A NIGHT AT Sardi's

MARCH 9, 2016
THE BEVERLY HILTON HOTEL
LOS ANGELES, CA

alzheimer's association

THE BRAINS BEHIND SAVING YOURS:
“A Night at Sardi’s” is an annual celebrity musical revue and awards dinner to benefit the Alzheimer’s Association. Laurie Burrows Grad began this event in honor of her father, the late playwright/director Abe Burrows, who had Alzheimer’s. Laurie chairs the event alongside her husband, Peter Grad.

“A Night at Sardi’s” has raised over $26 million toward the Alzheimer’s Association’s mission to eliminate Alzheimer’s disease through the advancement of research; to provide and enhance care and support for all affected; and to reduce the risk of dementia through the promotion of brain health.

CELEBRITY SIGHTINGS

Each year, “A Night at Sardi’s” brings together 800 of the most prominent entertainment industry leaders and celebrities. In the past we have been fortunate enough to count Seth Rogen, Jonah Hill, Betty White, Ashton Kutcher, Jason Bateman, Anne Hathaway, Jennifer Garner, Kristen Bell, Bradley Cooper, Chelsea Handler, Taye Diggs, Patrick Dempsey, Emmy Rossum, Nick Jonas, Vanessa Williams and many more among our esteemed performers, presenters and supporters.

FOR MORE INFORMATION:

MTA EVENTS
P: 818.906.0240
E: Sardis@mtaevents.com
PAST MEDIA COVERAGE

Writers, photographers and syndicated columnists representing the nation’s top newspapers and magazine publications attend the event each year. In 2015, more than 280 million media impressions were generated via articles, syndicated columns and photos, which have appeared in national newspapers, magazines and websites, as well as on television programs and news broadcasts.

InStyle
New York Post
E! News
USA Today
Larry King Live
Variety
Access Hollywood
Hollywood Reporter
EXTRA
ABC Nightly News
People
NBC Nightly News
Us Weekly
Today show (NBC)
In Touch Weekly
OK! Magazine
Entertainment Tonight
Good Day LA
Star
KTTV 10 O’clock News
Weekly Variety
KCOP 11 O’clock News
Los Angeles Magazine
KABC 11 O’clock News
TV Guide
That’s So Hollywood
The Hollywood Reporter
LA Confidential Magazine
KFWB
TV Guide
Angeleno Magazine
Soap Opera Digest
Los Angeles Business Journal
Soap Opera Weekly
E Online
AccessHollywood.com
NYPPost.com
People.com
USMagazine.com
PerezHilton.com
PopSugar.com
Glamour.com
ETOnline.com
USAToday.com
Variety on-line
Entertainment.MSN.com
RadarOnline.com
RadarMagazine.com
Distinction
MakeaHollywoodMovie.com
DirecTV: The Guide
CBS Soaps on-line
Beverly Press
Life.com
LA Daily News
FoxNews.com

MyFoxLA.com
NBCLosAngeles.com
ChicagoTribune.com
IMDB.com
Privilege
StyleScenes.latimes.com
BusinessWeek.com
Life & Style
NewYorkSocialDiary.com
Beverly Hills 213
Wired West
Scholastic News
Beverly Hills Courier
San Gabriel Valley Newspapers (3)
V-Life
Park La Brea News
Larchmont Chronicle
SoCal Sr Life/Life after 50
Pasadena Star News
Whittier Daily News
San Marino Tribune
The Wrap
The Doctors
Bet.com
Forbes.com

2016 PRESS EXPECTED AT THE SAME LEVEL AS PAST YEARS

PAST PHOTO AGENCIES / VIDEO SERVICES / FEEDS IN ATTENDANCE:
CBS 2/ KCAL 9, Caregiving Club, E! News, FOX News, Hollywood.tv, Maximo TV,
Mingle Media TV, News2Air News Agency, PopStop TV, Reelz Channel, Starcam, Stax TV
Productions, WMTV, ABACA USA, Ad Media, AP, Bauer-Griffin, Beverly Hills Courier, Film
Magic, Getty, Globe, JPI, London Entertainment, Mavrix, Newsflash Pictures, Patrick McMullan,
PR Photos/Examiner.com, REX, SIPA, Startraks, Us Weekly Mag/ITM Photos, WENN, WireImage
The Alzheimer's Association is the leading voluntary health organization in Alzheimer's care, support and research.

**OUR MISSION**

is to eliminate Alzheimer's disease through the advancement of research; to provide and enhance care and support for all affected; and to reduce the risk of dementia through the promotion of brain health.

