



5th Annual
EXPERIENCE OF A
LifETIME

benefiting
SERVING
SENIORS

Thursday, May 3, 2018
at the
Del Mar Country Club

Sponsorship Opportunities



Experience of a Lifetime

Connecting With Passionate San Diegans

We invite you to consider a sponsorship for Serving Seniors' annual Experience of a Lifetime gala. This unique event provides a special, memorable way to reach passionate and engaged San Diegans. Consider a sponsorship as a creative way to reward your customers, employees or partners while demonstrating your commitment to senior welfare.

Why Consider A Sponsorship?

Experience of a Lifetime is a wonderful opportunity to associate your brand with an established organization that has universal appeal. A gala sponsorship allows you to share your brand in an intimate setting with hundreds of well-connected, affluent potential customers and supporters.

Event Profile

Experience of a Lifetime is a very special evening that includes a cocktail reception, gourmet dinner, wine raffle, live auction, entertainment and more. Guests enjoy a night of fun and festivities while helping support the programs and services of Serving Seniors.

- **Audience:** Affluent San Diegans, influential corporations and individuals, and senior advocates.
- **Anticipated attendance:** More than 300 generous individuals
- **Date and Time:** Thursday, May 3, 2018, from 5:30 - 9:00 p.m.
- **Location:** Del Mar Country Club, 6001 Clubhouse Drive, Rancho Santa Fe, CA 92067

Experience of a Lifetime Sponsorship Opportunities

Benefits	Presenting \$50,000	Advocate \$25,000	Leader \$15,000	Supporter \$10,000	Friend \$5,000
EVENT RECOGNITION					
Table(s) of 10	2	1	1	1	1
Premium Champagne or Wine for Table	Your Choice	Wine	Wine	Wine	
Fast Track Valet Service Upon Departure	♥				
Address from Podium	♥	♥			
Audio/Visual Program	♥	♥	♥	♥	♥
PRINT & DIGITAL RECOGNITION					
Printed Program	Logo on Cover + Full Page Acknowledgement	Full Page Acknowledgement	Half Page Acknowledgement	Quarter Page Acknowledgement	Listing Acknowledgement
Logo on Print and Email Invitations	♥	♥	♥		
Recognition in Event Publicity/Media	♥	♥			
Serving Seniors' Facebook, Twitter	♥	♥	♥	♥	♥
Serving Seniors' Blog and E-newsletter	♥	♥			
Event Web Pages (through Dec. 2018)	♥	♥	♥	♥	♥
Partner Page, Website (12 months)	♥	♥	♥	♥	♥
BONUS					
Lunch for yourself + 2 friends with Serving Seniors' President and CEO, Paul Downey; date of your choosing, Mr. Downey's schedule permitting	♥	♥			
	Fair Market Value: \$3,000	Fair Market Value: \$1,500	Fair Market Value: \$1,500	Fair Market Value: \$1,500	Fair Market Value: \$1,400



About Serving Seniors

Who We Are

Serving Seniors is a San Diego based nonprofit with a national and international reputation for providing impactful programs and services to older adults living in poverty. Serving Seniors is supported primarily by donations, grants, bequests and investments.

Our staff, board and volunteers believe each and every person is worthy of respect and dignity. Our goal is to provide seniors life sustaining services in a welcoming and supportive environment where they can get the help they need.

Who We Serve

Serving Seniors is dedicated to providing exceptional care and support services for adults age 60+. More than 85% of our clients live below the Federal Poverty Level and struggle to meet basic needs.

Our clients live on an average income of \$948/month and pay \$750 in rent, leaving just a few dollars a day to pay for food, medication, transportation and other expenses.

What We Do

Since 1970 Serving Seniors has been transforming the aging experience through our innovative approach to providing comprehensive services. Our method has earned national recognition as a model for helping seniors remain healthy and independent. We're the only organization in San Diego, and one of the few in the United States, that provides such a broad base of vital services to vulnerable, at-risk older adults.

Nutrition

Healthy, satisfying, culturally diverse meals 365 days a year; nearly 600,000 meals served each year at 9 congregate dining sites and delivered to 500+ homebound seniors.

Housing

Affordable, permanent, senior-friendly housing; homeless outreach, support and transitional housing.

Social and Supportive Services

Social services, case management and support. Local and national advocacy on behalf of seniors.

Lifelong Learning

Learning, socialization and fitness opportunities, including a cyber café with instruction/assistance available.

Health and Wellness Services

Healthcare services, nutrition and health education, free legal assistance regarding Medicare, Medi-Cal and other health and benefits programs. Psychiatric nurses and support groups.

Contact Information

For more information, please contact

Luke Dumas

Associate Director of Development, Corporate and Foundation Relations

Email

luke.dumas@servingseiors.org

Phone

619.487.0746



525 14th Street, Suite 200
San Diego, CA 92101
619.235.6572
servingseiors.org

Our Mission

Helping seniors in poverty live healthy and fulfilling lives.

Serving Seniors is a GuideStar rated organization and a Better Business Bureau Accredited charity. Tax ID: 95-2850121.

Board of Directors

Paul Downey
President and CEO

Executive Committee

Arlene Prater, *Board Chair*
Paul Sanit, *Finance Chair*
Karen Kolnes, *Governance Chair*
Marcus DiFiore
Gwenmarie Hilleary
P. Vien Nguyen
Jerry Schneider

Robert Borthwick
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Marjorie Fox
Dale Isaacs
Carole Lindsey
Betty McIntyre

Jordan Meyers
Jarvis Mueller
Lowell Potiker
Carl Shi
Simon Silva
Laura West

Experience of a Lifetime Event Committee Co-Chairs

Carole Lindsey and Marcus DiFiore



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