



alzheimer's  association®

Galas

& SPECIAL
EVENTS
SPONSORSHIP



Alzheimer's Association[®] Nationwide Gala Portfolio

The nationwide galas and special events of the Alzheimer's Association raise awareness and funds to further Alzheimer's disease care, support and research. Each event is set in an outstanding venue, ranging from the Waldorf = Astoria in New York to the Beverly Hilton in Los Angeles. These events draw prominent celebrities, social philanthropists, policymakers, business leaders and advocates together to advance the cause.

In 1984, Princess Yasmin Aga Khan founded the New York Rita Hayworth Gala in honor of her mother, later inspiring the Chicago Rita Hayworth Gala. Laurie Burrows Grad founded "A Night at Sardi's" in Los Angeles in honor of her father, the late playwright/director Abe Burrows.

An exclusive invitation

To attend. To sponsor. To be recognized. Discover the variety of sponsorship opportunities within our nationwide gala portfolio. Your support demonstrates your commitment to caring for those affected by Alzheimer's today — and signals your investment in creating a future free from the disease tomorrow.

By supporting one or more of these galas, you will aid ongoing efforts to find methods of prevention, treatment and a cure for this deadly disease. You will be a part of a glamorous, entertaining and celebrity-filled evening to raise awareness about the disease and the Alzheimer's Association.

Whether you choose to invest in a single gala or a package of gala sponsorships, we are happy to help you find the best opportunities to meet your company's strategic goals.

Year-round opportunities

Beginning in the spring and continuing through the fall, each gala has a distinctive feel and guest list to reach a wide variety of Association constituents. Choose the event that will best showcase your brand's leadership in working toward a world without Alzheimer's disease.

About Alzheimer's Disease

- Today, more than **5 million** Americans are living with Alzheimer's disease — 200,000 with younger-onset Alzheimer's. By 2050, as many as 16 million Americans will have the disease.
- In 2011, more than **15 million** family and friends provided 17 billion hours of unpaid care to those with Alzheimer's and other dementias.
- Another American develops Alzheimer's disease every **68 seconds**. In 2050, an American will develop the disease every 33 seconds.
- Alzheimer's disease is the **sixth-leading cause of death** in the United States.
- Costs of caring for people with Alzheimer's and other dementias will soar from the estimated \$200 billion this year to a projected \$1.1 trillion per year by 2050. Average per person Medicare payments for those with Alzheimer's and other dementias are three times higher than for those without these conditions.

“The Alzheimer's Association continues to bring together a dynamic group who are working to achieve *a world without Alzheimer's* for future generations.”

- Princess Yasmin Aga Khan



Los Angeles “A Night at Sardi’s”

Wednesday, March 20, 2013
Beverly Hilton, Beverly Hills
Anticipated attendance: 1,000-plus



“A Night at Sardi’s” is an annual celebrity musical revue and awards dinner to benefit the care, support and research efforts of the Alzheimer’s Association. More than 1,000 prominent entertainment industry leaders — in addition to celebrities — gather to recognize advances in the fight against Alzheimer’s and rally around the growing movement to end the disease.



To date, “A Night at Sardi’s” has raised more than \$20 million to address this rapidly growing health crisis. The Alzheimer’s Association funds cutting-edge research, raises awareness and helps to address the needs of Americans living with the disease and their caregivers.

Sponsorship Levels	
Champion Benefactor	\$100,000
Diamond Benefactor	\$50,000
Platinum Benefactor	\$25,000
Gold Benefactor	\$10,000
Silver Benefactor	\$5,000
Individual Seats	\$1,250 and \$500 each

Sponsorship Benefits

Champion Benefactor at \$100,000 including:

- Two VIP tables of 12 at “A Night at Sardi’s”
- A premium two-page spread in the Tribute Journal as Champion Benefactor
- Listing in all media and printed materials
- Special recognition during the event
- Complimentary on-site Know the 10 Signs of Alzheimer’s Disease corporate seminar for employees

Diamond Benefactor at \$50,000 including:

- One VIP table of 12 at “A Night at Sardi’s”
- A premium two-page spread in Tribute Journal as Diamond Benefactor
- Listing in all media and printed materials
- Special recognition during the event
- Complimentary on-site Know the 10 Signs of Alzheimer’s Disease corporate seminar for employees

Platinum Benefactor at \$25,000 including:

- One VIP table of 10 at “A Night at Sardi’s”
- A premium two-page spread in the Tribute Journal as Platinum Benefactor
- Listing in all media and printed materials
- Complimentary on-site Know the 10 Signs of Alzheimer’s Disease corporate seminar for employees

