

# Central Boston Elder Services CARE UNITES US

*Annual Fundraising Gala*

## Sponsorship OPPORTUNITIES

FOR INDIVIDUALS, GROUPS, AND BUSINESSES

*Aging Together With Love & Hope*



**cbes**  
Central Boston Elder Services  
Your connection to care

*Saturday October 25, 2025*

**5:00pm-10:00pm**

**The Westin Copley Place**

10 Huntington Ave  
Boston, MA 02116

**Come Socialize With Us**



[www.centralboston.org](http://www.centralboston.org)





# Potential New Sponsors



Dear CBES Friends:

Since 1974, CBES has been a beacon of hope, delivering high-quality, supportive in-home community-based programs and services to over **10,000 older adults** and **younger disabled individuals** in Boston's neighborhoods. Our mission has always been to ensure that our community members can live with dignity, independence, and joy.

However, the current budget deficits for the state Homecare Programs are real and will have a negative impact on our older adults. The 2026 Federal budget and potential cuts to Medicaid looms large. With **87% of our consumers on Medicaid**, these unprecedented budget cuts threaten their access to basic necessities like housing, food, and medicine.

Imagine having to choose between a meal and vital medication. For many of our consumers, this is their reality. The cuts also mean fewer transportation services for medical appointments and less access to technology that helps combat isolation and loneliness. These are not just services; they are lifelines.

**The urgency of this situation cannot be overstated.** Our upcoming fall fundraiser at the Westin Copley Place is a crucial event to support the 10,000 older adults we serve throughout Boston neighborhoods.

## What Your Gift Supports:

- **\$50- \$100 Food Insecurity**
- **\$300- Air Conditioner/Chair Lift**
- **\$500-\$600 Replace broken refrigerators for food and medicine**
- **\$1,000 Technology and training to connect isolated older adults**

In addition, your contribution can provide legal support for older adults facing physical/mental abuse and so much more. Your support means they can age in place with dignity and grace in the communities they helped build.

We are deeply grateful for the support provided through city, state, and federal funds, which are essential for older adults to access home care and other services that keep them in their homes and apartments, avoiding costly nursing facilities. But the reality is, **MORE FUNDING IS NEEDED IMMEDIATELY** to support and protect our older adults as we face home care and health services funding deficits in both this year's and next year's budgets. With tightening budgets, your support can help CBES advocate for older adults at risk of losing their MassHealth coverage, with nowhere else to turn.

On October 25th, CBES will host our annual Care Unites Us Gala at the Westin Copley Place where we will come together as a caring community dedicated to celebrating strength, compassion, and connection. We are aiming to raise **\$325,000** to meet the rising needs of our older adults and people with disabilities. **Your immediate support is critical.** With your help, CBES will continue to deliver essential services to reduce isolation and loneliness while maintaining wellness to help our older adults enjoy their well-deserved golden years.

**Please act now.** Your contribution can make a world of difference right now. Visit [www.centralboston.org/donate](http://www.centralboston.org/donate) or contact Divina Masso at [DMasso@central-boston.org](mailto:DMasso@central-boston.org) or 617-618-8290 to make your donation today. Together, we can ensure that our older adults continue to live with dignity, peace, and grace.

With gratitude,

*Sylvia L. Exantus*

Sylvia Exantus  
Chief Executive Officer

# Who We Are

Central Boston Elder Services (CBES) is a nonprofit organization dedicated to helping aging adults and individuals with disabilities live safely and independently at home. Since 1974, we have delivered high-quality, culturally responsive health and human services to communities across Boston.

Each month, we serve approximately 10,000 individuals through a broad network of over 60 provider agencies. Our programs include home care, protective services, disability assistance, clinical assessments, emergency food support (e.g., gift cards through Project Bread), residence service coordination, veterans' services, and more.

At CBES, we are committed to reducing social, economic, and health disparities. We work together with families, caregivers, and community partners to ensure every individual is treated with dignity, respect, and compassion

## About the Event

On Saturday, October 25, 2025, Central Boston Elder Services will host its Annual Care Unites Us Gala at the Westin Copley Place from 5 PM to 10 PM. This semi-formal celebration will bring together over 400 community leaders, elected officials, caregivers, and supporters for an inspiring evening of connection, recognition, and joy.

