

VIVALON'S 5TH ANNUAL

SOIRÉE D'ÉLÉGANCE

SATURDAY • MARCH 6, 2027 • 5:00 PM

PRIVATE CAR MUSEUM IN SAN RAFAEL

Celebrating the Golden Age of Longevity

An Evening of Glamour, Purpose, and Impact

WITH A $1 MILLION MATCH TO
HELP OLDER ADULTS THRIVE!

For more than 70 years,
Vivalon has empowered older adults and people with disabilities to live with health, independence, connection, and purpose.

About Vivalon

Helping Marin County Thrive at Every Age.

Vivalon's Programs include:

- Home-delivered meals
- Transportation services
- Healthy aging programs
- Social connection initiatives
- Volunteer engagement

Proceeds support:

- **Nourishment:** Providing meals for vulnerable older adults.
- **Mobility:** Helping seniors access medical care, groceries, and community resources.
- **Connection:** Combating isolation through programs that build belonging and purpose.



Vivalon’s 5th Annual Soirée d’Élégance

An Evening Inspired by Hollywood’s Timeless Golden Age







Lights. Camera. Glamour.

Step into an exclusive private automobile museum transformed into an elegant Hollywood-inspired celebration featuring:

- Vintage automobiles
- Red carpet arrivals
- Signature cocktails
- Gourmet dining
- Live entertainment
- Premium silent auction
- Inspirational program

Formal cocktail attire encouraged with Classic Hollywood flair.

A $1 MILLION MATCH

To help older adults thrive.

Thanks to Visionary Sponsor Vickie Soulier



We are thrilled to announce that Vickie Soulier, Presenting Sponsor of our 2026 Soiree d Elegance, has committed a $1 million matching gift for our 5th annual gala in 2027. Vickie's $500,000 match helped make this past year's Soiree a record-breaking success, and her new pledge doubles that extraordinary generosity.



Audience & Reach

Who You'll Reach

Expected Audience:

- Community leaders
- Business executives
- Philanthropists
- Civic leaders
- Healthcare professionals
- Marin County philanthropists who are passionate about Vivalon's mission

Benefits include:

- Brand visibility
- Community goodwill
- Employee engagement
- High-value networking
- Association with one of Marin's most respected nonprofits

Presenting Sponsor

Longevity Sponsor | $50,000

Benefits:

- Premier Listing in Event Program
- Social Media Posts & Website Listing
- Event Table Recognition
- Digital Display at Vivalon’s Healthy Aging Campus 1st & 2nd Floor
- Recognition on 3 Vivalon Buses and 6 Vans for One Year
- Stage Recognition at the Gala
- Donor Newsletter Feature
- 16 Soirée Event Seats and Premier Table Placement

Sponsorship Benefits

	Longevity Sponsor $50,000	Champion of Independence $25,000	Advocate of Aging Well $12,000	Friend of Vital Living $6,000	Caring Neighbor $3,000
Listing in Event Program	✓	✓	✓	✓	✓
Social Media Posts & Website Listing	✓	✓	✓	✓	✓
Event Table Recognition	✓	✓	✓	✓	✓
Digital Display at Vivalon's Healthy Aging Campus 1st & 2nd Floor	✓	✓	✓	✓	✓
Ads in Event Program	Full Page Inside Cover	Full Page Ad	½ Page Ad	¼ Page Ad	
Vivalon Bus Recognition for 6 Months	3 Buses	2 Buses	1 Bus		
Vivalon Transit Van Recognition for 6 Months	6 Vans	4 vans	2 Vans		
Dedicated Gratitude Message on the Side of Vivalon Buses	3 Buses				
Recognitions Throughout Evening Program	2	2	1		
Event Stage Recognition	✓	✓	✓		
Donor Newsletter Feature	✓	✓	✓		
# of Soiree Event Seats	16	16	8	4	2

Brand Visibility

FY26, July 2025–June 2026.

Your partnership reaches an engaged community across Vivalon's digital, social, and print channels.

1.28M+

Social media views & impressions
Facebook, Instagram & LinkedIn

63K+

Website page views*
Program & special event content

20K+

Social link clicks
Facebook & Instagram

5,000+

Newsletter circulation
Digital + print

Social Community

3,500+ followers across Facebook, Instagram and LinkedIn

Print + Email Reach

Digital newsletter delivered to approximately 3,000 subscribers twice monthly, plus 2,125 printed newsletters each month.

*Website figures reflect program and special event pages only.

Bus Recognition Examples





Funds raised help provide:

Thousands of meals delivered annually

Thousands of rides to essential services

Wellness and healthy aging programs

Lifesaving social connections

Together we help Marin's older adults age with dignity, health, and purpose.