

BECOME A SPONSOR



FUNDRAISER

April 18 2020

LUTHER BURBANK CENTER FOR THE ARTS

[pickofthevine.org](http://pickofthevine.org)  [senioradvocacyservices.org](http://senioradvocacyservices.org)

Pick of the Vine raises funds to support programs that protect and advocate for Adults 65 to 105 across 6 counties

# BE THE DIFFERENCE

Sponsor today to help us make the North Bay a safe haven for our aging adults!

Contact: Karen Sheehan  
707.526.4108  
X201  
karens@sasnb.org

Complete the included pull-out form and fax to Senior Advocacy Services at 707.526.5118

OR

Complete and submit your form online at [pickofthevine.org/sponsor](http://pickofthevine.org/sponsor)



# ABOUT US

Pick of the Vine has been combining fundraising, wine and beer tasting and having a blast for 30+ years.

Pick of the Vine is a fundraising event for Senior Advocacy Services, a 501(c)3. Our staff and volunteers fulfill our mission by providing quality services that inform, protect and care for adults aged 65+. Our services are provided at no cost to our clients and residents. We are able to do this critical work thanks to the generosity of you - Our Sponsors.



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# Your Sponsorship Supports...

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The HICAP Program provides personalized

counseling, and community education on Medicare benefits. HICAP is an advocate when Medicare benefits and rights are threatened. Since January 2018 HICAP has served **2939** individuals and offered **147** seminars across 6 counties in the North Bay area.



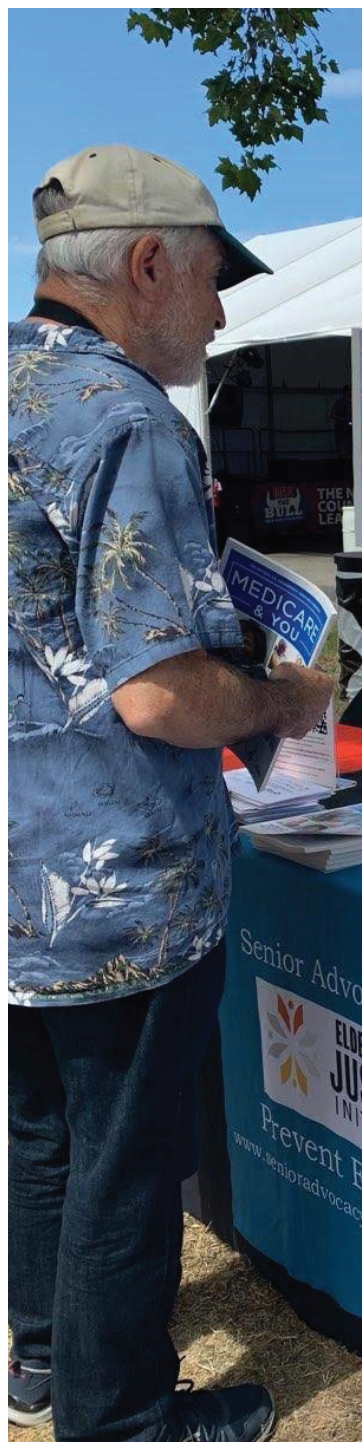
The Ombudsman are state certified individuals

who resolve the problems of residents of nursing homes and residential care facilities for the elderly. Since January 2018 Ombudsman served **5,500** residents in Sonoma County. They investigated and resolved over **1,000** cases. They regularly visited **188** facilities.



The Elder Justice Initiative was the first program to launch a coordinated service

approach to identifying and helping seniors who have become isolated in their homes and easily fall prey to financial, physical, psychological and even self abuse. Elder Justice brings together Adult Protective Services, Law Enforcement, Social Services and Healthcare at bi-monthly meetings to collaborate on challenges involving elders.



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IT'S A  
WIN / WIN

A Win for You

Increase Exposure  
and Awareness

Attract New  
Customers and  
Supporters

Improve Brand  
Perception



A Win  
for Our  
NonProfit

Funding to Increase  
our Reach to a  
Population At Risk  
of Abuse

Able to Educate  
More Caregivers  
and Facility Staff

Expand our work  
to preserve the  
quality of life of  
our seniors.