**OUR VISION IS A WORLD WITHOUT ALZHEIMER’S DISEASE®**

- Today, 5.3 million Americans are living with Alzheimer’s disease.
- Someone in the United States develops Alzheimer’s every 67 seconds.
- By 2050, up to 16 million will have the disease and someone will develop the disease every 33 seconds.
- Nearly two-thirds of those with Alzheimer’s disease – 3.2 million – are women.
- Less than half (45 percent) of seniors diagnosed with Alzheimer’s disease or their caregivers are aware of the diagnosis, compared with 90 percent or more of those diagnosed with cancer and cardiovascular disease.
- In 2015, the direct costs to American society of caring for those with Alzheimer’s will total an estimated $226 billion, with half of the costs borne by Medicare.
- Unless something is done, in 2050, Alzheimer’s will cost over $1.1 trillion (in 2015 dollars).
- Alzheimer’s disease is the 6th leading cause of death in the United States.
- Alzheimer’s is the only cause of death among the top 10 in America that cannot be prevented, cured, or even slowed.

**CONTACT THE ALZHEIMER’S ASSOCIATION:**

800.272.3900 or alz.org®
PRESENTING SPONSORSHIP
Sponsorship Negotiable (one opportunity available)

BENEFITS AND PRIVILEGES

- Two prime tables of 12 guests at “A Night at Sardi’s”
- Exclusive recognition as Presenting Sponsor with corporate logo on “purple” carpet step-and-repeat banner
- Presenting Sponsor designation and corporate logo placement on all printed collateral and media material
- One VIP/Executive escorted down “purple” carpet
- Recognition of support included in Sardi’s media outreach strategy
- Inclusion in Sardi’s social media strategy, pre, during and post event
- Inclusion in one Alzheimer’s Association weekly e-newsletter, sent to 600,000+ Association constituents with a dedicated message recognizing support from Presenting Sponsor
- Special recognition from the stage during the evening’s program
- Exclusive behind-the-scenes meet and greet with co-hosts and talent (2 VIPS)
- One tweet from one talent night of event applauding support
- Clips of Sardi’s performances posted on the Alzheimer’s Association’s social media channels with “presented by” designation pre- and post-roll
- A premium two-page spread (inside front or inside back cover and one page of editorial) in the Tribute Journal
- Opportunity to develop further advertising and promotional tie-ins
- Opportunity for talent, VIP and guest gifting
- Complimentary on-site Know the 10 Signs of Alzheimer’s Disease corporate seminar for employees

PUBLICITY AND PRESS COVERAGE

More than 280 million media impressions generated each year

Access Hollywood
BET.com
E! News
Entertainment Tonight
ExtraTV.com
Forbes.com
InStyle.com
Los Angeles Times
NYPost.com
TV Guide
USAToday.com
Us Weekly

We would welcome the chance to build a highly successful customized package tailored to your communications objectives.

For more information contact Lynne Carey: TEL: 312.335.5753  FAX: 866.765.2682  E-MAIL: lcarey@alz.org
SPONSORSHIP LEVELS

CHAMPION BENEFACtor – $100,000

- Two VIP tables of 12 at “A Night at Sardi’s”
- A premium two-page spread in the Tribute Journal as Champion Benefactor
- Prominent listing in all media and printed materials
- Special recognition during the event
- Recognition on pre-roll or post-roll posted on the Alzheimer’s Association’s social media channels
- Opportunity for guest gifting
- Complimentary on-site Know the 10 Signs of Alzheimer’s Disease corporate seminar for employees

DIAMOND BENEFACtor – $50,000

- One VIP table of 12 at “A Night at Sardi’s”
- Premium two-page spread in Tribute Journal as Diamond Benefactor
- Listing in all media and printed materials
- Special Recognition during the event
- Complimentary on-site Know the 10 Signs of Alzheimer’s Disease corporate seminar for employees

PLATINUM BENEFACtor – $25,000

- One VIP table of 10 at “A Night at Sardi’s”
- Premium two-page spread in Tribute Journal as Platinum Benefactor
- Listing in all media and printed materials
- Complimentary on-site Know the 10 Signs of Alzheimer’s Disease corporate seminar for employees

GOLD BENEFACtor – $10,000

- One preferred table of 10 at “A Night at Sard’s”
- A full-page advertisement in Tribute Journal as Gold Benefactor
- Listing in all media and printed materials
- Complimentary on-site Know the 10 Signs of Alzheimer’s Disease corporate seminar for employees

SILVER BENEFACtor – $5,000

- One preferred table of 10 at “A Night at Sard’s”
- A full-page advertisement in Tribute Journal as Silver Benefactor
- Listing in all media and printed materials

For more information contact MTA Events: TEL: 818.906.0240  FAX: 818.906.0235  E-MAIL: sardis@mtaevents.com
RESERVATIONS

PLEASE RESERVE THE FOLLOWING:

TABLES & TICKETS

☐ CHAMPION BENEFACtor AT $100,000 EACH, INCLUDING:
  • Two VIP tables of 12 at “A Night at Sardi’s”
  • A premium two-page spread in the Tribute Journal as Champion Benefactor
  • Prominent listing in all media and printed materials
  • Special recognition during the event
  • Recognition on pre-roll or post-roll posted on the Alzheimer’s Association’s social media channels
  • Opportunity for guest gifting
  • Complimentary on-site Know the 10 Signs of Alzheimer’s Disease corporate seminar for employees

