



October 13, 2020

Hope on the Harbor is an annual gala that brings together corporate and philanthropic leadership from the greater Boston area to support the Alzheimer's Association's mission. Each year, the event honors a Corporate Champion and an Individual/Family Champion who are making a difference in the fight against Alzheimer's. With more than 600 attendees annually, this premier event raises awareness and funds to support our vision of a world without Alzheimer's.

2020 Executive Dinner Committee

Richard F. Connolly, Jr.
Managing Director – Financial Advisor
Morgan Stanley Wealth Management
Dinner Chair

Tom Croswell
President & Chief Executive Officer
Tufts Health Plan
Dinner Chair

Marty Donohue
Partner, Creative Director
Full Contact
Executive Dinner Committee Co-Chair

Jim Ross
Retired, Executive Vice President
State Street Global Advisors
Executive Dinner Committee Co-Chair

Alyssa Albertelli
Jeff Elton
Jack Faer
Richard Fentin
Stephen F. Foley
Lindsay Foye
Deb Glasser

Barry Greene
Teresa Hassara
Karin Hellsvik
Surya Kolluri
Paul Kraft
Desmond Mac Intyre
Jeremy Perisho

Ana Radeljevic
Robert L.Reynolds
Clare Richer
Michael F. Ripp
Joseph Salerno
Nadeem Sarwar
John Stadtler
Paul S.Stuka

Families impacted by Alzheimer's include your friends, colleagues and clients. Over 5.8 million Americans are living with Alzheimer's disease and by 2050, without a cure, this number is projected to rise to nearly 14 million. With one in eight Americans over the age of 65 living with Alzheimer's, it is likely that you already know someone who is dealing with this disease daily.

The Alzheimer's Association is the leading voluntary health organization in Alzheimer's care, support and research. All of our services are at no cost to families. Our goal is to engage, mobilize and partner with corporations and individuals to advance our mission.

With your support, we will increase awareness, advocacy, resources and research and realize our vision of a world without Alzheimer's and all dementia.



HOPE ON THE HARBOR BENEFACTOR SPONSOR \$100,000

Event Benefits

- All sponsor employees, friends, and family are invited to virtually attend and access event
- Recognition as Benefactor Sponsor on streaming platform
- Speaking opportunity during the virtual program
- Prominent sponsor logo scrolling on screen with opportunity for electronic company message
- Verbal recognition as Benefactor Sponsor at **Hope on the Harbor** virtual event
- Invitation to all guests to attend VIP event with physician/researcher including Q & A session

Marketing/Social Media Benefits

- Sponsor logo prominently featured as a Benefactor Sponsor on the **Hope on the Harbor** electronic invitation, provided commitment made by **August 28, 2020**
- Prominent sponsor logo recognition on the **Hope on the Harbor** website landing page as well as sponsor tab
- A flight of digital ads announcing the sponsorship/partnership, co-branded with sponsor and the Alzheimer's Association's Hope on the Harbor event, to run on Boston and business news sites for 7-10 days
- Social media ads, to coordinate with the digital ads, to run for 7-10 days
- Video post from company CEO, to be posted on Alzheimer's Association MA/NH Chapter social media sites
- One post per month from August to November 2020 on Facebook event page
- Prominent sponsor logo in pre-event logistics email
- Prominent sponsor logo in post-event thank you email
- Included in "We Sponsor Because" with 1-minute video submission

Pre - and Post - Event Visibility and Opportunities

- Tailored educational opportunity for employees and/or clients. Examples include customer service training, Employee Assistance Program training for Human Resources, or "Know the Ten Signs" training
- Sponsor logo on signage at 2021 Kick-off event
- Sponsor name listed in MA/NH Chapter's Year in Review.
- Exclusive access to educational videos, photos, documentaries, etc.

Please note: All educational programs will be offered virtually until safe gatherings can resume





HOPE ON THE HARBOR TRIBUTE SPONSOR \$50,000

Event Benefits

- All sponsor employees, friends, and family are invited to virtually attend and access event
- Sponsor logo scrolling on screen with opportunity for electronic company message
- Verbal recognition as Tribute Sponsor at **Hope on the Harbor** virtual event
- Invitation to all guests to attend VIP event with physician/researcher including Q & A session

Marketing/Social Media Benefits

- Sponsor logo prominently featured as a Tribute Sponsor on the **Hope on the Harbor** electronic invitation, provided commitment made by **August 28, 2020**
- Sponsor logo recognition on the **Hope on the Harbor** website landing page as well as sponsor tab
- Social media ads announcing the sponsorship/partnership, co-branded with sponsor and the Alzheimer's Association's Hope on the Harbor event, to run for 7-10 days
- Video post from company CEO, to be posted on Alzheimer's Association MA/NH Chapter social media sites
- One post per month from August to November 2020 on Facebook event page
- Sponsor logo in pre-event logistics email
- Sponsor logo in post-event thank you email
- Included in "We Sponsor Because" with 1-minute video submission

Pre - and Post - Event Visibility and Opportunities

- Tailored educational opportunity for employees and/or clients. Examples include customer service training, Employee Assistance Program training for Human Resources, or "Know the Ten Signs" training
- Sponsor logo on signage at 2021 Kick-off event
- Sponsor name listed in MA/NH Chapter's Year in Review
- Exclusive access to educational videos, photos, documentaries, etc.

