

ALZHEIMER'S  ASSOCIATION®

*Hope*

**on the Harbor**

**Seaport Hotel**

*May 16, 2024*

[hopeontheharbor.org](http://hopeontheharbor.org)

## EXECUTIVE LEADERSHIP COMMITTEE

### **Marty Donohue**

Partner and Creative Director

Full Contact

Executive Leadership Committee Co-Chair

### **Rob Baldassarre**

Partner, Economic and Valuation Services

KPMG

Executive Leadership Committee Co-Chair

### **Rich Linton**

President and COO

Empower

Executive Leadership Committee Co-Chair

### **Stephen Clarke**

**Tim Driver**

**Barry Greene**

**Surya Kolluri**

**Paul Kraft**

**Melody Libby**

### **Hector Montesino**

**Clare Richer**

**Jim Ross**

**Joe Salerno**

**John Stadtler**

## HOST COMMITTEE

**Christina Hennessy**

**Chris Leibman**

**Innessa Manning**

**Jeremy Perisho**

# Hope on the Harbor

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. This premier event raises awareness and funds to support our vision of a world without Alzheimer's and all other dementias.

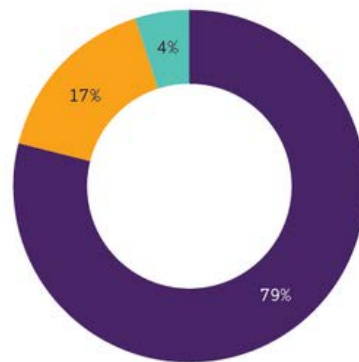
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The Alzheimer's Association is the leading voluntary health organization in Alzheimer's care, support and research.

**Our Vision:** A world without Alzheimer's and all other dementia.

**Our Mission:** The Alzheimer's Association leads the way to end Alzheimer's and all other dementia — by accelerating global research, driving risk reduction and early detection, and maximizing quality care and support.

## WHERE DO MY DONATIONS GO?



- Alzheimer's Care, Support, Research, Awareness & Advocacy
- Fundraising
- Management & General

**6 in 10** caregivers were employed in the past year.

These individuals worked an average of

**35 hours**

per week while caregiving.



**18%** of caregivers went from full-time to part-time or cut back hours.



**Nine percent**

of caregivers gave up working entirely.

**57%** OF EMPLOYED CAREGIVERS HAD TO GO IN TO WORK LATE, LEAVE EARLY OR TAKE TIME OFF DUE TO CAREGIVING DEMANDS.



**Six percent** retired early.



#### **CARE AND SUPPORT**

We work on a national and local level to provide care and support for all those affected by Alzheimer's and all other dementia.



#### **RESEARCH**

As the largest nonprofit funder of Alzheimer's research, the Association currently has over \$360 million invested in over 1,000 best of field projects in 53 countries that are working toward methods of treatment, prevention and ultimately, a cure.



#### **ADVOCACY**

The Association is the leading voice for Alzheimer's disease advocacy, fighting for critical Alzheimer's research and care initiatives at the state and federal level.

# WHY SPONSOR?



*"The Alzheimer's Association plays a pivotal role in supporting the dementia community today and working toward a better future through its efforts in funding research, advocating for the community, and providing education and support resources for patients and families. Alnylam is proud to support the organization and its vision to maximize quality care and support, as well as, to bring an end to Alzheimer's and all other dementias."*

**- Tim Mooney**

Senior Director, Alnylam Pharmaceuticals

*"No one should have to face Alzheimer's alone. The Alzheimer's Association provides care and support to improve the quality of life of those living with Alzheimer's and that includes the entire support system of family, friends, and caregivers. This remarkable organization is having an extraordinary impact on real lives every day, providing access to healthcare and support teams that allow people to live their best lives and gives hope for a swelling population of patients and families. The Alzheimer's Association is the national leader in advancing vital research toward new methods of treatment, prevention, and, ultimately, a cure. The Herb Chambers Companies is proud to support the important work and mission of the Alzheimer's Association and to help give a stronger voice to those fighting for critical research and care."*

**- Herb Chambers**

President, The Herb Chambers Companies

*"Eisai sponsors Hope on the Harbor to give first thought to the patients and the people in the daily living domain, and to increase the benefits that health care provides to them."*

**- Senior Leadership Team**

Eisai

*"The Alzheimer's Association is an amazing organization that provided me support and resources that helped me gain control of my life after my diagnosis. Not only did they help me learn to live with my younger-onset Alzheimer's disease, they helped me adapt so I could live well with my disease. I have been very impressed with how the Association has taken a leadership role in dealing with issues surrounding current treatments, regulatory issues, and worldwide Alzheimer's research. I'm even more impressed when I see the many different things it is doing that will significantly improve our lives tomorrow and into the future!"*

**- Joe Montminy**

Living with Younger-Onset Alzheimer's



# SPONSORSHIP OPPORTUNITIES

## **HOPE ON THE HARBOR BENEFACTOR SPONSOR \$100,000**

### **Event Benefits**

- Two tables of twelve in premium location at Hope on the Harbor.
- All guests receive tickets to VIP Pre-Event Reception at Hope on the Harbor.
- Speaking opportunity during the stage program at Hope on the Harbor.
- Sponsor logo scrolling on large screens in ballroom with opportunity for electronic message from company.
- Verbal recognition from Emcee as Benefactor Sponsor at Hope on the Harbor.
- Sponsor logo on event signage at Hope on the Harbor.
- Logo on back cover of evening's program.

