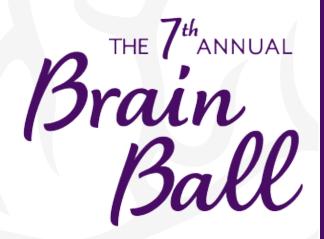
SPONSORSHIP OPPORTUNITIES



FRIDAY, APRIL 30, 2021

THE RITZ-CARLTON WASHINGTON, D.C.

alzheimer's $\ref{eq:station}^*$



FRIDAY, APRIL 30, 2021 THE RITZ-CARLTON WASHINGTON, D.C.

brainball.givesmart.com

More than 500 influential business leaders are expected to attend the Gala event that celebrates those that are leading the fight to end Alzheimer's as well as raise money to benefit the care, support and research efforts of the Alzheimer's Association.

Join us for an elegant evening that features a reception, dinner and program, exciting live and silent auctions, followed with live entertainment and a vibrant after-party.

2021 Honorees



Jordan Smyth Lifetime Achievement Award Managing Director Edgemoor Investment Advisors, Inc.

> Robert Cohen Corporate Honoree President and CEO Perseus TDC, LLC



Connie Tipton Regional Honoree Former President and CEO International Dairy Foods Association

Rose Cohen Corporate Honoree Managing Director Citi Private Bank

WHY SHOULD MY COMPANY AND I SUPPORT?

More than 5 million Americans are currently living with Alzheimer's disease. By 2050, this number is projected to rise to nearly 14 million.

In Maryland, Virginia and the District of Columbia, 268,900 people are living with Alzheimer's, along with their 790,000 unpaid caregivers, primarily family members and friends.

In 2020, Alzheimer's and other dementias will cost the nation \$305 billion. By 2050, these costs could rise as high as \$1.1. trillion.

60% of caregivers were employed in the past year. 57% of employed caregivers reported having to work late, leave early or take time off due to caregiver demands.

WHERE DO MY DONATIONS GO?

Research – Currently, the Association is investing over \$208 million in 590 active best-of-field projects in 31 countries.

Care Consultations – One-on-one consultations help families create a plan of care.

A free nationwide 24/7 Helpline (800.272.3900) — receiving nearly 300,000 calls annually staffed by specialists and master's-level clinicians who provide support, offer information and suggest referrals, all day, every day.

Education programs and workshops on the 10 Warning Signs of Alzheimer's, living with the disease, caregiving at different stages, and healthy lifestyle choices for the brain and body.

These are just a few ways your support makes a difference! Learn more at <u>alz.org/about/our-impact</u>.



Sponsorship **Opportunities**

For more information about sponsorship or underwriting opportunities, please contact Hilary Murray at himurray@alz.org or 703.766.9013

brain	hall	.aivesmart.com
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	PLATINUM SPONSOR	GOLD SPONSOR	SILVER SPONSOR	STERLING SPONSOR	BRONZE SPONSOR	PATRON SPONSOR	FRIEND SPONSOR		
	\$100,000	\$50,000	\$25,000	\$15,000	\$10,000	\$6,000	\$3,000		
Complimentary Junior Suite at the Ritz-Carlton (night of event)	\checkmark								
Table (10 seats per table)	2	2	1	1	1				
Seats	20	20	10	10	10	4	2		
VIP Reception Tickets	20	10	6	4	2	1	1		
Valet Parking Passes	20	10	5	3	2				
Ad in Printed Program	FULL PAGE	FULL PAGE	HALF PAGE	QUARTER PAGE					
Social Media Posts	6	5	4	4	2				
Organization Logo Featured in Sponsor Presentation	\checkmark	\checkmark	\checkmark	\checkmark					
Mention in Select Event Press Release(s)	\checkmark	\checkmark	\checkmark						
Name Recognition in Sponsor Video Presentation	\checkmark	\checkmark	\checkmark	\checkmark	\checkmark	\checkmark	\checkmark		
Name Recognition in Printed Event Program	\checkmark	\checkmark	\checkmark	\checkmark	\checkmark	\checkmark	\checkmark		
Formal Recognition from Event Stage	\checkmark	\checkmark							
Underwriting Opportunities									

Underwriting Opportunities

General Reception Sponsor - \$30,000

All of the Silver Sponsor benefits plus:

- Opportunity for distinctive signage during General Reception

- Opportunity to host a branded specialty drink during General Reception

Entertainment Sponsor - \$15,000

All of the Sterling Sponsor benefits plus:

- Opportunity to introduce entertainment from stage post dinner

- Opportunity for distinctive signage at post dinner event



himurray@alz.org

l/We wo	uld like the	sponsor the 2021	Brain	Ball at th	e following level:			
	\$100,000	Platinum Sponsor		\$10,000	Bronze Sponsor			
	\$50,000	Gold Sponsor		\$6,000	Patron Sponsor			
	\$25,000 Silver Sponsor			\$3,000	Friend Sponsor			
	\$15,000	Sterling Sponsor						
	I/We would of \$	d like to make a 100)% tax	-detuctible	e contribution			
l/We wo		underwrite the 202 General Reception			the following level:			
Please lis	st me/us by	(check one): 📃 No	ame 🗌	Compar	ny 🗌 Anonymous			
Company or Na	me (as you would li	ike to be listed in event materials	5)					
Contact Name			Title					
Email			Phon	e				
Address			City		State Zip			
	nformation							
Please	charge my: 4		Name on	Card				
📃 Mas	sterCard		Account	Number				
	erican Express							
	Enclosed		Exp. Date	9	CVC Code			
	send me an in							
		ry Murray regarding pay 766.9013 or himurray@		stock				
	n the complet							
Alzheimer's Association Attn: Brain Ball 8180 Greensboro Drive, Suite 400			The Alzheimer's Association is a 501(c)(3) not-for-profit organization.					
McLean, VA 22 FAX: 703.359			Federal Tax ID # 13-3039601					

alzheimer's R association

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. Our vision is a world without Alzheimer's and all other dementia.