Please note: All educational programs will be offered virtually until safe gatherings can resume





HOPE ON THE HARBOR CHAMPION SPONSOR \$25,000

Event Benefits

- All sponsor employees, friends, and family are invited to virtually attend and access event
- Sponsor logo scrolling on screen with opportunity for electronic company message
- Verbal recognition as Champion Sponsor at **Hope on the Harbor** virtual event
- Invitation to all guests to attend VIP event with physician/researcher including Q & A session

Marketing/Social Media Benefits

- Sponsor logo prominently featured as a Champion Sponsor on the **Hope on the Harbor** electronic invitation, provided commitment made by **August 28, 2020**
- Sponsor logo recognition on the **Hope on the Harbor** website landing page as well as sponsor tab
- Social media post announcing the sponsorship, to be posted on Alzheimer's Association MA/NH social media sites
- One post per month from August to November 2020 on Facebook event page
- Sponsor logo in pre-event logistics email
- Sponsor logo in post-event thank you email

Pre - and Post - Event Visibility and Opportunities

- Tailored educational opportunity for employees and/or clients. Examples include customer service training, Employee Assistance Program training for Human Resources, or "Know the Ten Signs" training
- Sponsor logo on signage at 2021 Kick-off event
- Sponsor name listed in MA/NH Chapter's Year in Review

Please note: All educational programs will be offered virtually until safe gatherings can resume





HOPE ON THE HARBOR HONOR SPONSOR \$15,000

Event Benefits

- All sponsor employees, friends, and family are invited to virtually attend and access event
- Sponsor name recognized on screen during virtual program

Marketing/Social Media Benefits

- Company listed as Honor Sponsor on sponsor tab on the Hope on the Harbor Website
- One post per month from August to November 2020 on Facebook event page
- Sponsor listing in pre-event logistics email
- Sponsor listing in post-event thank you email

Pre - or Post Event Opportunity

- Educational Lunch and Learn program for employees at company
- Sponsor name listed in the MA/NH Chapter's Year in Review

Please note: All educational programs will be offered virtually until safe gatherings can resume





HOPE ON THE HARBOR PROMISE SPONSOR \$10,000

Event Benefits

- All sponsor employees, friends, and family are invited to virtually attend and access event
- Sponsor name recognized on screen

Marketing/Social Media Benefits

- Company listed as Promise Sponsor on sponsor tab on the Hope on the Harbor website
- Sponsor listing in pre-event logistics email
- Sponsor listing in post-event thank you email

Pre - or Post Event Opportunity

- Company name listed in the MA/NH Chapter's Year in Review





2020 HOPE ON THE HARBOR SPONSORSHIP COMMITMENT FORM

SPONSOR INFORMATION

Company (as to be displayed) _____

Contact Name _____

Company Billing Address _____

City/State/Zip _____ Phone _____

Email _____ Fax _____

Website _____ Facebook Page _____

Twitter Handle _____ Instagram Handle _____

SPONSORSHIP COMMITMENT

Sponsorship Level _____

PAYMENT INFORMATION

Total commitment: \$ _____

Authorized Signature _____ Date _____

Print Name _____ Title _____

Secondary billing contact and address _____

All sponsorship payments are due no later than 10/1/2020.

Your sponsorship is tax deductible to the extent allowed by law. The Alzheimer's Association, Massachusetts/New Hampshire Chapter is a 501 (c)(3) organization, Federal ID #13-3039601. A receipt with tax deduction information will be sent upon payment. Checks should be made payable to the **Alzheimer's Association**. Information about electronic wire transfers is available upon request.

Submit this completed form to: Anna Davidoff, Alzheimer's Association, 309 Waverley Oaks Road, Waltham, MA 02452

Sponsor warrants and represents that all its products and services comply with all applicable federal, state and local laws and regulations. Alzheimer's Association has the right to immediately cancel this sponsorship agreement in the event that sponsor has: a) Had its license(s) revoked by any governmental authority exercising jurisdiction over sponsor; b) Sponsor has voluntarily surrendered its license(s) after being cited for misconduct by any governmental authority exercising jurisdiction over that party; c) Sponsor has been alleged to have willfully violated the laws, rules or regulations of any jurisdiction or any governmental authority exercising jurisdiction over sponsor; d) Otherwise violated the terms of sponsorship, which will be determined at the sole discretion of the Alzheimer's Association.

For more information, contact:
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617.393-2092 or alross@alz.org / www.HopeOnTheHarbor.org