



Exchange Club Fair of Charleston, Inc.
dba Coastal Carolina Fair and Exchange Park

9850 Highway 78 | Ladson, SC 29456
(843) 572-3161 | coastalcarolinafair.org

Operated by The Exchange Club of Charleston



Dear Employer:

September 25, 2022

As part of Senior Day and the Exchange Club of Charleston National Service Day, the Senior Day Committee is inviting your company to participate in our **Senior Career Fair on Wednesday, November 2, 2022**. In cooperation with the South Carolina Department of Veteran Affairs and All About Seniors, we plan to promote a career fair for **all Seniors (55 or older) and both veteran and active-duty military personnel**. We hope that you will join us as we let seniors know about job opportunities or ways to advance their education/skills. Your company will receive free space at the event with plenty of room to talk with seniors.

The goal for our Senior Career Fair is to provide area seniors (55 or older), veterans, and active-duty personnel with a place to meet employers, learn about educational and retraining services available in the Low-Country, and meet other seniors who are also looking for new work opportunities. The Senior Day Committee is reaching out to all area employment agencies, social organizations, churches, senior centers, retirement centers and inviting them to bring their clients to this special day. In addition to promoting the Senior Career Fair on our Social Media and other advertising venues.

Please take time and share information about Senior Day with everyone you think would be interested in coming.

At the 67th Annual Coastal Carolina Fair, we take pride in reminding everyone of one of the primary reasons for the Fair. The proceeds of the Coastal Carolina Fair provide the Exchange Club of Charleston with an opportunity to give back to the community. Through financial grants awarded by our AIMS committee, a wide variety of charitable organizations throughout several counties of the Low Country can extend their mission more effectively. Among those organizations are a number that serve the senior citizens of our surrounding communities including Meals on Wheels, Berkeley, Charleston and Dorchester Seniors, Canterbury House, East Cooper Community Outreach, Barrier Islands Free Medical Clinic, Outreach Clinic of Summerville, Christ Church, Lutheran Hospice and Habitat for Humanity. These organizations, among others, work tirelessly to ensure that the lives of our seniors are improved and enriched by the provision of food, clothing, medical care, and shelter.

A special area is set aside on the fairgrounds for Employer/Education companies so that seniors will have a focused place to meet you and get information, apply for jobs, or signup for educational programs. We are offering three ways for you to be involved in this wonderful community event. You may choose one or all three.

1. Senior Day Employer/Education

- a. **8:30 am - 9:45am Employer/Education check in and set up.**
 - i. 10:00am Gates open for the Senior Citizens.
 - ii. 2:00-2:45pm. Exhibits need to be closed as the tables and chairs will be taken down before the general public arrives at 3:00pm.
 - iii. Please remember that space is limited to the table top. All exhibit areas are outside.
- b. You can bring their own canopy. Please let us know so we can provide you with some concrete filled buckets to be used for tie downs.
- c. Our last Senior Day attendance for 2019 was over 5,800 Seniors during the special time from 10AM to 2PM.

2. Sponsorship

- a) \$100.00 or more
- b) Sponsor(s) will be included in Social Media advertising for Senior Day at the Coastal Carolina Fair.
- c) Sponsor(s) will receive priority in placement of their Exhibit.
- d) Sponsor(s) will be receiving a special sign to place on their Exhibit informing guest of their sponsorship and be included in Social Media Marketing.**

3. Prizes for Senior Games

- a. \$10 per gift card
- b. Your organization will be listed as a donor on each \$10 gift card furnished.
- c. Gift cards given as Bingo prizes and at other Senior Events during the Senior Day at Coastal Carolina Fair.

Please complete the attached registration form and mail it to **Senior Day 2022, 9850 Highway 78, Ladson, SC 29456**. The form is available at:
[https://cdn.saffire.com/files.ashx?t=fg&rid=CoastalCarolinaFair&f=2022_Senior_Day_Employer-Education_Application_2022-08-24\(1\).pdf](https://cdn.saffire.com/files.ashx?t=fg&rid=CoastalCarolinaFair&f=2022_Senior_Day_Employer-Education_Application_2022-08-24(1).pdf)

Thank you very much and please feel free to contact me if you have any questions. I look forward to seeing you at the fair.

Sincerely,

Ernie Patterson (Chair), Lee Stubblefield, Kenneth Battle, Sam Litchfield
2022 Coastal Carolina Fair Senior Day