



# 2024-25 Corporate Support Opportunities

We help seniors build human connections using Virtual Reality



## Thank You for Supporting Thrive Pavilion

On behalf of Thrive Pavilion Inc., I invite your organization to join us in an inspiring mission: combating social isolation and loneliness among aging adults through our innovative metaverse-based community. Social isolation has been recognized by both the U.S. Surgeon General and the National Institute of Health as a growing public health crisis, with effects comparable to smoking and obesity. Thrive Pavilion provides aging adults with a transformative virtual reality platform that fosters meaningful connections, promotes mental and physical well-being, and offers various activities tailored to their needs.

With your support, we can continue to expand our outreach and impact. By contributing to Thrive Pavilion, your company will help sustain critical programs, develop new initiatives, and enhance our virtual community's infrastructure to serve even more members. Your partnership will enable us to build a vibrant space where aging adults can interact socially and engage in educational and recreational activities that nurture their overall health and quality of life.

We welcome discussing how your support could make a lasting difference. Together, we can help reduce the negative effects of social isolation on older adults and create a more connected and fulfilling world for them. We sincerely appreciate your consideration of partnering with Thrive Pavilion in this vital effort.

Sincerely,

A handwritten signature in black ink that reads "Robert P. Signore".

Robert P. Signore  
President, Thrive Pavilion Inc.



# The Problem Addressed by Thrive Pavilion

## 1 Of 4 Adults Aged 65+ are Socially Isolated

Source: National Institute on Aging

Isolation can be as **dangerous** on health as **smoking, obesity** and a lack of **physical activity**

**7.7M**  
**Isolated**  
**Aging**  
**Adults**

Common reasons for isolation

- Physical health issues
- Diminishing social circles
- Caregiving for a loved one
- Geographic separation
- Rural living
- Transportation issues

**\$6.7B**  
**additional**  
**Medicare**  
**spending**  
**annually**

AARP Public Policy Institute



# What is the Thrive Pavilion

The Thrive Pavilion combats social isolation among older adults living at home by fostering human connections and friendships through our **member-driven virtual reality community**



- 501(c)(3), Operating since **April 2022**
- 1700+ Aging adult members and **growing**
- **Ages 55-85**, living independently
- 57% Are **retired**
- 23% Have a **health condition** limiting ability to socialize physically





# Activities and Events



|  |   |  |   |
|--|---|--|---|
| <p><b>Writer's Workshop</b><br/>Wednesday, May 1st<br/>8:00 PM EDT<br/>Meta Horizon Worlds</p>   | <p><b>Lifelong Learning</b><br/><i>The Secret Life of Plants</i><br/>With Damien Temperley from<br/><b>FACING IS COOL</b><br/>Mon, April 22 @ 3:00 PM ET<br/>*Requires Bigscreen App</p>        | <p><b>Wheel of Riches</b><br/>Tuesday, January 16<br/>8:00 PM ET</p>                                 | <p><b>Friday Afternoon<br/>Cards &amp; Games</b><br/>Fri, March 1, 15 @ 29<br/>2:00 PM ET<br/>Meta Horizon Worlds</p>                       |
| <p><b>20-Minute<br/>Hamlet</b><br/>Tickets at <a href="http://thrivepavilion.org/events">thrivepavilion.org/events</a><br/>Two Performances!<br/>Sunday, March 17<br/>5:00 &amp; 8:00 PM EDT<br/>Meta Horizon Worlds</p> | <p><b>Gifts of an Eagle</b><br/>Sunday, February 18<br/>7:00 PM ET<br/>FREE tickets at <a href="http://thrivepavilion.org/events">thrivepavilion.org/events</a><br/>*Requires Bigscreen App</p> | <p><b>Birthday Party</b><br/>Wed, April 17<br/>8:00 PM ET<br/>Meta Horizon Worlds</p>                | <p><b>Tuesday Night<br/>Bowling</b><br/>Tuesday, December 12<br/>8:00 PM ET<br/>*Requires ForeVR Bowl App</p>                               |
| <p><b>Improv Games</b><br/>Monday, December 11<br/>7:30 PM ET<br/>Meta Horizon Worlds</p>  | <p><b>Book Club</b><br/>RICHARD OSMAN<br/><i>The Thursday Murder Club</i><br/>Wed, April 10 @ 7:30 PM ET<br/>Meta Horizon Worlds</p>  | <p><b>Friday Night<br/>Karaoke</b><br/>Friday, April 5th<br/>8:00 PM ET<br/>*Requires VRChat App</p> | <p><b>WALKABOUT<br/>MINI GOLF</b><br/><b>Wednesdays</b><br/>Weds, March 13 &amp; 27<br/>2:00 PM ET<br/>*Requires Walkabout Minigolf App</p> |



