



# AN OF EVENING COMEDY GALA

SATURDAY

OCT. 5, 2019

5:30pm - 9:30pm

Renaissance Newport Beach Hotel

Honoring Laurie Mirman  
CEO, Site Services with our  
2019 Impact Award



**Council  
on Aging**  
Southern California

Benefiting the SmileMakers Holiday Gift Project  
and the Council on Aging



“As our population of adults age 65 and older increases, the Council on Aging is committed to meeting the growing need for services - for you, your loved ones and every senior who needs our help.”

- Lisa Wright Jenkins, CEO & President  
Council on Aging - Southern California





An Evening of Comedy  
Event Committee

**Marty Diaz-Morris**

RH Morris Group  
Event Co-Chair

**Wendy Benkert**

Retired Associate  
Superintendent OC  
Department of Education

**Claudia Buisson**

Pascal Insurance &  
Financial Services

**Eileen Coe**

Seven Gables Real Estate

**Kaaren Hall**

uDirect IRA Services

**Fran McCutchin**

Retired Sr. Manager  
The Walt Disney Co.  
Event Co-Chair

**Laurie Mirman**

President  
Site Services  
Event Co-Chair

**Marina A. Parsons**

Corporate Vice President  
New York Life Insurance

**Jessie Patel**

RH Morris Group

**Brian Ruttencutter**

BBR Consulting

**Cindy Stieger**

SmileMakers Guild

Planning is underway for the Council on Aging - Southern California's **An Evening of Comedy** at the Renaissance Hotel in Newport Beach (formerly the Duke Hotel) on Saturday, October 5, 2019. **An Evening of Comedy** is a night filled with laughter that benefits our SmileMakers Holiday Project and other Council programs. This year, we are delighted that Channel 4 News Weatherman and comedian, Fritz Coleman, will be entertaining our guests. We are also proud to honor Laurie Mirman, President of Site Services, Laurie has been a steadfast supporter of the Council for over 10 years and generously volunteers her time and expertise on the **An Evening of Comedy** Event Committee.

**This event provides you with a rare marketing opportunity and promotional exposure to one of the most affluent audiences in Orange County. By becoming a sponsor, not only will your company receive exposure through various media platforms, you will have a unique opportunity to gain loyal new clientele.**

Your generous sponsorship will make an impact on the **14,000 seniors living in long-term care facilities who have no family member or friend involved in their care.**

The SmileMakers Holiday Project began in 1996 when a small group of our Ombudsmen noticed that many seniors received no gift at the holidays. Last year, the Smilemakers Holiday Project:

- Brought together 551 corporate and community group volunteers
- Who contributed 3,266 hours to collect, wrap and deliver
- 5,827 gifts to lonely seniors during the holiday season

The Council on Aging 's ability to continue to provide gifts to more seniors each year is due in large part to generous contributions from businesses and individuals.

Please consider becoming a sponsor of **An Evening of Comedy** and help us assure that no senior is forgotten. Enclosed please find more information on this exciting event and its sponsorship levels. Please complete and return the enclosed Sponsorship or Underwriting Form as well as payment for to the address below or call us directly. A member of our event committee will be following up with you to discuss your participation.

Thank you for considering supporting the SmileMakers Holiday Project and other Council Programs.

Sincerely,

*P.S. 88% of every dollar we spend supports programs and services that assist seniors and their families live safe, independent and dignified lives.*



**Council  
on Aging**  
Southern California

2 Executive Circle, Suite 175.Irvine, CA 92614.ph 714.479.0107.fax 714.479.0234.www.coasc.org





“The SmileMakers Program lets them know and everybody who is connected with them, the other residents, the people who visit, the staff members, that you are not forgotten; that people still care about you and that you matter as a person. We are dealing with people who sometimes feel neglected, ignored and when they see that people remember them, it’s a groundswell.”

– Lindlee, Long - Term Care Ombudsman





# 2019 Sponsorship Opportunities

## □ Presenting Sponsor - \$15,000

- Recognition in the printed invitation,\* newsletter, at the event & in media ads
- Banner ad on COASC website
- Link to your home page
- Table of 10 with premier seating
- Logo on front cover of printed program
- Full-page ad with priority placement in the printed program
- Half-page ad in the COASC Answers Guide
- Two complimentary bottles of premier wine at table
- Invitation to private SmileMakers Wrap Workshop Party
- Invitation to Aging as Art Reception

## □ Golden Angel - \$10,000

- Recognition in the printed invitation,\* newsletter, at the event & in media ads
- Table of 10 with premier seating
- Full-page ad with priority placement in the printed program
- Two complimentary bottles of premier wine at table
- Logo displayed on COASC website
- Invitation to private SmileMakers Wrap Workshop Party
- Invitation to Aging as Art Reception

## □ Silver Angel - \$5,000

- Recognition in the printed invitation,\* newsletter, at the event & in media ads
- Table of 10 with priority seating
- Full-page ad with key placement in the printed program
- Logo displayed on COASC website
- Invitation to Aging as Art Reception

