



A Cause for Connection

Changing the View on Aging, Together

Tuesday, June 9, 2026

6:30 p.m. - 8:30 p.m.

View Boston Observatory at the Prudential Center

Join FriendshipWorks for A Cause for Connection—a special evening reception dedicated to reshaping how Boston thinks about aging. Set high above the city atop the iconic Prudential Building, this uplifting celebration honors the extraordinary impact of human connection and the conviction that everyone deserves the opportunity to age with respect and a strong sense of community.

For over 41 years, FriendshipWorks has been transforming lives every day through friendship, volunteerism, and powerful community partnerships. By reducing isolation among older adults and nurturing authentic, intergenerational relationships, we help older adults feel seen, valued, and supported—improving health, well-being, and quality of life.

Your sponsorship fuels this mission. It empowers essential programs that match older adults with caring volunteers, sparks life-changing connections, and shifts long-held narratives about aging in our city.

Help lead a new conversation—from “*Social isolation is just what happens as we age*” to “*Social isolation is something we can prevent—together.*”

A Cause for Connection - Event at a Glance:

- Date: June 9, 2026
- Location: View Boston Observatory at Prudential Center, 800 Boylston Street, Boston, MA 02199
- Atmosphere: Reception with 360° city views
- Expected Attendance: 200+ leaders, partners, supporters
- Audience: Healthcare, aging services, donors, community volunteers, and civic partners
- Digital Reach: Gain visibility among 5,100+ email subscribers, 30,000 website impressions, and added presence through media and partner sites
- Attire: Business casual



SPONSORSHIP OPPORTUNITIES

\$20,000 – Presenting Sponsor

Exclusive (1 available)

- ❖ Top billing as Presenting Sponsor on all event materials, signage, and event webpage
- ❖ Company name/logo integrated into event title (“A Cause for Connection, presented by ____”)
on web page and venue signage
- ❖ Enjoy early entry and a special rooftop toast with our Executive Director
- ❖ Speaking opportunity during the program
- ❖ 12 complimentary tickets
- ❖ Full-page color acknowledgement in program book (inside cover or back cover)
- ❖ Prominent recognition in press release, social media, e-blasts (to 5,000+ list), and post-event thank-you

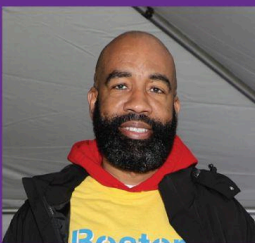
\$10,000 – At the Heart of Connection Sponsor (SOLD!)

- ❖ Opportunity for Leader/CEO to present Volunteer of the Year Award during program, and promote company's volunteerism with FW
- ❖ Enjoy early entry and a special rooftop toast with our Executive Director
- ❖ 6 complimentary tickets
- ❖ Half-page acknowledgement in program book
- ❖ Logo placement on event webpage and venue signage
- ❖ Dedicated social media post (LinkedIn)
- ❖ Included in 4 email blasts



\$7,500 – Friendship Is Magic Sponsor (Entertainment Sponsor - Magician)

- ❖ Recognition as exclusive Entertainment Sponsor
- ❖ Enjoy early entry and a special rooftop toast with our Executive Director
- ❖ Name highlighted as the sponsor “bringing the magic of friendship to life” during program
- ❖ 4 complimentary tickets
- ❖ Half-page acknowledgement in program book
- ❖ Logo placement on entertainment signage and slideshow
- ❖ Recognition on social media and event webpage



“FriendshipWorks’ mission, and the thousands of individuals and families it impacts, is profound. Older adults are treasures, and your services help to sustain them.”

- Garey Lywood, Sr. Manager, Community Engagement & External Affairs,
Boston Medical Center Health System

SPONSORSHIP OPPORTUNITIES cont.

\$7,500 – Cheers to Friends Cocktail Hour Sponsor (SOLD!)

- ❖ Recognition as exclusive Cocktail Hour Sponsor
- ❖ Enjoy early entry and a special rooftop toast with our Executive Director
- ❖ Branded cocktail napkins with sponsor logo
- ❖ 4 complimentary tickets
- ❖ Half-page acknowledgement in program book
- ❖ Logo placement on cocktail hour signage and slideshow
- ❖ Recognition on social media and event webpage



\$5,000 – How Sweet It Is! Dessert Station Sponsor

- ❖ Recognition as exclusive Dessert Station Sponsor
- ❖ Enjoy early entry and a special rooftop toast with our Executive Director
- ❖ 3 complimentary tickets
- ❖ Quarter-page acknowledgement in program book
- ❖ Logo placement on event webpage and signage
- ❖ Recognition on social media

