website on the dedicated advertiser's page and directory.

Ruby: \$270/charged monthly-\$3240

- Your personalized company advertisement graphic will be all pages of gracefullygreying.com
- Your company will be promoted in Gracefully Greying social media posts on Facebook, Twitter, Instagram & LinkedIn
- Your company will be listed in Gracefully Greying monthly newsletter *Senior Musings* going to over 1500 people, and email blasts with link to your website.
- Your company will be listed/announced as the Tuesday Live Sponsor 1-2 times per year.
- Your company logo with link to your website on the dedicated advertiser's page and directory.
**Please note that the only difference between the Diamond and Ruby status is the payment schedule. The additional payment of \$240 per year covers our additional administrative costs.*

Sapphire: annual payment \$1,200

- Your personalized company advertisement graphic on all pages of gracefullygreying.com with a link to your website for the first six months of your first annual sponsorship. Then your advertisement graphic will appear on the internal pages of the website, but not on the home page.
- Your company name will be listed in the Gracefully Greying monthly newsletter *Senior Musings*, and email blasts with a link to your website.
- Your company logo with link to your website on the dedicated advertiser's page and directory.
<https://gracefullygreying.com/More/Our-Advertisers-Merchants>
**Your annual payment at this level allows Gracefully Greying to keep administrative costs as low as possible while still giving your company great placement on gracefullygreying.com and on our social media platforms.*

Underwriter:

- Sponsor a speaker series on gracefullygreying.com. Ask us how!

Let's talk! Please schedule a time that is convenient for you.





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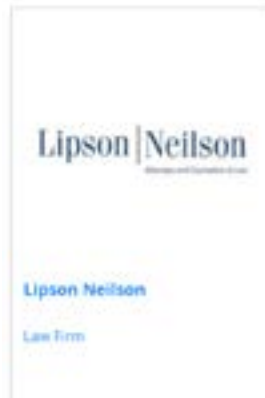


Directory: Annual payment \$200

Advertise your company, organization, or service in our Gracefully Greying directory under one of three main categories:

- Professional Services
 - Medical
 - Legal
 - Financial
 - Additional Service Providers
- Retail
 - Stores
 - Products
 - Classes
- Associations
 - Non-Profits
 - Community Groups
 - Educational Entities

Sample of three Professional Services:



Main page includes an advertisement block with your logo, name, and website, with a link to a full page that includes your contact information, and a brief description of your business and/or service.

All directory members will be added to our newsletter distribution list, unless we receive a specific 'opt out' email.

Sample full page:

Lipson Neilson
Law Firm
441 South Livernois, Suite 100
48307 Rochester Hills
US
(248) 593-5000
info@lipsonneilson.com
vCard



National Prominence. Regional Savvy.

Lipson Neilson has earned a national reputation for excellence. Our attorneys are known for imparting comprehensive, superior counsel, affording critical protection for our clients in all aspects of the law.

Simply put, our attorneys exemplify the best and brightest in their respective legal specialties. Our expertise is matched by our passionate commitment to achieve the best possible outcome for our clients.

