

GALA

Remembering Our Stars Gala

MAY 19, 2012
The Depot
Minneapolis



2011 Gala - photo: Scott Nelson

"Wells Fargo is proud to support the Alzheimer's Association and the important work it does to eliminate the disease, educate the community about brain health and support those affected. We are fortunate that their expertise is so accessible."

Jon R. Campbell

*Executive Vice President,
Head of the Social Responsibility Group,
Wells Fargo, N.A.*

The annual *Remembering Our Stars Gala* is among the top formal fundraising events in the Twin Cities each year. More than 800 influential community and business leaders attend this gala evening, which celebrates the lives of loved ones with dementia and raises funds to underwrite the Association's support, education, advocacy and research efforts.

Join chairs Cheryl Olseth and James Empson and emcee and KARE11 News Anchor Diana Pierce for this elegant evening, which includes a reception and silent auction followed by a gourmet dinner, live entertainment and an engaging program.

Your investment as a sponsor will allow you to:

- Entertain clients, employees, family or friends.
- Gain invaluable visibility within the community.
- Honor and celebrate the lives of those who have been affected by dementia.

We appreciate all of the support from our volunteers, sponsors and event donors. A special thank you to the 2011 Event Chairs, Emily and Ryan Oberlander, and the 2011 Gold and Silver Sponsors for their support and dedication.

Gold Sponsors

Carmen & Jim Campbell • The Richard McNamara Family Foundation
Ron & Carole Lee Randall • Ted & Fran Yoch / ARAnet, Inc.

Silver Sponsors

Allianz Life Insurance of North America • Diane Cohen, Karen Koentopf & Colleen Ryan
The Denny Family • Evercare • Fredrikson & Byron, PA • The Goodman Group
Beverly N. Grossman • Johnson & Johnson Company • Lowry Hill
Machov Family Philanthropic Fund • Oppenheimer Wolff & Donnelly LLP
Smead Manufacturing Company • Upsher-Smith Laboratories, Inc. • The Waters Senior Living



*Chris Nowinski, 2011 Gala Keynote Speaker
photo: Dan Bresnahan*

Premium sponsorship levels and customized benefits are available. Please contact Jennifer Schroeder for more information.

GALA SPONSORSHIP BENEFITS	Gold \$10,000	Silver \$5,000	Bronze \$2,500
Pre-Event			
Recognition on Online Auction website (Spring 2012)	Logo & link		
Recognition on Save-the-Date postcard (4,800)	Name		
Recognition in Association constituent e-blast (17,000)	Logo & link		
Recognition in the Gala invitation (4,800)	Name	Name	
Recognition in May 2012 issue of <i>Mpls.St.Paul Magazine</i> ad	Logo	Name	
Recognition on Gala website through June 2012	Logo & link	Logo	Name
Day-of Event			
Opportunity to provide a branded gift to attendees (<i>pre-approved by Association</i>)	X		
Parking vouchers	10		
Dinner and Gala seating	20 people (preferred seating)	10 people (preferred seating)	10 people
Recognition in the Gala program (900)	Name	Name	Name
Recognition on the video screen during the Gala	Logo	Logo	Name
Tribute/Ad in the Gala program (900)	Full page	Half page	Quarter page
Post-Event			
Recognition in the 2013 Association sponsorship handbook	Name	Name	
Recognition in Association Newsletter (27,000)	Logo	Logo	Name

PRINT DEADLINES: SAVE-THE-DATE 12/21/11; INVITATION 2/20/12; PROGRAM 4/13/12; MPLS.ST.PAUL MAGAZINE AD SPRING 2012

Become a Gala table host by purchasing ten tickets or bringing a group of friends. Individual tickets also are available.

For more information, contact Stephanie Dix, Relationship Events Coordinator, at (952) 857-0545 or stephanie.dix@alz.org.

Exclusive Marketing Opportunities*

Printing (\$10,000)

- Logo and link on Gala website through June 2012.
- Full-page tribute/ad in Gala program (900).
- Logo on all printed event materials indicating "Printing Sponsored By".
- Logo recognition on the video screen at the Gala.
- Four tickets to the event and parking vouchers.
- Logo and link in Association constituent e-blast (17,000).
- Logo and link on Online Auction website (Spring 2012).