\$5,000 – You're in Good Company

- ❖ Enjoy early entry and a special rooftop toast with our Executive Director
- ❖ 3 complimentary tickets
- ❖ Quarter-page acknowledgement in program book
- ❖ Photos of guests published in our event recap
- ❖ Name/business placement on event webpage and signage
- ❖ Recognition on social media

\$2,500 – Companions (20 available)

- ❖ Recognition as a Companion Sponsor
- ❖ Enjoy early entry and a special rooftop toast with our Executive Director
- ❖ 2 complimentary tickets
- ❖ Listing in program book and on event webpage
- ❖ Recognition on event signage

\$1,000 – Circle of Friends (30 available)

- ❖ Recognition as a Circle of Friends Sponsor
- ❖ One complimentary ticket
- ❖ Listing in program book and on event webpage (Includes option to pay tribute/honor the life of a loved one or special pet in program.)

\$250 - General Admission Tickets

- ❖ Entry at 6:30 p.m. with open bar, gourmet passed hors d'oeuvres, access to our curated silent auction, and View Boston's unparalleled 360° panoramic scenery.



"It is so rewarding to have Peter as a friend. FriendshipWorks feels like more than a volunteer organization. It's a community I hadn't expected to find."

- Pooja (L) Friendly Visiting Volunteer with her friend Peter

EVENT SPONSORSHIP FORM

Please complete this form and return to Chaloe Tyler at: ctyler@fw4elders.org

Sponsorship payments must be received in full before May 1, 2026

Company Name: _____

Lead Contact: _____ Title: _____

Email: _____ Phone: _____

Mailing Address: _____

City: _____ State: _____ ZipCode: _____

Yes! Please count on my organization to be a sponsor at the following level:

- ☐ \$20,000 Presenting Sponsor
- ☒ ~~\$10,000 Stronger Together Champion (SOLD!)~~
- ☐ \$10,000 Friendship Is Magic Entertainment Sponsor
- ☒ ~~\$7,500 Cheers to Friends Cocktail Hour Sponsor (SOLD!)~~
- ☐ \$5,000 How Sweet It Is! Dessert Station Sponsor
- ☐ \$5,000 You're in Good Company
- ☐ \$2,500 Companions Sponsor
- ☐ \$1,000 Circle of Friends Sponsor
- _____ Tickets @ \$250 each



We are not able to sponsor at this time but would like to purchase _____ tickets for FriendshipWorks to distribute to its volunteers and older adult program participants.

Payment Options

- ☐ Check made payable to, "FriendshipWorks, Inc." mailed to: Attn: Chaloe Tyler, FriendshipWorks, Inc. 105 Chauncy Street, Suite 801, Boston, MA 02111
- ☐ If you prefer to pay by credit card or have questions about your sponsorship, contact Chaloe Tyler: (617) 482-1510, ext. 121 or ctyler@fw4elders.org

Thank you for considering this meaningful way to partner with FriendshipWorks. Together, we can make Greater Boston a model for compassionate, connected, and inclusive aging.

"We talk but we also listen. It has been a rich give and take. We are no longer volunteer and client. We have become friends. FriendshipWorks. Yes!"

- Anna (R), Friendly Visiting Program Participant with her friend Jae



About FriendshipWorks

FriendshipWorks is a 501(c)(3) nonprofit that offers social connection through five programs, designed to help older adults remain happy, healthy, and thriving in the communities of Boston, Brookline, Newton, Somerville, and Cambridge.

Programs are FREE of charge to older adults over the age of 60 (or 55+ for those with vision or hearing loss).

Programs Include:

Friendly Visiting: Offers friendship and support through weekly visits.

Medical Escorts: Accompany older adults on their medical appointments.

Friendly Helping: Assists with short-term tasks or errands such as organizing, shopping, or picking up prescriptions or library books.

PetPals: Brings the unconditional love of pets to nursing homes, assisted living residences, and senior centers.

MusicWorks: Provides live music to elders in residential buildings for socialization and connection.

Annual Program Impact



1,800
Older Adults
Participating



600
Volunteers
Caring & Assisting



470
Friendly Visiting
Matches Thriving



402
Medical Escort
Trips Provided



663
Older Adults
Connected Through
MusicWorks



408
Older Adults
Comforted Monthly
by PetPals Visits



212
Errands & Tasks Completed by
Friendly Helpers



“Since 1984, FriendshipWorks has proven that friendship isn’t sentimental – it’s structural. It stabilizes people. It improves health. It saves lives. Our social proof is in the 1,800 older adults who benefit from our free programming made possible by people and partners like you.”

- Kyle Robidoux, Executive Director (fw4elders.org/kyle)



FriendshipWorks
Creating connections to end elder isolation.



FriendshipWorks, Inc. 105 Chauncy Street, Suite 801, Boston, MA 02111 (617) 482-1510

fw4elders.org