Purple Gala 2024
A Night in Flight to End Alzheimer's

Saturday, May 18, 2024
6:00 PM
Wings Over the Rockies Air & Space Museum | Denver, CO
JOIN US AS A LEADER IN THE FIGHT AGAINST
ALZHEIMER'S
AND ALL OTHER DEMENTIA

WHY PARTNER WITH THE PURPLE GALA?

THE IMPACT WE MADE IN 2023 WAS POSSIBLE BECAUSE OF THE SUPPORT WE RECEIVED FROM OUR LOCAL PARTNERS.

NOW IS THE TIME TO GET INVOLVED.

"I don't know one person not affected by this horrible disease. I lost my best friend (mother) a few years ago. The Purple Gala is my way of doing something for her. I wish I had known about the Alzheimer's Association during that time and all the wonderful support they provide.

LIBBY WEAVER
2024 PURPLE GALA CHAIR"

"The Purple Gala continues to give me hope and inspiration. It is a way to honor my parents and all our loved ones touched by this disease by creating new and reminiscing old memories. I believe the support received from those who attend the gala moves us one step closer to Alzheimer's Association vision, "a world without Alzheimer's and all other dementia."

ANNABEL V. BOWLEN
2024 PURPLE GALA CHAIR"

"Alzheimer's disease is a thief! It slowly and painfully steals your loved ones away from you, one thought at a time. The entire family suffers. We are passionate about being a part of a cure. We are honored to offer our support to the Alzheimer's Association of Colorado. Their groundbreaking work toward finding a cure and offering support is essential!"

ROSALINA AND RICHARD DIECIDUE,
CO-CHAIRS OF PURPLE GALA, 2024 PATRON PARTY"

"THE END OF ALZHEIMER’S BEGINS WITH YOU."
2023 ALZHEIMER’S DISEASE FACTS AND FIGURES

More than 6 million Americans are living with Alzheimer’s.

- 1 in 3 seniors dies with Alzheimer’s or another dementia.
- It kills more than breast cancer + prostate cancer combined.
- The lifetime risk for Alzheimer’s at age 45 is 1 in 5 for women, 1 in 10 for men.
- Between 2000 and 2019, deaths from heart disease have decreased 7.3%.
- While deaths from Alzheimer’s disease have increased 145%.
- In 2023, Alzheimer’s and other dementias will cost the nation $345 billion.
- By 2050, these costs could rise to nearly $1 trillion.
- While only 4 in 10 Americans talk to their doctor right away when experiencing early memory or cognitive loss, 7 in 10 would want to know early if they have Alzheimer’s disease if it could allow for earlier treatment.

These caregivers provided more than 18 billion hours valued at nearly $340 billion.

SAVE THE DATE

PURPLE GALA | SATURDAY, MAY 18, 2024
WINGS OVER THE ROCKIES AIR & SPACE MUSEUM | DENVER, CO

THANK YOU FOR YOUR CONTINUED COMMITMENT IN THE FIGHT TO #ENDALZ.
FULL MISSION PARTNERSHIP OPPORTUNITIES:

PREMIERE PRESENTING SPONSOR: $35,000

- Prominent Recognition as Premiere Presenting Sponsor at event
- Two premier table reservations (2 tables of 10 guests)
- Invitation to exclusive Patron Party at the home of Rosalina and Richard Diecidue
- Invitation to Memories in the Making Artists’ exclusive auctioned art preview to meet artists affiliated with event
- Invitation to exclusive reception to meet member of Alzheimer’s Association Medical Science and Research team.
- Invitation to VIP Reception prior to Purple Gala 2024
- Logo recognition on Purple Gala website with link to partner’s website
- Company logo on printed and emailed Gala invitations
- Logo recognition on event digital screen and tabletop
- Featured in select Pre-Event Press Releases and Chapter E-Newsletter Spotlight
- Company logo on 2025 Gala Sponsorship Packet
- Company logo on thank you notes mailed to Purple Gala guests after the event
- Ten posts on Colorado Alzheimer’s Association social media platforms
- Opportunity to provide a photo of your family or to honor a loved one during the program’s opening and closing.