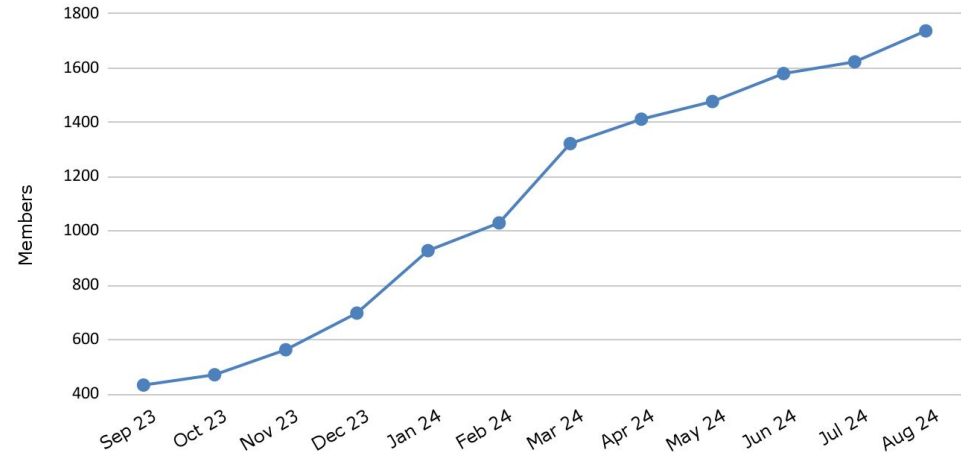
# How we Connect Aging Adults Together

- Scheduled **shared virtual reality** activities and events
- Active social media on **Facebook, Messenger, and Instagram**

## Monthly Interactions

- **6000+** Social Followers
- 100+ Events and Activities
- 300+ Posts
- 1500+ Comments
- 3500+ Reactions
- 2000+ Chat messages
- 1000+ Emails

## Monthly Membership





## Watch Linda's Story



 Meta Community Voices Story

[bit.ly/3yY6yCS](https://bit.ly/3yY6yCS)



## Testimonials

### Pat



A year ago, my husband died, and I got a Meta Quest to give me something to do. My husband was my friend, I live alone, and I only have a few friends here.

At first, I did things alone like exercises and meditations. I searched Facebook for VR and seniors, and the Thrive Pavilion came up.

**Joining Thrive was the best thing I ever did in my life. I think it actually saved my life because I was becoming lonely.**

I've made a million friends and couple of really close ones.

They do not live close to me, so we can't visit in person, but at Thrive, it's just like you're with them.

[1/17/24 Positive Aging Community](#)

### Kari Anne



My health limits my mobility, and I spend most of my time in bed.

I may not be able to walk in real life, but I sure can at the Thrive Pavilion.

It's a lifesaver.

