

Information for Sponsors & Donors

April 2024

Our Market Focus

During our first years, Today's Elder's focus and appeal is towards the Canadian demographic aged 55 to 100+. This demographic contains not only those of us who are considered senior, elderly, retired and other terms of delight, but also the families of those. This sub-demographic of caregivers, supporters and future members of that primary demographic are very much interested in the same content we present to our members.

We've selected this demographic as the majority are internet users, of varying degrees of sophistication and comfort, and develop significant trust with a brand that supports their unique interests and needs. And stays loyal to that brand.

Based on July 2022 snapshot data, there are **12,605,014** Canadians between the ages of 55 and 100+, indicating an overall increase from 2021 of 1.8%. Interestingly, within that age window, there was a 7.9% increase in those between the ages of 75 and 79.

An important note here is that approximately 3% of this demographic or about 375,000 Canadians are identified as "snowbirds" who spend their winter months in warmer climates, typically the US. We have included this particular group in mentions within our Let's Chat and other categories. This group that represents a higher income level typically, should attract US businesses looking to gain visibility into the Canadian market, for their advertising impact.

Later in 2023 we expanded our reach into the USA, with higher "senior" populated states. Thrilled we are with how quickly the seniors market took to us with particular states where data would indicate, suggest that Maine, Florida, West Virginia, and Vermont are favoured targets.

With April 2024 being our sixth month in operation, we are thrilled with our capture of the first 1,000th members at Today's Elder. And we are hitting our target demographic with 80% of members being women, and with an age window of 65-85. While membership is still largely Canada based at 75% (across the country), another 15% is US based, and the remaining 10% spread into the UK and Australia.

Our Value Proposition

Having an intimate knowledge of our target demographics, as developed over a number of years, we've designed our offering around their need for secure online access or essentially the "safe place to hang out" phrase that we use. But to add value to that safe place, we provide a number of features to engage them with information, insight, entertainment, and other tools that "connect" that demographic every day.

And while the primary vehicle for Today's Elder is its "portal" which allows anyone with an internet connection to "connect" at home or on the road, it supports the many who may not be in a position to leave their homes, for a number of reasons. That said, in-person events and opportunities are presented as well.

Content changes hourly, daily, weekly, and monthly, which gives users a reason to return frequently to the Portal, which provides our sponsors and advertisers an exposure frequency rarely found anywhere else.

Finally, as we do know this demographic intimately, we've priced as a "free of charge" to this demographic. Removing the barriers to entry, we've chosen this strategy to attract more member/users and quickly.

For Sponsors

We're confident that our target market and value proposition provides sponsors and advertisers with a unique opportunity to maintain their presence with the target demographic we are looking to support, and you will as well.

Enjoying a large viewable in our Sponsors & Collaborators page, we include your organization in conversations around a closer relationship with you, and one where our appreciation for your support. A larger description of your business along with a direct link to your website, makes this the premier look for your business.

Sponsorships are priced on an annual basis and for our first year is at \$5,000.00 CDN. This amount represents a monthly market exposure investment of \$417.00 CDN. Those interested in pursuing this opportunity further are encouraged to reach out to us at info@todayselder.ca.

Donors

Something new that we have begun to receive are various donations in varying amounts from like organizations that support seniors, as well as individual donors as well. For those donors who prefer to remain private, we thank you and respect your privacy. For those donors that we'd like to highlight in the media, we thank you.

In Closing

Considering the size of the target market we have selected, and our opportunity to connect with it hourly, daily, weekly, and monthly, we consider ourselves to have a very favourable value proposition for those looking to attract this demographic. Our pricing structure makes that proposition very reasonable, and we look forward to having you join us!

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