Guests will enjoy a lively reception, elegant dinner, and awards program, live entertainment, dancing, a silent auction, and curated gift bags. This intergenerational event will bring together younger and older generations alike, reflecting the shared values and community spirit that unite us in care.

Our 2025 theme, *'Aging Together with Love and Hope,'* is a tribute to the power of unity, compassion, and community at every stage of life. Proceeds from the gala directly support programs that help aging adults and individuals with disabilities live safely and independently at home, surrounded by care and dignity.



***Aging Together with  
Love & Hope***





# Why Sponsor

Proceeds from the Care Unites Us Gala will directly support Central Boston Elder Services' mission to help aging and disabled adults live safely, independently, and with dignity in the communities they call home.

Your sponsorship will:

- **Help us meet the growing demand and rising costs of providing essential in-home and community-based services**
- **Expand our Digital Equity & Literacy Program to reduce social isolation and increase digital access for older adults**
- **Create more opportunities for clients to stay connected and engaged in their communities**
- **Double support for our Little Necessities Fund, which helps cover urgent, quality-of-life needs such as bedding, dentures, air conditioners, and home furnishings**

By partnering with CBES, you are investing in people—ensuring that thousands of older adults and individuals with disabilities can remain in the homes they love, surrounded by compassionate care and community. Your support helps preserve dignity, promote equity, and strengthen the systems of care that unite us all.

20  
25



Come Socialize With Us



[www.centralboston.org](http://www.centralboston.org)



# Meet Our Team

Central Boston Elder Services relies on the dedication and expertise of our committed Executive Team and Board of Directors.

## Our Leadership Team



**Sylvia L. Exantus**  
Chief Executive Officer



**Fernando Joves**  
Chief Financial Officer



**Gina Hudson**  
Chief Program Officer



**Doreen Lindsay**  
Chief Human  
Resources Officer

# Meet Our Team

Central Boston Elder Services relies on the dedication and expertise of our committed Executive Team and Board of Directors.

## Our Board Members



**Royal Bolling Jr.**  
Board President



**Selwyn M. Eccles**  
Board Vice President



**Ronald Pierre-Louis**  
Board Treasurer



**Michelle B. LaPointe**  
Board Clerk



**Angela Chase**  
Board Member



**Beverly Gray**  
Board Member



**Pearline Williamson**  
Board Member



**Mary K.Y. Lee**  
Board Member

# CORPORATE SPONSORSHIP LEVELS AND BENEFITS

CBES Fundraiser Gala Saturday, October 25, 2025



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## Unity Visionary

- Acknowledgement as the presenting sponsor during the program
- Opportunity to deliver brief remarks from the podium
- 25 tickets with VIP seating
- Complimentary wine service with dinner
- 3 valet passes
- Opportunity to include marketing materials in all guest gift bags
- 1 full-page color ad with prominent placement in the program book
- Premier placement of your logo across all event assets, signage, printed and digital materials, on-screen presentation, event website, social media, and e-blasts

**\$50,000**

## Caring Partner

- Acknowledgement as a Caring Partner during the program
- 20 tickets to attend the event
- Complimentary wine service with dinner
- 1 valet pass
- 20 gift bags for guests
- Opportunity to place marketing materials in all gift bags for guests
- 1 full-page color ad in the printed program book
- Logo placement in signage, event materials, e-blasts, event website, social media posts, and on screen during the event

**\$25,000**

## Promise Builder

- Acknowledgement as a Promise Builder Sponsor during the program
- 15 tickets to attend the event
- 15 custom logo t-shirts (*\*Available to first 4 sponsors at this level\**)
- 15 gift bags for guests
- 1 full-page color ad in the printed program book
- Logo placement in signage, event materials, e-blasts, event website, social media posts, and on screen during the event

**\$15,000**

# CORPORATE SPONSORSHIP LEVELS AND BENEFITS

CBES Fundraiser Gala Saturday, October 25, 2025



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## Hope Champion

- Acknowledgement as a Hope Champion Sponsor during the program
- 10 tickets to attend the event
- 10 gift bags
- 1 full-page color ad in the printed program book
- Logo placement on signage, event materials, e-blasts, event website, social media posts, and on screen during the event

**\$10,000**

## Harmony Hero

- Acknowledgement as a Harmony Hero during the program
- 5 tickets to attend the event
- 5 gift bags
- 1 half-page color ad in the printed program book
- Logo placement on signage, event materials, e-blasts, website, social media posts, and on screen during the event

**\$5,000**

## Individual Ticket

- 1 ticket to attend the event
- 1 gift bag
- 1 program book

**\$200**

## Compassion Advocate

- 3 tickets to attend the event
- 3 gift bags
- 1 quarter-page color ad in the printed program book
- Logo listed in the program book

**\$3,000**

## Friends of CBES

Submit your name as a Friend of CBES and/or the name of a deceased staff member, volunteer, or board member as a tribute to their years of service and/or volunteer work with CBES.

