

2027 SPONSORSHIP OPPORTUNITIES

ELDERHELP *Essence OF Life* AWARDS & CHARITY AUCTION



**Southwestern
Yacht Club**

2702 Qualtrough St, San Diego



**Sunday,
March 21, 2027**

2:00 - 5:00 PM

All proceeds from Essence of Life go to support ElderHelp's personalized services that help seniors live safely, independently and with dignity in their own homes.

Essence of Life Awards & Charity Auction is ElderHelp's signature annual celebration, honoring the seniors and supporters who advance our mission of aging with dignity and independence. It's an afternoon of heartfelt recognition, community, and generosity in support of local seniors.



elderhelpofsandiego.org



619-241-8563



sbenson@elderhelpofsandiego.org

Thank you for considering a sponsorship partnership with ElderHelp - it's an investment in visibility with an audience that matters to your business.

Through our email newsletters, social channels, and event-day presence, your brand will reach an estimated **10,000+ views** over a six-month window — connecting you directly with a loyal, engaged audience.

SPONSORSHIP OPPORTUNITIES

PRESENTING SPONSOR — \$20,000

- Exclusive brand pairing as the sole Presenting Sponsor — your name everywhere the event is promoted
- VIP seating for 8 guests
- Speaking opportunity in front of ~160 guests
- Logo on all print & digital materials for 6+ months: pre-event marketing, invitation, program, signage, social posts, and email sends to 5000+ subscribers
- Estimated 10,000+ brand touches/views across the full sponsorship window
- ElderHelp webinar sponsorship - visibility through 4+ events throughout the year
- Dedicated social media spotlight post and feature story or video
- First right of refusal on 2028 Presenting Sponsorship

HONOREE SPONSOR — \$15,000

- VIP seating for 8 guests
- Introduce one of our distinguished honorees live on stage — face time with our most engaged donors
- Logo featured in the honoree video tribute (shown to the full room, shared on social/YouTube)
- Logo on event emails, invitation, signage, program, and pre-event marketing
- Social media feature story to 6,000+ subscribers and followers
- One monthly ElderHelp webinar sponsorship — with the senior & caregiver community
- Estimated 10,000+ brand touches/views across the full sponsorship window

PREMIER SPONSOR — \$10,000

- Reserved seating for 6 guests
- Logo on event emails, invitation, signage, program, and pre-event marketing
- Social media feature story to 6,000+ subscribers and followers
- One monthly ElderHelp webinar sponsorship — with the senior & caregiver community
- Estimated 10,000+ brand touches/views across the full sponsorship window

SUPPORT OUR SENIORS (SOS) — \$5,000

- Reserved seating for 4 guests
- Logo and listing in email, invitation, and program
- Estimated 10,000+ brand touches/views

COMMUNITY SPONSOR — \$2,500

- Seating for 2 guests
- Logo and listing in email, invitation, and program
- Estimated 10,000+ brand touches/views

PARTNER IN CARING — \$1,000

- Seating for 1 guest
- Logo and listing in email, invitation, and program

ADDITIONAL WAYS TO SUPPORT

Additional sponsorship opportunities include: **valet service** (\$750), **floral arrangements** (\$700) and **dessert sponsor** (\$500)

Auction Gifts

Donate unique auction items to get in front of 1,000+ guests and online bidders. Featured items receive strong visibility on social media, website, and emails to 10,000+ subscribers. All price points welcome. Call 619-241-8563 or contact auction@elderhelpofsandiego.org.

THE IMPACT OF ELDERHELP And How Your Sponsorship Extends It

In San Diego, one in three seniors lives alone, one in ten faces food insecurity, and one in four people experiencing homelessness is a senior. This growing hardship of isolation, instability, and rising costs threatens seniors' ability to safely age at home. ElderHelp is working to change this.

Our impact changes lives:

32x fewer falls

ElderHelp clients experienced nearly 32 times fewer falls.



10x less likely to be hospitalized

Older adults served by ElderHelp were more than 10 times less likely to be hospitalized.



5 years older

ElderHelp clients spend an extra 5 years in their homes before moving to long term care.



(compared to the national average)

Through care coordination, transportation, housing support, food delivery, home safety projects, volunteer connections and more, **ElderHelp builds a practical network of care** — helping seniors and families navigate aging. We focus on:

- **Wellness:** supporting **200** seniors with home visits and connecting **2,400+** with essential resources
- **Nutrition:** distributing **8,000** bags of fresh pantry staples to over **200** seniors yearly
- **Transportation:** providing more than **13,000** annual rides
- **Housing:** supporting **350+** seniors through HomeShare and in communities that foster stable housing
- **Home Safety & Maintenance:** completing **200** home safety projects to help prevent falls and increase safety

Your sponsorship extends the impact

10,000+

people who engage through Essence of Life



160+

guests who gather at the in-person event



1,000+

auction guests and online bidders



Ready to make an impact?

Contact Director of Philanthropy, Sarah Benson at 619-241-8563 or email sbenson@elderhelpofsandiego.org.