



Southern Caregiver Resource Center
Caring for those who care for others

SPONSORSHIP OPPORTUNITIES

SUPPORT SCRC'S MISSION THROUGH SPONSORSHIP

FY 2025-2026



Friends of SCRC,

At Southern Caregiver Resource Center (SCRC), we provide free personalized and comprehensive support to families – from pairing caregivers with specialized clinicians and educators to providing counseling, respite services and more.

Special fundraising events enable SCRC to fulfill our mission of caring for those who care for others. We look to you as a committed partner for support as we embark on our 38th year of service!

With your support, we will continue to reduce the stress caregivers experience, enabling them to provide a higher quality of care for their loved ones to live happier, healthier lives at home.

Sincerely



Roberto Velasquez



Southern Caregiver Resource Center
Caring for those who care for others

ABOUT SCRC

Southern Caregiver Resource Center offers services to family caregivers of adults with chronic and disabling conditions or diseases. With a team of highly-qualified, professional staff, SCRC supports families through a full range of programs and services. Most significantly, all services come at no cost to the family caregiver.

SCRC's professional staff works with families to provide support, alleviate stress, examine options and enable them to make decisions relating to the care of adults. SCRC also helps identify existing and potential services to assist caregivers in coping and meeting their needs, as well as the needs of care recipients.

www.caregivercenter.org

[SCRC Newsletters](#)



FACTS AND FIGURES

MARKETING INVESTMENT

SPONSORSHIP BENEFITS

- Show the community that you care about supporting a great cause
- Deliver impactful digital marketing to audience while empowering family caregivers in San Diego and Imperial Valley
- Associate your company's name with a positive outreach campaign with the leading and most trusted provider of caregiver support services
- Sponsorship is tax-deductible

SCRC'S REACH

- 7,000+ email recipients including caregivers, donors, and supporters
- 50,000+ monthly impressions to SCRC website
- 2,100+ Facebook followers with 8,700 average monthly impressions
- 2,000+ Instagram followers with 4,530 average monthly impressions
- 538 YouTube subscribers with 2,000 average monthly impressions
- 300+ LinkedIn followers with 400+ average monthly impressions
- Podcast with 200+ average monthly visits

WAVES OF GIVING

SCRC LUNCHEON | FEBRUARY 20TH, 2026
11:00AM-2:00PM



IN-PERSON INDOOR EVENT

Join us for a special luncheon in celebration of National Caregiver Day with SCRC! Come together to honor family caregivers while enjoying a delicious meal and connecting with community advocates and supporters. This event will raise vital funds to support caregivers on their caregiving journeys and highlight the impactful services we provide.

Ocean Explorer- \$10,000

- Title sponsor acknowledgement on event website with hyperlinked logo
- Title sponsor recognition & hyperlinked logo in newsletter
- Social Media Acknowledgement (2 before and after event posts)
- Title sponsor podium recognition
- Special recognition from event program
- 10 admission tickets
- Title Sponsor logo recognition on screens
- Special Company name at table

Coral Guardian- \$8,000

- Recognition & hyperlinked logo in e-newsletter
- Social Media Acknowledgement (1 before and after posts)
- Podium Recognition
- Sponsor recognition in event program
- 10 admission tickets
- Logo recognition on screens
- Company name at the table

LUNCHEON (CONTINUE)

Tide Champion-\$5,000

- Social Media Acknowledgment (1 pre-event posts)
- Podium Recognition
- Sponsor recognition in event program
- 10 admission tickets
- Logo recognition the day of the program
- Company name at the table

Reef Rescuer - \$3,500

- Podium Recognition
- Sponsor recognition in event program
- 10 admission tickets
- Logo recognition the day of the program
- Company name at the table

Sea Friend - \$2,500

- Sponsor recognition in event program
- 10 admission tickets
- Logo recognition the day of the program
- Company name at the table

CONTACT SCRC



Interested in becoming a sponsor for one of SCRC's events? Contact me!

Checks payable to:

Southern Caregiver Resource Center
891 Kuhn Dr # 200
Chula Vista, CA 91914

Pay online at:

www.caregivercenter.org/donate



Roberto Velasquez
Sponsorship Contact

President & CEO
rvelasquez@caregivercenter.org
Cell: (858) 717-8632