☐ GOLD BENEFACtor AT $10,000 EACH, INCLUDING:
  • One preferred table of 10 at “A Night at Sardi’s”
  • A full-page advertisement in Tribute Journal as Gold Benefactor
  • Listing in all media and printed materials
  • Complimentary on-site Know the 10 Signs of Alzheimer’s Disease corporate seminar for employees

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  • A premium two-page spread in Tribute Journal as Diamond Benefactor
  • Listing in all media and printed materials
  • Special Recognition during the event
  • Complimentary on-site Know the 10 Signs of Alzheimer’s Disease corporate seminar for employees

☐ SILVER BENEFACtor AT $5,000 EACH, INCLUDING:
  • One preferred table of 10 at “A Night at Sardi’s”
  • A full-page advertisement in Tribute Journal as Silver Benefactor
  • Listing in all media and printed materials

☐ PLATINUM BENEFACtor AT $25,000 EACH, INCLUDING:
  • One VIP table of 10 at “A Night at Sardi’s”
  • A premium two-page spread in Tribute Journal as Platinum Benefactor
  • Listing in all media and printed materials
  • Complimentary on-site Know the 10 Signs of Alzheimer’s Disease corporate seminar for employees

☐ INDIVIDUAL SEATS AT $1,250 EACH, INCLUDING:
  • One prime dinner seat at “A Night at Sardi’s”
  • A listing in Tribute Journal as Friend of the Alzheimer’s Association
  Number of seats: __________
  Please list me/us as follows: __________________________________________

☐ INDIVIDUAL SEATS AT $500 EACH
  Number of seats: __________
  I will be unable to attend, but enclosed is my 100% tax-deductible contribution in the amount of: _______________________

ADVERTISEMENTS

☐ OUTSIDE BACK COVER* AT $15,000
☐ INSIDE FRONT COVER* AT $7,500
☐ INSIDE BACK COVER* AT $7,500
☐ GOLD PAGE AT $3,000
☐ SILVER PAGE AT $2,000
☐ FULL PAGE AT $1,000
☐ HALF PAGE AT $500
☐ FRIENDS LISTING AT $250

*Subject to availability

MECHANICAL REQUIREMENTS

COVER PAGES = 7.5” Wide x 10” High
GOLD/SILVER/FULL PAGE = 7.5” Wide x 10” High
HALF PAGE = 7.5” Wide x 5” High

All adds are full color. All adds are non-bleed, except for the covers.

SUBMISSION FORMATS

For ad copy we encourage MAC high resolution (300 dpi) PDF, EPS, TIFF or JPEG files with fonts embedded or outlined. For copy requiring typesetting, please type or print on a separate sheet.

AD SUBMISSIONS

E-Mail (5MB or less): Sardis@mtaevents.com
Mail: Alzheimer’s Association c/o MTA Events
13743 Ventura Blvd., Suite 220
Sherman Oaks, CA 91423

Deadline for ad materials: Wednesday, February 24, 2016

Due to the charitable nature of this event publication, AGENCY DISCOUNTS DO NOT APPLY.

For additional information about “A Night at Sardi’s” please contact MTA Events at
TEL: 818.906.0240  FAX: 818.906.0235  E-MAIL: sardis@mtaevents.com

alzheimer’s association®
alz.org/sardis

CONTINUED
PAYMENT OPTIONS

Name .......................................................................................................................................................................................................................................

Company/Organization ..........................................................................................................................................................................................................

Address ...................................................................................................................................................................................................................................

City.................................................................................................................................................................................................................................................................... State ...................................................................... Zip................................................................

Phone ........................................................................................................ Fax .................................................................................................... E-mail ..............................................................................................................................................................................................................

METHOD OF PAYMENT
☐ Please send an invoice. I understand payment is requested prior to the event.
☐ A check is enclosed (please make checks payable to Alzheimer’s Association)
☐ Please charge to my:  ☐ American Express  ☐ Master Card  ☐ Visa  ☐ Discover

Card Number .............................................................................................. Expiration Date ........................................................................... CCV Code

Name (as it appears on the card) ..............................................................................................................................................................................................................................

Cardholder Signature ............................................................................................................................................................................................................

PLEASE RETURN THIS FORM TO:
“A NIGHT AT SARDI’S”
c/o MTA Events
13743 Ventura Blvd., Suite 220
Sherman Oaks, CA 91423

TEL: 818.906.0240
FAX: 818.906.0235
E-MAIL: sardis@mtaevents.com

All contributions in excess of this evening’s dinner and entertainment ($250/person) are tax-deductible as a gift to a charitable organization (tax ID# 13-3039601).