



SERVING  
SENIORS

50TH ANNIVERSARY

*Sunshine*  
GALA

A TRIBUTE TO OUR VIBRANT HISTORY  
& BRILLIANT FUTURE

**SPONSORSHIP OPPORTUNITIES**

**October 2, 2021**

Marriott Marquis San Diego Marina  
333 W. Harbor Dr., San Diego, CA 92101





SERVING  
SENIORS

50TH ANNIVERSARY

Sunshine  
GALA

Serving Seniors invites you to consider sponsoring its Sunshine Gala, taking place **October 2, 2021** at the **Marriott Marquis San Diego Marina**.

Celebrating the organization's 50th anniversary and Paul Downey's 25th as President & CEO, this event is a once-in-a-lifetime opportunity to align your organization with Serving Seniors' legacy of compassionate service to disadvantaged seniors and support our life-changing programs.

Pausing to focus on responding to the pandemic and keeping our community safe has been vital, but we know it is important to honor and celebrate our milestones and this important work - including our COVID-19 response efforts! After one year of waiting, we are finally able to celebrate.

#### **ABOUT THE EVENT**

The Sunshine Gala is an elegant evening event celebrating Serving Seniors' milestone 50th year and raising critical funds to support its ongoing commitment to the senior community. Anchored by an engaging and moving program, the event will include a cocktail reception, gourmet dinner, wine grab, live and silent auctions, Raise the Paddle, and entertainment. This special milestone event represents a momentous occasion in the history of Serving Seniors and a unique opportunity to reach hundreds of affluent potential customers and supporters who share your company's passion for helping older adults thrive.

**VENUE:** Marriott Marquis San Diego Marina, 333 West Harbor Drive, San Diego, CA 92101

**DATE & TIME:** October 2, 2021 at 5PM

**EXPECTED ATTENDANCE:** More than 500 generous individuals

#### **IMPACT OF YOUR SPONSORSHIP**

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

# SERVING SENIORS

## 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
Champagne or Premium Wine for Table	Your Choice	Your Choice	Your Choice	Wine		
Address from Podium	♥	♥				
Recognition in Event Publicity/Media	♥	♥	♥			
Logo on Event Invitations	♥	♥	♥			
Logo in Online Scrolling Sponsor Loop (12 mo.)	♥	♥	♥	♥		
Logo in Event Presentation	♥	♥	♥	♥	♥	
Recognition in Printed Program	Logo on cover and full-page color ad	Full-page color ad	Half-page color ad	Quarter-page color ad	Logo	Name Listing
Recognition in E-News and Social Media	Featured Article	♥	♥	♥	♥	
Recognition on Event Webpage	♥	♥	♥	♥	♥	
Recognition on Donor Honor Roll	♥	♥	♥	♥	♥	



## 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 low-income and homeless 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 8,000 seniors (age 60 and above) in San Diego County. Our clients live on a median in-come of \$1,074 per month and pay \$700-\$750 in rent, leaving just a few dollars a day for food, medicine, transportation, and other basic needs. COVID 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 with nowhere to turn 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 960,000 congregate and home-delivered meals each year to over 7,000 seniors.

- **Housing:** We provide homeless seniors free, transitional housing and maintain three permanent supportive housing complexes for low-income seniors.
- **Health and Social:** Our team of registered nurses, 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 850 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.

### COVID RELIEF

As an organization known for transforming senior centers into a one-stop-shop for wraparound services, we had to work quickly to reimagine our model and deliver meals, support, and health services not under one roof but under the roofs of thousands of seniors now sheltering at home. Overnight we began home delivering freshly prepared meals and shelf-stable meals to thousands of homebound seniors across the region. We conduct COVID screenings, vaccinations, telephonic health and case management services, and created a program that connects socially-isolated seniors with supportive conversation and referrals.

As a result of these efforts, Serving Seniors increased the number of seniors served by 44% and increased our home-delivered meals by 240%.



## SPONSORSHIP FORM

Yes, I would like to sponsor Serving Seniors' 50<sup>th</sup> Anniversary Gala!

Company:	<input type="text"/>	Contact Name:	<input type="text"/>
Street Address:	<input type="text"/>		
City:	<input type="text"/>	State:	<input type="text"/>
		Zip Code:	<input type="text"/>
Phone:	<input type="text"/>	Email:	<input type="text"/>

## SPONSORSHIP

Select Your Sponsorship Level:

- |  |   |
|--|---|
| <input type="checkbox"/> <b>Presenting Sponsor</b> (\$100,000) | <input type="checkbox"/> <b>Bronze Sponsor</b> (\$5,000)        |
| <input type="checkbox"/> <b>Platinum Sponsor</b> (\$50,000)    | <input type="checkbox"/> <b>Table Sponsor</b> (\$3,500)         |
| <input type="checkbox"/> <b>Gold Sponsor</b> (\$25,000)        | <input type="checkbox"/> <b>Individual Tickets</b> (\$375 each) |
| <input type="checkbox"/> <b>Silver Sponsor</b> (\$10,000)      | Number of Tickets: <input type="text"/>                         |

Cost of Sponsorship:	<input type="text"/>	Additional Donation (optional):	<input type="text"/>
Total Contribution:	<input type="text"/>	Signature:	<input type="text"/>
		Date:	<input type="text"/>

## PAYMENT

Select payment method:

- ☐ My payment by check or cash is enclosed
- ☐ Please charge my credit card
- ☐ I will pay later
- ☐ Please send me an invoice

Credit Card Details:

<input type="text"/>	
Card Number:	
<input type="text"/>	
Cardholder Name:	
<input type="text"/>	<input type="text"/>
Expiration Date:	Authorization Code: