

# REASON TO HOPE

Thursday, April 4<sup>th</sup>, 2019  
The Indian Wells Golf Resort Event Pavilion

The Alzheimer's Association, serving the Coachella Valley for 20 years, is the world's leading voluntary health organization in Alzheimer care, support and research.

## Sponsorship and Patron Opportunities

### **Presenting Hope Sponsor.....\$25,000**

- Exclusive Title Benefit as “Presenting Sponsor” reflected in all marketing materials, media outreach, event promotion and product placement
- Exclusive opportunity to join ALZ staff and representatives on media tour promoting event, including TV spots and interviews, local print media and radio promotion, live streams on social media from your company and other opportunities to cross promote
- Exclusive opportunity to act as “host” for event reception, with signage and company representatives greeting event attendees in reception building before they are taken to the event pavilion for lunch
- Exclusive opportunity to place exit gift in attendees cars (by valet)
- Opportunity for Company/Family to be featured in “Sponsor Highlight” pieces with community media partners and on social media
- Multiple and frequent opportunities for logo and company promotion on event website and social media
- Opportunity to speak from the stage and welcome attendees and promote your company and their partnership with the Alzheimer’s Association
- Opportunity to provide promotional materials/giveaways for attendee gift bags
- Placement of Company Logo/Family Name on event Step and Repeat
- Premiere seating for three tables of 10 people each (30 guests total)
- Concierge service for all guests including special check in area
- Premium wine placed at all guest tables
- 2 Full Page, Full Color Ads in premiere placement in Event Program (inside front/back cover)
- Premiere placement of Company logo/Family Name on all event materials
- Premiere placement of Company logo on event website and Alz Association Facebook page
- Company logo/Family Name looping on screens during event

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## Championing Hope Sponsor.....\$10,000

- Prominent placement of company logo on all marketing materials, print ad event promotion and TV ads
- Opportunity for Company/Family to be featured in “Sponsor Highlight” pieces with community media partners and on social media
- Multiple and frequent opportunities for logo and company promotion on event website and social media
- Opportunity to speak from the stage during opening remarks to promote your company and their partnership with the Alzheimer’s Association
- Opportunity to provide promotional materials/giveaways for attendee gift bags
- Premiere seating for two tables of 10 people each (20 guests total)
- Concierge service for all guests including special check in area
- Premium wine placed at all guest tables
- 1 Full Page, Full Color ad in preferred placement in Event Program
- Company logo/Family Name on event Step and Repeat
- Company logo/Family Name looping on screens during event
- Premier placement of company logo on event website and Alz Association Facebook page

## Giving Hope Sponsor.....\$5,000

- Preferred placement of company logo on all marketing materials, print ad event promotion and TV ads
- Multiple and frequent opportunities for logo and company promotion on event website and social media
- Premiere seating for one table of 10 guests total
- Opportunity to provide promotional materials/giveaways for attendee gift bags
- Wine placed at your guest table
- 1 Half Page, Full Color ad in preferred placement in Event Program
- Company logo/Family Name on event website and Alz Association Facebook page
- Company logo/Family Name looping on screens during event

## Supporting Hope Sponsor.....\$2,500

- Placement of company logo on all marketing materials, print ad event promotion and TV ads
- Multiple and frequent opportunities for logo and company promotion on event website and social media
- Preferred seating for 5 guests total
- Opportunity to provide promotional materials/giveaways for attendee gift bags
- 1 Quarter Page, Full Color ad in preferred placement in Event Program
- Company logo/Family Name on event website and Alz Association Facebook page
- Company logo/Family Name looping on screens during event

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## **Patron and Sponsor Agreement**

Please include us as Patrons/Sponsors for the Reason to Hope luncheon on **April 4<sup>th</sup>, 2019!**

Company/Family Name \_\_\_\_\_

Address \_\_\_\_\_

City, State, Zip \_\_\_\_\_

Phone \_\_\_\_\_

Representative (please print) \_\_\_\_\_

\_\_\_\_\_  
Signature

### **Patron/Sponsorship Level:**

Presenting Hope: \$25,000 \_\_\_\_\_

Championing Hope: \$10,000 \_\_\_\_\_

Giving Hope: \$5,000 \_\_\_\_\_

Supporting Hope: \$2,500 \_\_\_\_\_

### **AlzElite Patrons/Sponsors**

\_\_\_\_\_ We would like to commit to sponsoring both the Reason to Hope luncheon and the Walk to End Alzheimer's event, and as such will be entitled to one full benefit level upgrade for the WTEA event in the fall of 2019. Reason to Hope Sponsorship must be received by April 30, 2019 and Walk to End Alzheimer's Sponsorship by June 30, 2019

Your Alzheimer's Association Contact:

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