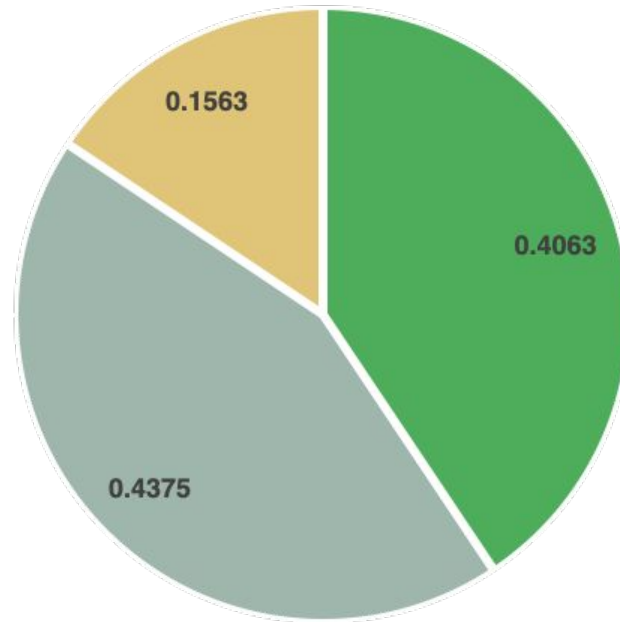
[2/28/23 WRAL-TV](#)





# Measurable Impact on Well-Being

**Using Thrive Pavilion  
has increased my  
overall well-being**



● Strongly agree

● Agree

● Neither agree nor disagree





# Media Coverage

Positive coverage across multiple areas

## General Media



## Technology



## Aging Related





# Corporate Sponsorship Programs

| Sponsorship Benefits   | Presenting                             | Guardian  | Ally                          | Supporter                         | Friend                            | Benefactor                        | Advocate                          |
|--|--|---|-------------------------------|-----------------------------------|-----------------------------------|-----------------------------------|-----------------------------------|
| (1 Year)   | \$100,000                              | \$50,000  | \$25,000                      | \$10,000                          | \$5,000                           | \$2,500                           | \$1,000                           |
| <b>Website (<a href="https://thrivepavilion.org">https://thrivepavilion.org</a>)</b> |  |   |                               |                                   |                                   |                                   |                                   |
| Logo with Link   | Presented By Section at top of website | Guardian Sponsor Section below Presenting Sponsor Section | Ally Sponsor Section          | Supporter Sponsor Section         | Friend Sponsor Section            | Benefactor Sponsor Section        | Advocate Sponsor Section          |
| <b>Email</b>   |  |   |                               |                                   |                                   |                                   |                                   |
| Weekly Agenda Logo with Link   | Top of email                           | Top of Email  | Top of Email                  | Bottom of Email                   | Bottom of Email                   | Bottom of Email                   | Bottom of Email                   |
| Sponsor Introduction Email   | Individual Email Announcement          | Individual Email Announcement                             | Individual Email Announcement | Monthly, New Sponsor Announcement | Monthly, New Sponsor Announcement | Monthly, New Sponsor Announcement | Monthly, New Sponsor Announcement |
| <b>Social Media (Facebook, Instagram, LinkedIn)</b>                                  |  |   |                               |                                   |                                   |                                   |                                   |
| Logo on Event Post   | All Posts                              | -   | -                             | -                                 | -                                 | -                                 | -                                 |
| Agenda Posts in Logo and messaging   | Weekly                                 | -   | -                             | -                                 | -                                 | -                                 | -                                 |
| Agenda Posts with Name in Text   | -                                      | Weekly  | Weekly                        | Monthly                           | Monthly                           | Monthly                           | Monthly                           |
| Monthly Acknowledgement Posts  | Individual                             | Individual  | Individual                    | Group                             | Group                             | Group                             | Group                             |
| <b>Metaverse (Thrive Pavilion in Horizon Worlds)</b>                                 |  |   |                               |                                   |                                   |                                   |                                   |
| Name changed to Thrive Pavilion (presented by your business)                         | Yes                                    | -   | -                             | -                                 | -                                 | -                                 | -                                 |
| Event(s) related to Sponsor  | Custom                                 | Custom  | Custom                        | Custom                            | Custom                            | Custom                            | Custom                            |
| Name Sponsor Board   | -                                      | Outdoor Stage Area  | Reading Room                  | Flower Garden                     | Campfire                          | Benefactor plaque in building     | Advocate plaque in building       |

# Thank You

[www.thrivepavilion.org](http://www.thrivepavilion.org)

  @thrivepavilion

Robert Signore  
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