Gold Benefactor at \$10,000 including:

- One preferred table of 10 at “A Night at Sardi’s”
- A full-page advertisement in the Tribute Journal as Gold Benefactor
- Listing in all media and printed materials
- Complimentary on-site Know the 10 Signs of Alzheimer’s Disease corporate seminar for employees

Silver Benefactor at \$5,000 including:

- One preferred table of 10 at “A Night at Sardi’s”
- A full-page advertisement in the Tribute Journal as Silver Benefactor
- Listing in all media and printed materials

Individual seats at \$1,250 including:

- One preferred seat at “A Night at Sardi’s”
- A listing in the Tribute Journal as Friend of the Alzheimer’s Association

Individual seats at \$500





Chicago Rita Hayworth Gala

Saturday, May 11, 2013
Hilton Chicago, Chicago
Anticipated attendance: 600-plus



Princess Yasmin Aga Khan began this event in honor of her mother, actress Rita Hayworth, who died as a result of Alzheimer’s disease. Under Princess Yasmin Aga Khan’s leadership, over \$59 million has been raised through the Rita Hayworth Galas. These funds, combined with other donations, have helped the Alzheimer’s Association work toward our vision of a world without Alzheimer’s disease.

The Chicago Rita Hayworth Gala, held annually on Mother’s Day weekend, attracts more than 600 guests to celebrate and honor medical research in the treatment, prevention and cure for Alzheimer’s disease, as well as care and support programs for those affected. The evening includes a cocktail reception, three-course dinner, program, auctions and live music for dancing.

Sponsorship Levels	
Presenting Sponsor	\$100,000
Champion Sponsorship	\$50,000
Tribute Sponsorship	\$25,000
Benefactor Sponsorship	\$10,000
Table Sponsorship	\$5,000
Individual Seats	\$2,500, \$1,000 and \$500 each

Sponsorship Benefits

Champion Sponsorship at \$50,000 including:

- Two premier tables for up to 12 at the Chicago Rita Hayworth Gala
- Logo on Chicago Rita Hayworth Gala website with link to company website
- Listing on the Chicago Rita Hayworth Gala Save the Date Card
- Listing in Chicago Rita Hayworth Gala Invitation (if received by February 1, 2013)
- Verbal recognition at podium during Chicago Rita Hayworth Gala program
- Continuous recognition/logo on screens at the Chicago Rita Hayworth Gala
- A 2-page, black-and-white advertisement in the Chicago Rita Hayworth Gala Ad Journal
- Complimentary on-site Know the 10 Signs of Alzheimer's Disease corporate seminar for employees

Tribute Sponsorship at \$25,000 including:

- A premier table for up to 12 at the Chicago Rita Hayworth Gala
- Listing in Chicago Rita Hayworth Gala Invitation (if received by February 1, 2013)
- Verbal recognition at podium during Chicago Rita Hayworth Gala program
- Continuous recognition/logo on screens at the Chicago Rita Hayworth Gala
- A full-page, black-and-white advertisement in the Chicago Rita Hayworth Gala Journal
- Complimentary on-site Know the 10 Signs of Alzheimer's Disease corporate seminar for employees

Benefactor Sponsorship at \$10,000 including:

- A select table for 10 at the Chicago Rita Hayworth Gala
- Recognition/logo on screens at the Chicago Rita Hayworth Gala and on select printed materials
- A full-page, black-and-white advertisement or tribute in the Gala Journal
- Complimentary on-site Know the 10 Signs of Alzheimer's Disease corporate seminar for employees

Table Sponsorship at \$5,000 including:

- One table for 10 at the Gala
- Recognition on selected printed Gala materials
- A half-page, black-and-white advertisement or tribute in the Gala Journal

Individual seats

- \$2,500
- \$1,000
- \$500





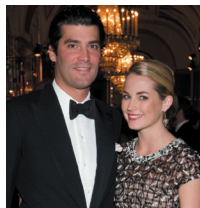
New York Rita Hayworth Gala

Tuesday, October 22, 2013
Waldorf=Astoria, New York, New York
Anticipated attendance: 600-plus



Princess Yasmin Aga Khan began this event in honor of her mother, actress Rita Hayworth, who died as a result of Alzheimer’s disease. Under Princess Yasmin Aga Khan’s leadership, more than \$59 million has been raised through the Rita Hayworth Galas. These funds, combined with other donations, have helped the Alzheimer’s Association make significant progress toward our vision of a world without Alzheimer’s disease.

