



THE GREATEST GALA

ULTIMATE DINING EXPERIENCE • MARCH 14 2026



SIP & BITES UNDER THE BIG TOP IN-KIND FOOD & BEVERAGE SPONSORSHIP OPPORTUNITIES

38TH ANNUAL ULTIMATE DINING EXPERIENCE SATURDAY, MARCH 14, 2026 • HYATT REGENCY WESTLAKE

We invite you to participate in Senior Concerns' 38th Annual Ultimate Dining Experience as we showcase a handful of the best local restaurants and beverage purveyors in town!

Guests will enjoy an evening of food and beverage samplings, music, live and silent auctions, and the Ultimate Dining three-course dinner.

RESTAURANT AND BEVERAGE TASTINGS FROM 5:00-7:00 PM

We would be honored to feature you as one of our top restaurant and beverage purveyors.

This exclusive opportunity will feature you as one of five featured restaurants and one of five beverage purveyors allowing you to be front and center with guests.

Our goal: For guests to have first-class experience that they associate positively with your brand.

EVENT DEMOGRAPHICS

- 420 Business/Corporate Leaders, Elected Officials, Philanthropists, and Community Members
- Median age: 45-70
- Event attendance is split male/female 50/50
- A majority consider themselves connoisseurs of fine food and alcoholic beverages
- A majority dine out 3-7 times a month at a fine dining establishment
- A majority of attendees frequently cook and entertain at home
- A majority purchased alcoholic beverages more than six times a month

QUESTIONS? Contact Julie Harvey: jharvey@seniorconcerns.org or (805) 497-0189
seniorconcerns.org • SeniorConcerns is a 501(c)(3) Charitable Organization Tax ID #95-2992927

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BENEFITS

- Name on event signage*
- Opportunity to place promotional materials at your Big Top station
- Logo on event webpage with link through November 2026
- Logo/Write-up in event program book*



GUEST RELATIONSHIP BUILDING

- Ability to sign up attendees for clubs, special events, mailing lists, etc.
- Affiliate your brand with high-end consumer event targeting affluent beverage and food enthusiasts
- Find new quality customers by facilitating awareness of your brand through event tastings
- Gain media exposure among food, beverage and lifestyle media partners

According to Podium Research, three out of four consumers report that they are more likely to spend money at a local business if the business shows support for community issues and/or charitable causes.

*To be included in the printed event program, we must receive your high-resolution artwork (300 dpi, JPEG or PDF format) no later than Friday, February 20. Artwork received after this deadline cannot be guaranteed inclusion in the print program.



PROCEEDS BENEFIT SENIOR CONCERNS' CORE PROGRAMS

Since 1975, Senior Concerns has supported seniors and caregivers through the following vital programs that enhance health and well-being:

- Meals On Wheels/Home Delivered Meals • Adult Day Program • Senior Advocates • Caregiver Support Center • Support Groups • Financial & Legal Concerns • In-Home Geriatric Assessments • Memory Screenings • Rotary Home Repair Team • Positive Aging Seminars

Together, these programs serve more than 13,000 seniors and family caregivers each year across Eastern Ventura County and Western Los Angeles County.

For more information about Sip & Bites Sponsorship Opportunities,
contact Julie Harvey: jharvey@seniorconcerns.org or (805) 497-0189

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SIP & BITES UNDER THE BIG TOP

IN-KIND FOOD & BEVERAGE SPONSORSHIP AGREEMENT

Business Name: _____

Primary Contact: _____ Email: _____

Phone: _____ Website: _____

Mailing Address: _____

City, State, Zip: _____

Day-of Event Contact Name (Required): _____

Cell: _____ Email: _____

Event Schedule & Agreement

Sip & Bites Food & Beverage Sponsors Agree to:

- Arrive by 4 PM, be fully set up by 4:30 PM on Saturday, March 14, 2026, and provide tastings: 5-7 PM
- Refrain from station breakdown until guests are seated for dinner in the ballroom
- Provide 2-3 serving staff present throughout tasting period
- Provide service equipment (chafers, utensils, trays, dispensers, etc.)
- Provide all food and/or beverage items that are tapa-sized, grab-and-go tastings suitable for a standing reception
- Supply a 300 DPI high-resolution logo for program book write-up

Quantity Guidelines

- **Restaurants:** 350 tasting portions
- **Beverage Partners:** 2-3 cases of wine or comparable beer/cocktail/spirit offering

Excess beverages will be:

- Taken back Donated to Senior Concerns (tax receipt available)

Tasting Items (Brief Description)* _____

*Food vendors are encouraged to include one vegan option

Senior Concerns Agrees to Provide:

- Two (2) 6-foot tables (1 for food prep and 1 for serving); plates, napkins, and glassware; and electricity and ice (if requested in advance)
- **Advance Requests I Will Be Needing:** Electricity Ice
- **Tablecloth Choice (check one):** Standard tablecloth I will provide branded tablecloth

Ballroom Wine Donation (If Applicable)

- I will provide: 8 cases red 8 cases white

Brief Description of Wine for Program Book: _____

- I understand that wine will be opened and placed on tables for guest self-pour
- I will deliver my wine donation on **Friday, March 13, 2026 to the Hyatt Regency Westlake, 880 S. Westlake Blvd, Westlake Village, CA 91361**

Signature: _____ Date: _____

Please return completed agreement to: Julie Harvey, Director of Development,
jharvey@seniorconcerns.org or mail to: 401 Hodencamp Road, Thousand Oaks, CA 91360.
Thank you for your support!