Video (\$10,000)

- Logo and link on Gala website through June 2012.
- Full-page tribute/ad in Gala program (900).
- Logo included in video shown at the Gala indicating "Video Sponsored By".
- Logo recognition on the video screen at the Gala.
- Four tickets to the event and parking vouchers.
- Logo and link in Association constituent e-blast (17,000).
- Logo and link on Online Auction website (Spring 2012).

Décor (\$5,000)

- Logo and link on Gala website through June 2012.
- Half-page tribute/ad in Gala program (900).
- Logo recognition on video screen at the Gala indicating "Décor Sponsored By".
- Name recognition in the Gala program (900).
- Two tickets to the event.

Wine (\$5,000)

- Logo and link on Gala website through June 2012.
- Half-page tribute/ad in the Gala program (900).
- Logo recognition on a sign at bar stations indicating "Wine Sponsored By".
- Name recognition in the Gala program (900).
- Two tickets to the event.

Entertainment (\$2,500)

- Logo on Gala website through June 2012.
- Quarter-page tribute/ad in the Gala program (900).
- Verbal recognition when entertainment is introduced.
- Name recognition in the Gala program (900).

* All marketing opportunity underwriters will receive recognition in the Association's newsletter (27,000).

THANK YOU FOR BECOMING A COMMUNITY PARTNER THROUGH YOUR 2012 PARTICIPATION.

Your investment will help make a positive difference for all those we serve.

COMMITMENT FORM

ORGANIZATION INFORMATION

Contact Name _____

Organization _____
(Write exactly how your company should be recognized)

Address _____

City _____ State _____ Zip _____

Phone _____ Fax _____

E-mail _____

CONFERENCE SPONSORSHIP

- Faith (\$5,000)
Dedication (\$2,500)
Loyalty (\$1,500)

UNDERWRITING

- Name Tag Lanyards (\$3,500)
Riverview Retreat (\$2,500)

EXHIBITOR

- Premier (\$750)
Standard (\$550)

GALA SPONSORSHIP

- Gold (\$10,000)
Silver (\$5,000)
Bronze (\$2,500)

UNDERWRITING

- Printing (\$10,000)
Video (\$10,000)
Décor (\$5,000)
Wine (\$5,000)
Entertainment (\$2,500)

WALK TO END ALZHEIMER'S SPONSORSHIP

- Long-Distance (\$5,000)
Speed Racer (\$2,500)
Sprinter (\$1,500)

UNDERWRITING

- Printing (\$10,000)
Advertising (\$10,000)
Transportation (\$5,000)
Prize Drawing (\$3,000)

ANGEL SPONSORSHIP

- 2012 Angel (\$25,000)

TWINS NIGHT SPONSORSHIP

- Home Run (\$2,500)

REASON TO HOPE SPONSORSHIP

- Hope (\$2,500)

TOTAL 2012 COMMITMENT \$ _____

- I am interested in hosting an event to raise money for the Alzheimer's Association.
I am interested in volunteering for the Alzheimer's Association.
I am interested in joining AEDA.
I am interested in forming a team for the Walk to End Alzheimer's.

PAYMENT INFORMATION

Check Enclosed Visa/MasterCard/Discover Card Number _____

Expiration _____ Security Code (last 3-4 digits on the back signature panel) _____

Name as it appears on the card _____

Above address is the credit card billing address OR Billing Address _____

City _____ State _____ Zip _____

Signature _____

Please make checks payable to the Alzheimer's Association Minnesota-North Dakota. Forms can be faxed to (952) 830-0513 or mailed with payment to:

Alzheimer's Association Minnesota-North Dakota, Attention: Jennifer Schroeder, 4550 West 77th Street, Suite 200, Minneapolis, MN, 55435.

Effective January 1, please mail to: 7900 W 78th St, Suite 100, Edina, MN, 55439.

Questions or Comments? Contact Jennifer Schroeder, Corporate and Donor Relations Manager, at (952) 857-0536 or jennifer.schroeder@alz.org.