Held annually in October and attracting more than 600 guests, the New York Rita Hayworth Gala celebrates and honors individuals who are dedicated to fighting Alzheimer’s disease through their fundraising, care and volunteer efforts. The evening includes a cocktail reception, three-course dinner, program, auctions, live music, entertainment and dancing.



Sponsorship Levels	
Underwriting Chair (Sold through 2018)	\$175,000
Champion Table	\$50,000
Benefactor Table	\$35,000
Tribute Table	\$25,000
Sponsor Table	\$12,500
Individual Seats	\$5,000, \$3,500, \$2,500 and \$1,250 each

“Thank you for the conscientious and active part you play. I hope every one of you continues to help us carry the torch forward, so that one day Alzheimer’s will only be something it currently destroys – a memory.”

- Princess Yasmin Aga Khan

Sponsorship Benefits

Champion Table(s) at \$50,000 including:

- A premier table at the Gala
- Recognition as an Associate Chair in the Gala Journal
- A full page, 4-color advertisement in the Gala Journal

Benefactor Table(s) at \$35,000 including:

- A prime table at the Gala
- Recognition as an Associate Chair in the Gala Journal
- A full page, 2-color advertisement in the Gala Journal

Tribute Table(s) at \$25,000 including:

- A select table at the Gala
- Recognition as an Associate Chair in the Gala Journal
- A full page, black-and-white advertisement in the Gala Journal

Sponsor Table(s) at \$12,500

Individual Seats at:

- \$5,000
- \$3,500
- \$2,500
- \$1,250





National Alzheimer’s Dinner

Tuesday, April 23, 2013
Renaissance, Washington, D.C.
Anticipated attendance: 800 plus



The National Alzheimer’s Dinner is an evening to raise awareness of Alzheimer’s disease and benefit the care, support and research efforts of the Alzheimer’s Association. Held during the Alzheimer’s Association’s Advocacy Forum, public figures and their constituents are honored for their efforts to take the fight against Alzheimer’s to the next level. Our country’s most influential and respected political, business and entertainment leaders will gather to celebrate advances — and to rally around this growing movement in our nation’s capital.



Tables	
Presenting Sponsor (sold)	\$150,000
Champion Circle/Corporate Leadership Circle	\$50,000
Tribute Sponsor	\$25,000
Benefactor Sponsor	\$10,000
Sponsor	\$5,000



Sponsorship Benefits

Presenting Sponsorship at \$150,000 including:

- Speaking opportunity for chair from stage during program. (3 minutes)
- Listed as Presenting Sponsor on all event materials including invitation, online registration and Dinner website
- Listed as Presenting Sponsor on all event signage
- Two tables of 12 (1 VIP seating and 1 premier seating)
- Opportunity to host VIPs and other dignitaries
- Premier placement on full-page, 4-color ad in Dinner Program (i.e. inside front or back cover)
- Opportunity to host an Auxiliary Roundtable meeting in conjunction with the Alzheimer’s Association Advocacy Forum (Association to provide assistance with meeting room and invitations)

Champion Sponsorship at \$50,000 including:

- Two tables of 12 with premier seating
- Opportunity to host VIPs and other dignitaries
- Name recognition on stage during dinner
- Name recognition in event (print and electronic) materials
- Corporate identity or name recognition on dinner website
- Full-page, 4-color ad in dinner program

Tribute Sponsorship at \$25,000 including:

- Two tables of 10 with preferred seating
- Opportunity to host VIPs and other dignitaries
- Name recognition in event (print and electronic) materials
- Corporate identity or name recognition on dinner website
- Full-page, 4-color ad in dinner program

Benefactor Sponsorship at \$10,000 including:

- One table of 10 with select seating
- Opportunity to host VIPs and other dignitaries
- Name recognition in select event (print and electronic) materials
- Half-page, 4-color ad in dinner program

Sponsorship at \$5,000 including:

- One table of 10
- Opportunity to host VIPs and other dignitaries
- Name recognition in select event (print and electronic) materials



About the Alzheimer's Association

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The Alzheimer's Association is the world's leading voluntary health organization in Alzheimer's care, support and research.

Our mission is to eliminate Alzheimer's disease through the advancement of research; to provide and enhance care and support for all affected; and to reduce the risk of dementia through the promotion of brain health.

Our vision is a world without Alzheimer's disease®.



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alz.org

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