EVENT SPONSORSHIP OPPORTUNITIES

May 6, 2021 | 6:00 – 9:30 p.m.

2021 Champion Award Recipient
Bonnie H. Marcus
Cleveland Area Chapter Board Director Emeritus

For more information, please contact Seana Dailey at smdailey@alz.org or 216.342.5566

Your health and safety are our top priorities. The event format will be determined based on local and national safety guidelines. Virtual details to follow if necessary. Should we be able to gather in person A Celebration of Hope will be held at:
Tenk West Bank, a Marigold Catering Venue
2111 Center St, Cleveland, OH 44113
Here is a snapshot of our Chapter highlights from July 2019 – June 2020

827 caregivers attended
35 monthly support groups led by trained meeting facilitators

2,782 calls answered by our FREE 24/7 Helpline

1,521 care consultations held, offering localized care planning to 557 individuals

366 volunteers supported our mission

168 education programs presented to 2,371 participants

37,000 individuals in the chapter’s five county service area are living with Alzheimer’s and 101,000 are providing free care

Your support makes a difference!

Alzheimer’s is a family disease that affects people both at home and at work.

The Effect of Alzheimer’s and Dementia Caregiving on the Workplace

- 16% take a leave of absence
- 9% give up work entirely
- 57% have to go in late, leave early or take time off
- 18% reduce their work from full-time to part-time or cut back on hours

The caregiving burden is only going to increase as the number of Americans living with Alzheimer’s disease rapidly grows.

Alzheimer’s disease is the leading cause of death in the United States

More than 16 million Americans provide unpaid care for people with Alzheimer’s or other dementias
The Alzheimer’s Association provides help and hope to the more than 5 million Americans with Alzheimer’s disease, their families and caregivers.

A Celebration of Hope is one of the Cleveland Area Chapter’s most successful fundraising events. The evening raises more than $350,000 annually which allows the Association to continue to provide FREE care and support services to families during their greatest time of need and advances critical Alzheimer’s research.

<table>
<thead>
<tr>
<th>SPONSORSHIP BENEFIT LEVELS</th>
<th>Bronze $4,500 ($3,350 tax deductible)*</th>
<th>Silver $6,000 ($4,850 tax deductible)*</th>
<th>Gold $7,500 ($6,350 tax deductible)*</th>
<th>Platinum $10,000 ($8,850 tax deductible)*</th>
</tr>
</thead>
<tbody>
<tr>
<td>Listing on invitation by level</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
</tr>
<tr>
<td>Name/Logo on chapter webpage and pre-event e-blasts</td>
<td>Name</td>
<td>Logo</td>
<td>Logo</td>
<td>Logo</td>
</tr>
<tr>
<td>Recognition in event program</td>
<td>Logo</td>
<td>1/4 page ad ($250 value)</td>
<td>1/2 page ad ($500 value)</td>
<td>Full page ad ($1,000 value)</td>
</tr>
<tr>
<td>Recognition in audio-visual presentation</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
</tr>
<tr>
<td>Inclusion on social media thank you post (Facebook 3,164/Twitter 3,675 followers)</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
</tr>
<tr>
<td>Recognition in E-newsletter (reaches 4,500+ local constituents)</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
</tr>
<tr>
<td>Recognition in event presentation</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
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<tr>
<td>Special mention in event press release</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
</tr>
<tr>
<td>Logo on mobile bidding website</td>
<td>●</td>
<td>●</td>
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</tbody>
</table>

**Below benefits for in person event only. If the event is virtual additional benefits will be substituted.**

<table>
<thead>
<tr>
<th>Seating for 10</th>
<th>Preferred</th>
<th>Prominent</th>
<th>Premium</th>
<th>Premier</th>
</tr>
</thead>
<tbody>
<tr>
<td>Table Name display</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
</tr>
<tr>
<td>Recognition on event day signage</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
</tr>
<tr>
<td>VIP service at the event</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
</tr>
</tbody>
</table>

**$2,500 Friends of the Association ($1,350 tax deductible)**

- Recognition as a Friend in the program book, and on event invitations
  **Below benefits for in person event only. If the event is virtual additional benefits will be substituted.**
- Seating for 10
- Table name display

*Tax deductible amount subject to revised benefits.