**\$**

## Full Page Ad

- 1 full-page color ad in the printed program book
- 1 Program Book

**\$1,000**

## Half Page Ad

- 1 half-page color ad in the printed program book
- 1 Program Book

**\$750**

## Quarter Page Ad

- 1 quarter-page color ad in the printed program book
- 1 Program Book

**\$500**



Ad Specs for  
full color program book

**Ad Submission Deadline**

**Friday, September 26, 2025**

Send ADs at 300 dpi resolution  
via email to: [edelyn@signaturedesigns.org](mailto:edelyn@signaturedesigns.org)

Send PC or MAC files in  
EPS, JPEG, Tiff, or PDF format.

**FULL  
PAGE**

Trim Size: 5.5" H x 8.50" W  
Bleed Size: 5.75" H x 8.75" W  
Ad in high-res format in PDF  
or JPEG form

**HALF  
PAGE**

Trim Size: 5.5" H x 4.25" W  
Bleed Size: 5.75" H x 4.5" W  
Ad in high-res format in  
PDF or JPEG form

**QUARTER  
PAGE**

Trim Size: 4.25" H x 2.75" W  
Bleed Size: 4.5" H x 3" W  
Ad in high-res format in  
PDF or JPEG form

Please, no faxes, web graphics, or bleeds.  
Logo dimensions should be **700px x 210px** (w x h) either in gif, png, or jpg format

**Contact**

If you have a question, please contact:  
[DMasso@centralboston.org](mailto:DMasso@centralboston.org) | 617-618-8290 or [edelyn@signaturedesigns.org](mailto:edelyn@signaturedesigns.org)

# SPONSOR RESPONSE FORM FOR INDIVIDUALS, GROUPS, AND BUSINESSES



Business or Organization \_\_\_\_\_ Date \_\_\_\_\_

Contact Person \_\_\_\_\_ Title \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Telephone \_\_\_\_\_ Email \_\_\_\_\_

## Yes, please accept our pledge to support your

- |  |          |   |         |
|--|----------|---|---------|
| <input type="checkbox"/> Unity Visionary | \$50,000 | <input type="checkbox"/> Compassionate Advocate | \$3,000 |
| <input type="checkbox"/> Caring Partner  | \$25,000 | <input type="checkbox"/> Full Page Ad           | \$1,000 |
| <input type="checkbox"/> Promise Builder | \$15,000 | <input type="checkbox"/> Half Page Ad           | \$750   |
| <input type="checkbox"/> Hope Champion   | \$10,000 | <input type="checkbox"/> Quarter Page Ad        | \$500   |
| <input type="checkbox"/> Harmony Hero    | \$5,000  | <input type="checkbox"/> Individual Ticket      | \$200   |
|  |          | <input type="checkbox"/> Friends of CBES        |         |

## Payment Options

- ☐ Please send an invoice
- ☐ We will send a check or make payment via ACH payable to: **Central Boston Elder Services**

Attn. Fernando Joves, CFO  
Central Boston Elder Services  
2315 Washington St.  
Boston, MA 02119

Credit card, Please check one: ☐ Master Card ☐ Visa ☐ Discover ☐ American Express

Card# \_\_\_\_\_ Expiration Date \_\_\_\_\_ Security Code \_\_\_\_\_

Name on Card \_\_\_\_\_ Signature \_\_\_\_\_

Billing Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

- ☐ We are unable to sponsor, but would like to advance the services of CBES with a donation of \_\_\_\_\_.

For more information or to submit your sponsorship form, please contact Divina Massó via: phone: 617-618-8290  
email: [dmasso@centralboston.org](mailto:dmasso@centralboston.org)



**Come Socialize With Us**



[www.centralboston.org](http://www.centralboston.org)



## Contact

If you have a question, please contact:

**DMasso@centralboston.org | 617-618-8290 or edelyn@signaturedesigns.org**



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