



Shawn Lavin
Supervisor, Town of Amherst

Melissa Abel
Executive Director, Senior Center

Town of Amherst Center for Senior Services

Honoring Our Veterans

Hello, community supporters and friends!

Throughout the year, the Amherst Center for Senior Services proudly serves hundreds of veterans through a variety of programs and services. From our **monthly Veterans Coffee Group** to educational presentations hosted by veteran-focused organizations, and our **annual Veterans Day Luncheon**, we remain committed to providing opportunities for connection, information, and support for those who have served our country.

The Amherst Senior Center invites you to support our mission by purchasing an advertisement in our **Veterans Day Luncheon Placemat**, which will be displayed on every table during our annual **Veterans Day Luncheon** on **Tuesday, November 10th**.

As an added benefit, all placemat Ad sponsors will be recognized in two (2) member eblasts reaching more than 7,500 subscribers and featured on our social media channels leading up to the event.

The celebration traditionally includes lunch, entertainment and/or a special guest speaker, and a ceremony honoring our veterans.

This year's event is especially meaningful as we continue to celebrate **our nation's 250th anniversary**, honoring the generations of veterans whose service and sacrifice have helped secure the freedoms we enjoy today. **More than 200 guests**, including seniors, veterans, family members, elected officials, and supporters of the Amherst Center for Senior Services, are expected to attend this special Veterans Day Luncheon and ceremony recognizing those who have served our country.

Advertising Opportunities

Business Card Sized Ad

- Size: 3.25" x 1.75"
- Cost: \$85.00

Double-Size Ad

- Size: 3.25" x 3.5"
- Cost: \$170.00



*Example placemat on the right.
Not shown to scale.*



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Use your ad space to share a message of appreciation, gratitude, or well wishes with our veterans.

Sample Messages

- "Thank you for your service."
- "Honoring all who served."
- "Proud to support our local veterans."
- Your business advertisement paired with a patriotic message.

Proceeds from placemat advertising directly benefit the Amherst Center for Senior Services, helping us provide vital programs, services, educational opportunities, and social connections that enhance the lives of older adults throughout our community.

Reserve Your Space Today

Ad space is limited. Businesses may submit their logo, an AD design, or a custom message honoring veterans.

Reserve by: Friday, September 11th (Upon confirmation, we'll email you an invoice).

Ad Deadline: Friday, September 18^t, 2026

To reserve your ad space, please contact: Darlene Wilber, PR Coordinator, Amherst Center for Senior Services dwilber@amherst.ny.us 716-636-3050, ext. 3114

Thank you for considering this opportunity to join us in honoring those who have served our nation.

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