

sponsorship commitment form

Please print and complete form in full

Contact Name: _____

Company Name: _____

Address: _____

City, State, Zip: _____

Phone: _____

Fax: _____

E-mail: _____

Sponsorship/Donation Level:

- Presenting Gold Silver Bronze
 Vendor Silent Auction Item
 Donation in the amount of: \$ _____

Program Advertising:

- Full Page Half Page Quarter Page
 Text-Only Tribute Ad
Three lines of text in a special section

Sponsors and Vendors:

Type of service _____

What items will you distribute? _____

Will you require...

- ...electricity? Yes No
...a table? Yes No
...more space than one table?

Note: A \$50 fee will be charged for each additional table

- Yes No
...private or quiet space?
 Yes No
...more than two people on site?
 Yes No

Do you need any additional equipment?

- Extra chairs Garbage can
 Other: _____

Terms and Conditions

- Please include a logo sample or e-mail your logo (EPS preferred. TIFF and JPEG are acceptable. We cannot use Microsoft Word logos.) to jpaventi@alzcn.org.
- Due to limited space, please let us know if you do not plan to use your vendor table.
- Booths must be manned from 5:30-10:15 p.m. Vendors must provide their own power strips and extension cords, if needed.
- Sponsor and vendor tables are limited to **two representatives** each.

Payment Options

- Check is enclosed Please invoice me
Please make checks payable to Alzheimer's Association, Central New York Chapter. If you wish to pay by credit card, please contact us by phone at 315-617-4025 during business hours and, at the menu, please press 6.

Please Complete and Return This form by March 17, 2010

Agreement

Your signature below indicates that you have read this brochure and agree to all terms, conditions and benefits.

Please complete this form in full and return with payment to:

A Night to Remember
Alzheimer's Association, Central New York Chapter
258 Genesee Street • Suite 509
Utica, NY 13502
Fax: 315-735-3959

Direct all other questions to Julie Darling at 315-617-4025 x117 or jdarling@alzcn.org.



the ultimate girls night out

april 9, 2010
6-10 p.m.
valentino's banquet hall
new hartford

event sponsorship packages and details

Presenting Sponsors



BROOKDALE
SENIOR LIVING

Clare Bridge Clinton
Villas Sherman Brook

www.alzcn.org/antr

what is it?

A Night to Remember is a fundraising event billed as the "Ultimate Girls Night Out." Its Spring 2009 debut was a smashing success, measured by the number of guests, vendors and sponsors who told us how much they enjoyed themselves and that they could not wait for next year.

Planning for the 2010 event is underway! A Night to Remember 2010 moves to Valentino's Banquet Hall in New Hartford with a bigger format for the new year!

why participate?

The answer to this question is simple — we can help you reach a coveted demographic. Our event is aimed directly at women between the ages of 30-65. These are the decision makers at home and work. They juggle busy professional and personal lives and their time is at a premium. We bring them together for an evening of:

- Pampering, with massage therapy and manicures
- Fine food and desserts, courtesy of the area's finest eateries
- Clothing and jewelry, with the latest styles from local businesses and consultants
- Shopping, with displays from local shops and vendors

A silent auction of donated items attracts bids throughout the evening.

By participating, your business will have access to a captive audience to market your goods or services. In return, you build your customer base and earn their respect as an organization that supports the 11,000 people in the Mohawk Valley living with Alzheimer's.

sponsorship levels

presenting sponsor: \$2,000

- An exclusive benefit limited to one company.
- Banner recognition identifying your company as the Presenting Sponsor (Banner is created and purchased by the Alzheimer's Association if company cannot provide).
- Logo placement on A Night To Remember printed materials, website and commemorative guest gift.
- Logo placement in alzmail, the Association's email newsletter (sent to over 900 people daily). The Association will provide a report of clickthroughs to website from alzmail by request. Presenting Sponsor will receive three one-week rotations.
- Four complimentary VIP tickets.
- Vendor table at no additional cost.
- Recognition as a Presenting Sponsor in event journal.
- Enrollment as a member in the Alzheimer's Early Detection Alliance corporate program (learn more at www.alz.org/AEDA).

gold sponsor: \$1,200

- Banner at event (Corporation is asked to supply a banner if possible prior to the event).
- Logo placement in alzmail, the Association's e-mail newsletter (sent to over 900 people daily). The Association will provide a report of clickthroughs to website from alzmail by request. Gold Sponsor will receive two one-week rotations.
- Sign recognition at venue entrance.
- Logo placement on commemorative gift. Logo's size will be at least half the size of the presenting sponsor, but twice as large as the silver sponsor.
- Vendor table at no additional cost.
- Two complimentary VIP tickets.
- Recognition as a Gold Sponsor on website and in event journal.
- Enrollment as a member in the Alzheimer's Early Detection Alliance corporate program (learn more at www.alz.org/AEDA).

silver sponsor: \$750

- Logo placement in alzmail, the Association's email newsletter (sent to over 900 people daily). The Association will provide a report of clickthroughs to website from alzmail by request. Silver Sponsor will receive one one-week rotation.
- Sign recognition at venue entrance.
- Logo placement on commemorative gift. Logo will be half the size of the gold sponsors' logo(s).
- Two complimentary general admission tickets.
- Vendor table at no additional cost.
- Recognition as a Silver Sponsor on website and in event journal.
- Enrollment as a member in the Alzheimer's Early Detection Alliance corporate program (learn more at www.alz.org/AEDA).

bronze sponsor: \$500

- Sign recognition at venue entrance.
- Vendor table at no additional cost.
- Recognition as a Bronze Sponsor on website and in event journal.
- Two complimentary general admission tickets.
- Enrollment as a member in the Alzheimer's Early Detection Alliance corporate program (learn more at www.alz.org/AEDA).

vendor table: \$200

- Vendor table at event.
- Inclusion in online vendor list at alzcn.org.

advertising

An event journal will be distributed free of charge to all guests. Advertising options include:

- Full-Page Ad (5 inches wide by 8 inches tall): \$150.
- Half-Page Ad (5 inches wide by 4 inches tall): \$100.
- Quarter-Page Ad (2.5 inches wide by 4 inches tall): \$75
- Text-Only Tribute Ad (three lines of text): \$50

advertising specs:

- Please follow sizes listed above.
- Ads should be provided as PDF or EPS files. PSD, JPEG and TIFF files can be accepted. We **cannot** accept Microsoft Word documents.
- All ad space is black and white.
- Ads should be e-mailed to jpaventi@alzcn.org.
- If you do not have an ad, we can design one for you for a \$75 design fee.

silent auction

Part of the evening's program is a silent auction of items which appeal to women. Artwork, gift certificates, gift baskets, jewelry and wine were all high-interest items at the 2009 event.

To donate an item for the silent auction, contact the Mohawk Valley Regional Office to arrange for pickup or delivery of your item (contact info on reverse).

donations

Companies who are not able to take part as a sponsor, advertiser or auction donor may make a cash donation in support of the event. Donations will be acknowledged by mail for tax purposes and recognized in the event journal.

Use the form on the reverse to make your corporate donation.