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Program ads are available in the following sizes to accommodate your needs and budget. **All ads are black and white. We kindly request jpeg or pdf files at 300 dpi or higher.**

<table>
<thead>
<tr>
<th>Ad Size</th>
<th>Dimensions</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full Page Ad</td>
<td>5” wide x 8” tall</td>
<td>$1,000</td>
</tr>
<tr>
<td>Half Page Ad</td>
<td>5” wide x 3.875” tall</td>
<td>$500</td>
</tr>
<tr>
<td>Quarter Page Ad</td>
<td>2.375” wide x 3.875” tall</td>
<td>$250</td>
</tr>
</tbody>
</table>
Exclusive Sponsorship Opportunities

Presenting Sponsor
Please contact Seana Dailey at 216-342-5566 or smdailey@alz.org for more information.

Getaway Raffle Sponsor - $6,000 ($4,850 tax deductible)
Special thanks to Sam Martello, UBS Financial Services, Westlake, OH

- Listing on event invitation
- Recognition as Getaway Raffle Sponsor on pre-event e-blasts, event program book and during the live program
- Recognition in audio-visual presentation
- Acknowledgment on the chapter’s social media platforms and in the chapter’s weekly e-news (reaches 6,300 local constituents)
- Company logo on chapter’s website
- Logo on approximately 300 raffle tickets
- Prominent seating for 10

Cocktail Reception Sponsor - $6,000 ($4,850 tax deductible)
Special thanks to Peter T. Paras, Vox Mobile

- Listing on event invitation
- Recognition as Cocktail Reception Sponsor on pre-event e-blasts and event program book
- Recognition in audio-visual presentation
- Company logo on chapter’s website
- Company ad on table tent cards throughout the reception
- Signage with company logo at the entrance to the cocktail reception
- Prominent seating for 10

Bid Paddle Sponsor - $6,000 ($4,850 tax deductible)
Special thanks to Davis Automotive Group

- Listing on event invitation
- Recognition as Bid Paddle Sponsor on pre-event e-blasts, event program book and during live program
- Recognition in audio-visual presentation
- Company logo on chapter’s website
- Company logo/ad on the back of approximately 400 bid paddles
- Prominent seating for 10

alzheimer’s association

800.272.3900 | alz.org

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®.
Payment Options (please print)

Sponsorship Level: ____________________________________________________________

Contact Name:______________________________________________________________

Company Name:____________________________________________________________

Address:_________________________________________________________________

City, State Zip:__________________________

Telephone:_____________________________ Email:______________________________

___ Special Tribute: I wish to place a special tribute in the program booklet for a $35 donation.

Special Tribute Name: ___________________________ Honored or Remembered

Please print name(s) as they should appear in the booklet (circle one)

Total Amount: ____________________________

[ ] Please send me an invoice [ ] Check enclosed payable to the Alzheimer’s Association

[ ] Please charge (circle one):

[ ] Visa [ ] MasterCard [ ] Discover [ ] American Express

Credit Card #: _____________________________ Exp. Date: _______ Security Code: _______

Name on Credit Card: ________________________________

Authorized Signature: ________________________________

To ensure inclusion in the event program, please return your ad artwork, logo and this form by Tuesday, March 30, 2021.

Please send completed form and payment to:

MAIL
Alzheimer’s Association Cleveland Area Chapter
Attn: A Celebration of Hope
23215 Commerce Park, Suite 300
Beachwood, OH 44122

EMAIL OR FAX
Email: smdailey@alz.org
Fax: 216.831.8585 (no artwork via fax)
Subject line: ACOH Sponsorship
Questions? Call 216.342.5566