



## NEW YORK

### EVENT REPORT

## Sponsor SBE Helps Growing APLA Oscar Benefit

The AIDS fund-raiser at the Abbey added the big-time nightlife group and a burgeoning guest list to its dinner tent.

Elton John's party down the block may be the more buzzed-about AIDS fund-raiser on Oscar night, but **AIDS Project L.A.**'s viewing dinner and after-party at the **Abbey** is the cozier alternative—and it's gaining steam every year. APLA's **Adrienne Levey**, who oversees the event, this year partnered with big-name sponsor **SBE Entertainment Group**, past partner **Esquire**, and a handful of others. At his turn to speak, SBE's **Sam Nazarian** told the assembled guests that what started as a small, grassroots fund-raiser has grown into a party for more than 600, "and next year I hope to see 1,000. That's my goal." **Jennifer Love Hewitt** hosted for the third year.



The viewing portion of AIDS Project L.A.'s Oscar dinner and after-party filled a clear-top tent behind the Abbey.



To decorate the cocktail space Gabriel Pacheco arranged yellow roses in test tube-like vessels.



Centerpieces comprised of roses and hydrangeas adorned the tabletops of the dinner.



For dessert guests munched on cupcakes.



**AIDS Project L.A.'s Academy Awards viewing dinner and after-party**

The Abbey

Sunday, 02.25.07, 5 PM onward

Audiovisual Production

Flowers

Invitation Design

Invitation Printing

Production

Rentals

Valet

Venue

**Exhibit Lighting Group Inc. ★★ ★**

**Gabriel Pacheco Flower Design**

**Beynon Creative Communications**

**Insync Media**

**Bolthouse Productions/SBE**

**Town & Country Event Rentals**

**King Valet Parking Service**

**The Abbey — West Hollywood**

For the pre-telecast cocktail hour, [Gabriel Pacheco Flower Designs](#) placed yellow roses throughout the interior space; his work included unusual arrangements that hung from the bars with each stem in a delicate container that looked like a test tube. Then the crowd moved into a clear-top tent behind the venue for the viewing party, where Pacheco combined roses and hydrangeas in warm, autumnal colors in towering centerpieces atop alternating earth-toned table linens.

The Abbey's in-house chef prepared a menu of mixed green salad with candied walnuts and sun-dried cranberries, and seared chicken breast on wild mushroom duxelles or four-cheese ravioli with roasted tomato truffle. Cupcakes—those omnipresent desserts on the special-event circuit—featured the logos of nominated films on their frosted tops.

—[Alesandra Dubin](#)

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