



The 2011 Alzheimer's Gala
A Love Not Forgotten
 ALZHEIMER'S ASSOCIATION DESERT SOUTHWEST



Event Details

Date Saturday, February 19, 2011

Location The Phoenician
 6000 East Camelback Road
 Scottsdale, Arizona 85251
 The Grand Ballroom

Complimentary Valet Parking at the
 New Ballroom Entrance Round

Schedule 5:30 pm Hosted Cocktail Reception
 Silent Auction Open

7:00 pm Welcome & Dinner
 Silent Auction Closes

8:00 pm Mission Moment & Live Auction

8:45 pm Dancing
Sonoran Serenade
17-piece Swing Band

Contacts Alzheimer's Association Gala Committee
 Bob Dowd, 2011 Gala Chair
 bdowd@labpart.com

Alzheimer's Association Desert Southwest Chapter
 Dan Lawler, Development Director
 dan.lawler@alz.org



About Alzheimer's Association

The Alzheimer's Association is the only national health and social service organization dedicated to research, and to providing support and assistance to people with Alzheimer's disease, their families and caregivers. Founded in 1980, the association works through a network of chapters across the country.

The Alzheimer's Association Desert Southwest Chapter provides programs and services to thousands of families including Helpline – a 24/7 assistance line, Safe Return, Family Care Consultation, Education, Early Stage Programs and Legislative Advocacy. For additional information on education programs, Alzheimer's disease, or any of our programs, please call the Desert Southwest Chapter at 800.272.3900 or visit us online at www.alz.org/dsw or www.alzdsw.org.

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Alzheimer's Association History

Alzheimer's disease is not a normal part of aging. It is a progressive disease of the brain for which there is currently no cure. There are more than 5 million Americans with Alzheimer's today. And, for every person with the disease, another four are touched by it as family members, friends, or caregivers.

The vision of the Alzheimer's Association is a world without this tragic disease. We seek to fulfill this mission through the advancement of research, providing and enhancing care and support for all affected, and reducing the risk of dementia through the promotion of brain health. The purpose of the Desert Southwest Chapter is to empower and support individuals, families, care partners and communities affected by dementia in Arizona and Southern Nevada.

Today, the Chapter's staff and volunteers impact over 20,000 individuals with Alzheimer's disease and their families in the two-state area through six core programs:

- **Helpline / Information and Referral**
- **Family Care Consultation**
- **Support Groups**
- **Early Stage Programming**
- **Education Programs**
- **MedicAlert + Safe Return**



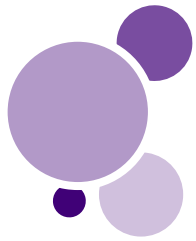
'Ditto.'



'I think our love can do anything we want it to.'

Alzheimer's Fast Facts

- **Over 5.3 million** people in the United States are living with Alzheimer's
- Alzheimer's and dementia **triple healthcare costs** for Americans age 65 and older
- Every **70 seconds**, someone develops Alzheimer's
- Alzheimer's is the **seventh-leading** cause of death
- The direct and indirect costs of Alzheimer's and other dementias to Medicare, Medicaid and businesses amount to more than **\$148 billion** each year
- The Desert Southwest Chapter is an efficient and effective steward of donor dollars, with **86 cents out of every dollar** donated going directly to programs and services



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2010 *A Love Not Forgotten Gala*

The **2010 A Love Not Forgotten Gala** was a huge success! Held on February 13th at The Phoenician Resort, the Gala showcased the wonderful programs and research of the Alzheimer's Association, with a special focus on our new Early Stage programming.

Attendees had an enchanting time, enjoying a romantic evening filled roses, dinner and dancing. Music was provided by the 17-piece big band, Sonoran Serenade.