### **Marketing/Social Media Benefits**

- Sponsor logo prominently featured as a Benefactor Sponsor on the Hope on the Harbor invitation, provided commitment made by February 23, 2024.
- 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, 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.
- Company name listed in MA/NH Chapter's 2024 Year in Review.

### **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" onsite training.
- Sponsor logo on signage at 2024 Kick-off event.

### **EARLY BIRD BENEFITS IF COMMITTED BY JANUARY 12, 2024**

- Logo/Listing on printed Save the Date
- Additional social media posts

**Sponsorship benefits can not be fulfilled until a signed Sponsorship Commitment Form is received.**

# SPONSORSHIP OPPORTUNITIES

## **HOPE ON THE HARBOR TRIBUTE SPONSOR \$50,000**

### **Event Benefits**

- Two tables of ten in premium location at Hope on the Harbor.
- All guests receive tickets to VIP Pre-Event Reception at Hope on the Harbor.
- Sponsor logo scrolling on large screens in ballroom with opportunity for electronic message from company.
- Verbal recognition from Emcee as Tribute Sponsor at Hope on the Harbor.
- Sponsor logo on event signage at Hope on the Harbor.
- Logo on back cover of evening's program.

### **Marketing/Social Media Benefits**

- Sponsor logo prominently featured as a Tribute Sponsor on the Hope on the Harbor invitation, provided commitment made by February 23, 2024.
- 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, to run for 7-10 days.
- Video post from company CEO, to be posted on Alzheimer's Association MA/NH Chapter social media sites.
- Company name listed in MA/NH Chapter's 2024 Year in Review.

### **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" onsite training.
- Sponsor logo on signage at 2024 Kick-off event.

### **EARLY BIRD BENEFITS IF COMMITTED BY JANUARY 12, 2024**

- Logo/Listing on printed Save the Date
- Additional social media posts

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# SPONSORSHIP OPPORTUNITIES

## HOPE ON THE HARBOR CHAMPION SPONSOR

**\$25,000**

### Event Benefits

- One table of ten in quality seating location at Hope on the Harbor.
- Ten tickets to VIP Pre-Event Reception at Hope on the Harbor.
- Sponsor logo scrolling on large screens in ballroom with opportunity for electronic message from company.
- Verbal recognition from Emcee as Champion Sponsor at Hope on the Harbor.
- Sponsor logo on event signage at Hope on the Harbor.
- Logo on back cover of evening's program.

### Marketing/Social Media Benefits

- Sponsor logo prominently featured as a Champion Sponsor on the Hope on the Harbor invitation, provided commitment made by February 23, 2024.
- 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.
- Company name listed in MA/NH Chapter's 2024 Year in Review.

### 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" onsite training.
- Sponsor logo on signage at 2024 Kick-off event.

### EARLY BIRD BENEFITS IF COMMITTED BY JANUARY 12, 2024

- Logo/Listing on printed Save the Date
- Additional social media posts

**Sponsorship benefits can not be fulfilled until a signed Sponsorship Commitment Form is received.**



**HOPE ON THE HARBOR HONOR SPONSOR  
\$15,000**

**Event Benefits**

- One table of ten at Hope on the Harbor.
- Four tickets to VIP Pre-Event Reception at Hope on the Harbor.
- Company name recognized on large screens in ballroom with opportunity for electronic message from company.
- Company listing in evening's program.

**Marketing/Social Media Benefits**

- Company listed as Honor sponsor on sponsor tab on the Hope on the Harbor website.
- Company name listed in MA/NH Chapter's 2024 Year in Review.

**Pre – and Post – Event Visibility and Opportunities**

- Educational Lunch and Learn program for employees at Company.

**HOPE ON THE HARBOR PROMISE SPONSOR  
\$10,000**

**Event Benefits**

- One table of ten at Hope on the Harbor.
- Two tickets to VIP Pre-Event Reception at Hope on the Harbor.
- Company name recognized on large screens in ballroom.
- Company listing in evening's program.

**Marketing/Social Media Benefits**

- Company listed as Promise sponsor on sponsor tab on the Hope on the Harbor website.
- Company name listed in MA/NH Chapter's 2024 Year in Review.

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## 2024 SPONSORSHIP COMMITMENT FORM

Please submit the completed form to: Adrienne L. Ross, Alzheimer's Association, 309 Waverley Oaks Rd, Waltham, MA 02452

Email: [alross@alz.org](mailto:alross@alz.org) | Phone : 617-393-2092

### 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 \_\_\_\_\_

Payment Method:

Corporate Credit Card  Personal Credit Card  ACH/Wire  Check

#### All sponsorship payments are due no later than 4/14/2024.

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.

*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.*

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THANK YOU TO OUR 2023 SPONSORS

TRIBUTE SPONSORS



Campbell Family



CHAMPION SPONSORS



Carol and John Moriarty

The Moskowitz Family



Clare and Jerry Richer

Victoria and Don Sullivan



*Special Thanks to Faith & Glenn Parker and Beth & Rich Fentin*

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**THANK YOU TO OUR 2023 SPONSORS**

***HONOR SPONSORS***

Anylam Pharmaceuticals  
Arbella Insurance Foundation  
Broadridge Financial  
CGI Technologies, Inc.  
Jim and AnneMarie Ross

***PROMISE SPONSORS***

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Eastern Bank  
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Optum  
Plymouth Rock Assurance Foundation  
Rich and Holly Linton  
Sage Therapeutics  
TJX Companies, Inc.