## □ Guardian - \$2,500

- Recognition in the electronic invitation, at the event & in media ads
- 6 seats at the event
- Half-page ad in the printed program
- Name displayed on COASC website

## □ Patron - \$1,500

- Name Recognition in the electronic invitation, at the event & in media ads
- 4 Seats at the event
- Quarter-page ad in the printed program
- Name displayed on COASC website

## □ Caring Angel - \$750

- 2 Seats at the event
- Listing in printed program

## □ Table - \$2,000

- 10 Seats at the event
- Listing in printed program

## □ Individual Ticket - \$200

Proceeds from An Evening of Comedy support the SmileMakers Holiday Project and other Council Programs

\*Commitment must be received by July 2nd



**Council on Aging**  
Southern California  
Helping Seniors Remain Healthy, Connected & Protected

# 2019 Underwriting Opportunities

## □ Holiday Wrap Room - \$5,000

- Recognition in the printed invitation,\* newsletter, at the event & in media ads
- 6 seats at the event
- Full-page ad in the printed program
- Signage in the 2019 Smilemaker Workshop
- Logo displayed on COASC website
- Invitation to Aging as Art Reception

## □ Invitation Underwriter- \$3,500

- Recognition in the printed invitation,\* newsletter, at the event & in media ads
- 4 seats at the event
- Half-page ad in the printed program
- Logo displayed on COASC website

## □ Mystery Wine Cellar - \$5,000

- Recognition in the printed invitation,\* newsletter, at the event & in media ads
- 4 seats at the event
- Half-page ad in the printed program
- Logo on Wine Wall Display and wine bottles
- Signage on event tables
- Logo on Neoprene Wine Tote
- Invitation to Aging as Art Reception

## □ Valet Underwriter - \$3,000

- Recognition in the printed invitation,\* newsletter, at the event & in media ads
- 2 seats at the event
- Half-page ad in the printed program
- Logo displayed on COASC website
- Signage at Valet Parking
- Your company marketing material placed in each vehicle

## □ Auctioneer Underwriter - \$4,000

- Recognition in the printed invitation,\* newsletter, at the event & in media ads
- 4 seats at the event
- Half-page ad in the printed program
- Name displayed on COASC website
- Recognition during event by Auctioneer

## □ Comedian Underwriter - \$3,000\*\*

- Recognition in the printed invitation,\* newsletter, at the event & in media ads
- 2 Seats at the event
- Quarter-page ad in the printed program
- Name displayed on COASC website
- Recognition by Comedian at event

Proceeds from An Evening of Comedy support the SmileMakers Holiday Project and other Council Programs



**Council on Aging**  
Southern California

Helping Seniors Remain Healthy, Connected & Protected

\*Commitment must be received by July 2nd

\*\*Three Opportunities Available

# Honoree Tribute Ads

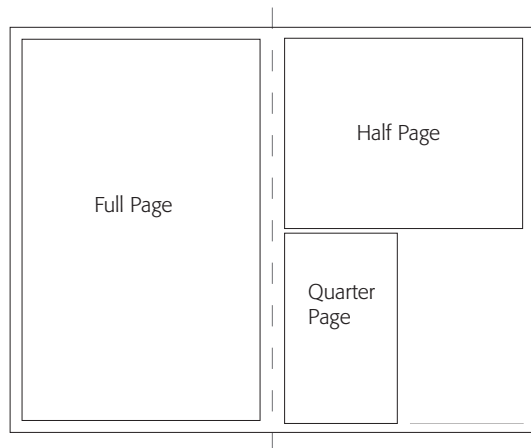
---

☐ **Inside Front or Back Cover** - \$1,500  
(5.5"W x 8.5"H (bleed))

☐ **Full Page** - \$1,000  
(5.5"W x 8.5"H (bleed))

☐ **Half Page** - \$500  
(5" W x 4"H)

☐ **Quarter Page** - \$250  
(2.375"W x 4"H)



**Submit Ad artwork by August 27, 2019**

## Publication Specifications

Accepted formats – high resolution jpg or PDF minimum resolution is 300 dpi. Ads must be in CMYK. Proof ads before sending, we do not provide proofs for review.

## Submit Ads

E-mail artwork to Rim Hussin: rhussin@coasc.org

# Payment Form

---

Name

Billing Address

City  State  Zip Code

Phone  Email

☐ Enclosed is my check payable to COASC for \$

☐ Charge \$  to my ☐ Visa ☐ MasterCard ☐ Amex

Credit Card #

Exp.  CSV

Signature

Mail Form to: Rim Hussin COASC 2 Executive Circle, Suite 175 Irvine CA 92614 Fax: (714) 479-0234 rhussin@coasc.org





“It’s a very endearing organization. I think it’s an opportunity for a lot of people to get together, no matter their age or their background, and we work towards a common goal and help support a population that is underserved.”

- Hedy, SmileMakers Guild Member