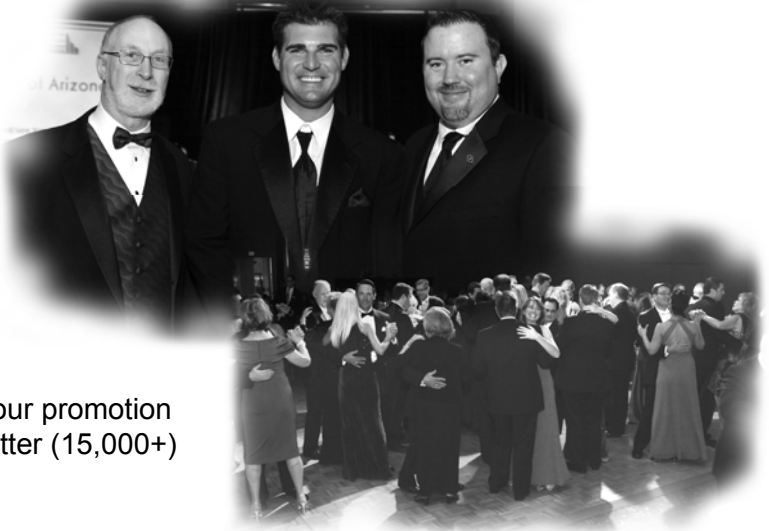
Through our sponsors, silent and live auction, the evening raised over **\$115,000** for local programs and services as well as the latest advancements in research.

Join us in making the 2011 Gala an even bigger and better success!



Sponsorship Highlights

- Screen presence throughout the evening
- Being a part of Arizona's Marquee event raising funds for Alzheimer's Care and Research
- Tickets to the Gala -- an extraordinary evening and celebration
- Advertising space in the Gala program
- Opportunity to reach new clients through our promotion on our website (www.alz.org/dsw), newsletter (15,000+) and monthly e-newsletter (5,000+)



alzheimer's  association
 desert southwest chapter

Sponsorship Opportunities



| | Saguaro Blossom \$25,000 | Rose \$15,000 | Dahlia \$10,000 | Lily \$7,500 | Orchid \$5,000 | Iris \$2,500 |
|--|--|---------------------------------------|---|-------------------------------|-------------------------------|-----------------|
| Web Presence | | | | | | |
| Association Website | Dedicated Page & Logo | Logo | Logo | Name | Name | Name |
| Gala Presence | | | | | | |
| Individual Logo Display at Gala <i>(projection or poster)</i> | • | • | • | • | • | • |
| Engraved Plaque | • | • | | | | |
| Opportunity to Address Gala Attendees from the Stage | • | | | | | |
| 2011 Right of First Refusal | • | | | | | |
| Verbal Recognition from Stage | • | • | • | • | | |
| Evening's Slide Show | Solo Logo | Solo Logo | Logo | Logo | Name | Name |
| Promotional Space in Gala Program | Color Full Page | Full Page | Half Page | Quarter Page | | |
| Event Tickets | 20 People <i>(2 tables - prime)</i> | 10 People <i>(1 table - prime)</i> | 10 People <i>(1 table - preferred)</i> | 10 People <i>(1 table)</i> | 10 People <i>(1 table)</i> | 4 People |
| Visibility | | | | | | |
| Press Releases and Media Buys <i>(using logo when able)</i> | • | • | • | • | | |
| Save the Date | Logo | Logo | Logo | | | |
| Invitation | Logo | Logo | Name | | | |
| Newsletter (15,000) | Logo | Logo | Name | Name | Name | |

IMPORTANT NOTES

* Sponsor will provide company logo and/or promotional piece (for program) in PDF, EPS or Vector-based artwork to the Chapter

* Deadline for Gala invitation inclusion is December 1, 2010

* Deadline for program and event-day signage inclusion is January 14, 2011

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Yes!

We will sponsor the 2011 Alzheimer's Association Gala! *(check all that apply)*

Sponsorship Options

- \$25,000 Saguaro Blossom
- \$15,000 Rose
- \$10,000 Dahlia
- \$ 7,500 Lily
- \$ 5,000 Orchid
- \$ 2,500 Iris



"You must allow me to tell you how ardently I admire and love you."



"Nobody puts Baby in a corner."

Payment Information

- I would like to purchase ____ ticket(s) at \$250 each.
- I cannot attend, but will support the cause:
 \$_____ (as a 501c3, all donations are tax deductible)
- I would like to pay my pledge with:
 - A Check (payable to Alzheimer's Association)
 - Credit Card: Visa Mastercard Am Express Discover

_____ card number _____ expiration date

_____ signature _____ date

Contact Information

_____ company / organization name

_____ address _____ city _____ state _____ zip

_____ primary sponsor contact _____ phone _____ email

_____ primary graphic/design contact _____ phone _____ email

_____ signature _____ date

please return this form to:

alzheimer's  association
 desert southwest chapter

1028 E McDowell Road • Phoenix, AZ 85006 • 602.528.0545 p • 602.528.0546 f