



SERVING  
SENIORS

Sunshine  
GALA

OCTOBER 5, 2024

Hilton La Jolla Torrey Pines

SPONSORSHIP OPPORTUNITIES

# ABOUT THE EVENT

**SERVING SENIORS** invites you to consider sponsoring our annual **SUNSHINE GALA**. This elegant and memorable event is an opportunity to align your organization with Serving Seniors legacy of 54 years of compassionate service to disadvantaged seniors and to support our life-changing programs.

Anchored by an engaging and moving program, the event will include a cocktail reception, gourmet dinner, wine grab, live auction, raffle, and Raise the Paddle. It will conclude with a live concert and dancing!

The **SUNSHINE GALA** is a unique opportunity to reach hundreds of affluent potential customers and supporters who have a shared passion for helping older adults thrive.

## IMPACT OF YOUR SPONSORSHIP

Your sponsorship provides vital, unrestricted support for Serving Seniors' programs and services for low-income and unhoused seniors, including meals, housing, health and social services, and enrichment activities. All sponsorships include a tax-deductible donation.

# Sunshine GALA

## DATE & TIME:

Saturday, October 5, 2024 at 5:00pm

## VENUE:

Hilton La Jolla Torrey Pines  
10950 N Torrey Pines Road, La Jolla, CA 92037

## ANTICIPATED ATTENDANCE:

More than 400-450 affluent San Diegans, senior advocates and influential corporations and individuals.

# SPONSORSHIP OPPORTUNITIES

BENEFITS	PRESENTING \$100,000	PLATINUM \$50,000	GOLD \$25,000	SILVER \$10,000	BRONZE \$5,000	TABLE \$3,500
Table for 10	2	2	1	1	1	1
Address from Podium	♥	♥				
Recognition in Event Publicity/Media	♥	♥	♥			
Logo on Event Invitations	♥	♥	♥			
Logo in Online Scrolling Sponsor Loop (12 months)	♥	♥	♥	♥		
Logo in Event Presentation	♥	♥	♥	♥	♥	
Recognition in E-News and Social Media	Featured article	♥	♥	♥	♥	
Recognition on Donor Honor Roll	♥	♥	♥	♥	♥	
Recognition on Event Webpage	♥	♥	♥	♥	♥	♥
Recognition in Printed Program	Logo on cover and full-page color ad	Full-page color ad	Half-page color ad	Half-page color ad	Logo	Name listing

Individual tickets are available for \$375.



# ABOUT SERVING SENIORS

## WHO WE ARE

Founded in 1970, **SERVING SENIORS** is the leading provider of services to San Diego County's most impoverished seniors. Our mission is to help seniors in poverty live healthy and fulfilling lives.

We help homeless and low-income seniors thrive and remain independent using an innovative model of whole-person, wraparound support.

Our flagship Gary & Mary West Senior Wellness Center is unlike any other senior center in the nation, providing two floors of coordinated resources including meals, services, activities, a Cyber Café, and access to on-site psychiatric and dental services.

## WHO WE SERVE

Each year we change the lives of 9,100 seniors in San Diego County. Our clients live on a median income of \$1,182 per month and pay \$800-850 in rent, leaving just a few dollars a day for food, medicine, transportation, and other basic needs. The housing crisis has made these already difficult circumstances far worse for San Diego's poorest seniors. Many would go hungry or find themselves living on the streets without our help.

## OUR PROGRAMS AND SERVICES

Serving Seniors provides a broad array of services to help keep local seniors safe, healthy and independent.

- **NUTRITION:** We provide more than 1.1 million nutritious meals a year through our congregate dining sites and daily home-delivered meals to over 6,600 seniors.
- **HOUSING:** We provide homeless seniors free, transitional housing and maintain four permanent supportive housing complexes for low-income seniors.
- **HEALTH AND SOCIAL:** Our team of health educators, social workers, and care navigators provide wraparound care to keep seniors healthy and independent.
- **ACTIVITIES & ENRICHMENT:** We promote socialization and active lifestyles with more than 1,000 classes and activities a year.
- **ADVOCACY:** We advocate on a local, state, and national level to mobilize meaningful policy change for older adults and engage seniors in the civic process through advocacy training.



# CONTACT INFORMATION

For information, please contact:

**KIMBERLY JENKS**

Director of Philanthropy

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[www.serving seniors.org](http://www.serving seniors.org)

**SERVING SENIORS** is a GuideStar-rated organization and a Better Business Bureau-accredited charity, Tax ID 95-2850121.

# SPONSORSHIP FORM

**Yes, I would like to sponsor Serving Seniors' Sunshine Gala!**

Company: \_\_\_\_\_ Contact Name: \_\_\_\_\_  
Address: \_\_\_\_\_ City: \_\_\_\_\_ State: \_\_\_\_\_ ZIP Code: \_\_\_\_\_  
Phone Number: \_\_\_\_\_ Email Address: \_\_\_\_\_

## Sponsorship Select Your Sponsorship Level:

Presenting Sponsor (\$100,000)       Silver Sponsor (\$10,000)       Individual Tickets (\$375 each)  
 Platinum Sponsor (\$50,000)       Bronze Sponsor (\$5,000)      Number of Tickets: \_\_\_\_\_  
 Gold Sponsor (\$25,000)       Table Sponsor (\$3,500)

Cost of Sponsorship: \_\_\_\_\_ Additional Donation (optional): \_\_\_\_\_  
Total Contribution: \_\_\_\_\_ Signature: \_\_\_\_\_ Date: \_\_\_\_\_

## Payment Select Payment Method:

My payment by check or cash is enclosed       Please charge my credit card  
 I will pay later (*payment requested by August 15, 2024*)      Card Number: \_\_\_\_\_ Exp.: \_\_\_\_\_  
 Please send me an invoice      Cardholder Name: \_\_\_\_\_ Auth. Code: \_\_\_\_\_

**Mail:** Serving Seniors, Attn: Kimberly Jenks, 525 14th Street, Ste. 200, San Diego, CA 92101

**Email:** [kimberly.jenks@serving seniors.org](mailto:kimberly.jenks@serving seniors.org)

**Online:** [serving seniors.org/sunshine](http://serving seniors.org/sunshine)