## Sponsorship & Advertising Opportunities

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### ALL SPONSORSHIPS INCLUDE

- Recognition on Social Media
- Recognition in Pick of the Vine program and website
- Company Logo prominently displayed at event
- Complimentary VIP Tickets

### Title Sponsor: \$20,000 - ONLY ONE AVAILABLE

- Naming rights for the Pick of the Vine
- 25' banner at Pick of the Vine
- Logo placed on the Header of the POV website
- Stage mention as Title Sponsor at the event
- Feature article in Newsletter, on POV and SAS blogs
- Company logo/hyperlink on Home page of POV and SAS websites for 12 months
- Company logo on all advertising
- 15 Complimentary VIP tickets

### Platinum Sponsor(s): \$15,000

- Company logo/hyperlink placed on Home page of POV and SAS websites for 12 months
- Feature article in Newsletter and POV and SAS blog
- Stage mention as Platinum Sponsor at the event
- Company logo featured on digital video screen at the event
- Company logo on all advertising
- 12 Complimentary VIP tickets

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### Gold Sponsor(s): \$10,000

- Company logo/hyperlink placed on POV and SAS websites for 6 months
- Stage mention as Gold Sponsor at the event
- Company logo in event program and invitations
- Featured article on POV and SAS Blog
- 10 Complimentary VIP tickets

### Silver Sponsor(s): \$2,500

- Company logo/hyperlink placed on POV website for 6 months
- Business listing in event program and invitations
- 6 Complimentary VIP tickets

### Bronze Sponsor(s): \$1,000

- Business listing/hyperlink placed on POV website for 6 months
- Business listing in event program
- 4 Complimentary VIP tickets

### Advocate(s): \$500

- Business listing placed on POV website
- Business listing in event program
- 2 Complimentary VIP tickets

### A La Carte Sponsorships:

- Stemware Sponsor: Have your company logo included on the Riedel stemware given to every attendee. **ONLY ONE AVAILABLE! \$5,000**
- Hors d'oeuvres Sponsor: Your company name/logo prominently displayed at buffet tables and your company logo on the buffet napkins. **ONLY ONE AVAILABLE! \$5,000**

## WHO ATTENDS

SUPPORTERS of Senior Advocacy Services. The 500 guests at Pick of the Vine are united in their vision to preserve the rights, dignity and quality of life for those 65 and over, aging at home or in long term care facilities.

Our attendees want to MAKE A DIFFERENCE in the world. They are homeowners, gourmet foodies, love to travel and are in the 40+ demographic reflective of 48% of the NorthBay population.

You will be able to connect with LEADERS in the community, politicians, business owners, law enforcement agencies, long term care facility staff and more!

# Thank You

## 2019 SPONSORS

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We would like to express our sincerest gratitude to our sponsors who helped make Pick of the Vine 2019 a wonderful event!

### PRESENTING SPONSORS

Traditions Behavioral Health  
Aurora Santa Rosa Hospital

### PREMIUM SPONSORS

Ceilume  
Coastal Products

### MAJOR SPONSORS

F&M Steel, Inc.  
Moss Adams  
Tweeten Eldercare Advisors

### BENEFACTORS

Advanced Auto Glass & Detail  
Exchange Bank  
Freeman Toyota & Lexus  
From the Heart Senior Services  
Galanti & Copenhaver, Inc. Trust & Estates  
Gardenworks, Inc.  
Personal & Financial Management for Seniors  
Sonoma County Wealth Advisors  
St. Joseph Health  
The Rotary Club of Santa Rosa Sunrise  
Traverso Chambers Private Wealth Management  
Watch Hill Capital, LLC

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# Thank You

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### SUPPORTERS

Advanced Pharmaceutical Consultants  
Discovery Office Systems  
Friedman's Home Improvement  
Jane Costello, Financial Advisor, Edward Jones  
Kevin O'Connell  
Peter and Marianne Estournes  
Said Jacob - Aurora Santa Rosa Hospital Medical Director  
The Heck Foundation  
Tri Counties Bank  
Wright & Gervais Accountants  
Wright Contracting

### ADVOCATES

Arthur J. Gallagher & Co.  
BeWell Network, Developing People & Places for Bottomline Results  
Dick & Julie Owens  
Dr Daniel T. Sullivan  
Geared for Growing Landscape Services  
GW2 Printing Inc.  
Harry North, Creative Environments  
Hughes Fiduciary Services  
Joyce Stewart Milks, Attorney  
Lakeville Autobody & Paint, Inc.  
Larry Marianella, M.D., P.C.  
MWI, Inc.  
Rob & Betsy Sanville  
Sanford Horowitz, Elder Abuse Attorney  
Summit State Bank

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90% of consumers will switch brands to support a cause.

90% of companies reported that partnering with a reputable nonprofit enhanced their brand.

87% of companies reported their employees appreciate when they support causes.

88% of companies believe effective engagement programs help attract and retain employees.

Become A Sponsor Of  
Pick Of The Vine 2020 Today!

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