

SPONSORSHIP
OPPORTUNITIES

THE 7th ANNUAL
*Brain
Ball*

FRIDAY, APRIL 30, 2021

THE RITZ-CARLTON
WASHINGTON, D.C.

alzheimer's  association®

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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.



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

Robert Cohen
Corporate Honoree
President and CEO
Perseus TDC, LLC



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 alz.org/about/our-impact

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Sponsorship Opportunities

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

	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)	✓						
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	✓	✓	✓	✓			
Mention in Select Event Press Release(s)	✓	✓	✓				
Name Recognition in Sponsor Video Presentation	✓	✓	✓	✓	✓	✓	✓
Name Recognition in Printed Event Program	✓	✓	✓	✓	✓	✓	✓
Formal Recognition from Event Stage	✓	✓					

Underwriting Opportunities

General Reception Sponsor - \$30,000

Entertainment Sponsor - \$15,000

All of the Silver Sponsor benefits plus:

- Opportunity for distinctive signage during General Reception
- Opportunity to host a branded specialty drink during General Reception

All of the Sterling Sponsor benefits plus:

- Opportunity to introduce entertainment from stage post dinner
- Opportunity for distinctive signage at post dinner event

SOLD OUT



Pledge Form

I/We would like the sponsor the 2021 Brain Ball at the following level:

- | | |
|---|--|
| <input type="checkbox"/> \$100,000 Platinum Sponsor | <input type="checkbox"/> \$10,000 Bronze Sponsor |
| <input type="checkbox"/> \$50,000 Gold Sponsor | <input type="checkbox"/> \$6,000 Patron Sponsor |
| <input type="checkbox"/> \$25,000 Silver Sponsor | <input type="checkbox"/> \$3,000 Friend Sponsor |
| <input type="checkbox"/> \$15,000 Sterling Sponsor | |
| <input type="checkbox"/> I/We would like to make a 100% tax-deductible contribution of \$ _____ | |

I/We would like to underwrite the 2021 Brain Ball at the following level:

- ☐ \$30,000 General Reception Sponsor

Please list me/us by (check one): ☐ Name ☐ Company ☐ Anonymous

Company or Name (as you would like to be listed in event materials)

Contact Name

Title

Email

Phone

Address

City

State

Zip

Payment Information

☐ Please charge my:

☐ VISA

☐ MasterCard

☐ American Express

☐ Check Enclosed

☐ Please send me an invoice

☐ I/We will contact Hilary Murray regarding payment by stock
or wire transfer: 703.766.9013 or himurray@alz.org

Name on Card

Account Number

Exp. Date

CVC Code

Please return the completed form to:

Alzheimer's Association
Attn: Brain Ball
8180 Greensboro Drive, Suite 400
McLean, VA 22102
FAX: 703.359.4441
himurray@alz.org

**The Alzheimer's Association is a 501(c)(3)
not-for-profit organization.**

Federal Tax ID # 13-3039601



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.