DIAMOND PATRON SPONSOR: $25,000

- Two premier table reservations (2 tables of ten guests)
- Invitation to Patron Party at the home of Rosalina and Richard Diecidue
- Invitation to Memories in the Making Artists’ exclusive auctioned art preview to meet artists affiliated with event
- Invitation to VIP Reception prior to Purple Gala 2024
- Logo recognition on Purple Gala invitation and A/V
- 8 posts on Colorado Alzheimer’s social media platforms
- Opportunity to provide a photo of your family or to honor a loved one during the program’s opening or closing.
FULL-MISSION PARTNERSHIP OPPORTUNITIES CONTINUED:

**GOLD PATRON SPONSOR: $15,000**

- One premiere table reservation (1 table for ten guests)
- Invitation to Patron Party at the home of Rosalina and Richard Diecidue
- Invitation to Memories in the Making Artists’ exclusive auctioned art preview to meet artists affiliated with event
- Invitation to VIP Reception prior to Purple Gala 2024
- Logo recognition on Purple Gala website and link to partner’s website
- Company logo on Purple Gala website and A/V
- 6 posts on Colorado Alzheimer’s Association social media platforms.

**SILVER PATRON SPONSOR: $10,000**

- One preferred seating table reservation (1 table for ten guests)
- Invitation to Patron Party at the home of Rosalina and Richard Diecidue
- Invitation to VIP Reception prior to Purple Gala 2024
- Logo recognition on Purple Gala website and link to partner’s website.
- Company logo on Purple Gala website and A/V
- 4 posts on Colorado Alzheimer’s Association social media platforms
- Opportunity to provide a photo of your family or to honor a loved one during the program’s opening and closing.

**AMETHYST PATRON SPONSOR: $5,000**

- One preferred seating table reservation (1 table for ten guests)
- Invitation to VIP Reception prior to Purple Gala 2024
- Logo recognition on Purple Gala website and link to partner’s website.
- Company logo on Purple Gala website and A/V
- 4 posts on Colorado Alzheimer’s Association social media platforms
- Opportunity to provide a photo of your family or to honor a loved one during the program’s opening and closing.

**MEMORY MAKER SPONSOR: $1,000**

- Access for two guests to attend the event
- Name recognition in event program
- Opportunity to provide a photo of your family or to honor a loved one during the program’s opening and closing.
UNDERWRITING PARTNERSHIP OPPORTUNITIES:

PRODUCTION COMPANY PARTNER: $30,000

- One premiere table reservation (1 table for ten guests)
- Invitation to Patron Party at the home of Rosalina and Richard Diecidue
- Invitation to High Tea at Balfour Denver to meet artists affiliated with event
- Logo recognition on Purple Gala website and link to partner’s website.
- 6 posts on Colorado Alzheimer’s Association social media platforms.

DINNER AND DESSERT COMPANY PARTNER: $30,000

- One premiere table reservation (1 table for ten guests)
- Invitation to Patron Party at the home of Rosalina and Richard Diecidue
- Invitation to High Tea at Balfour Denver to meet artists affiliated with event
- Logo recognition on Purple Gala website and link to partner’s website.
- Partner logo on Dessert station and desserts passed out as guests depart event
- Company logo on Purple Gala website and A/V
- 6 posts on Colorado Alzheimer’s Association social media platforms.

BEVERAGE COMPANY PARTNER: $15,000

- One premiere table reservation (1 table for ten guests)
- Invitation to Patron Party at the home of Rosalina and Richard Diecidue
- Partner logo on bars, opportunity to name signature event cocktail with Chapter approval
- Name inclusion as Beverage partner in program
- Logo recognition on Purple Gala website and link to partner’s website.
- Company logo on Purple Gala website and A/V
- 4 posts on Colorado Alzheimer’s Association social media platforms

ALL SPONSORSHIP LEVELS INCLUDE:

ALL SPONSORS WILL RECEIVE EXCLUSIVE INVITATIONS TO WEBINARS/EVENTS HOSTED BY THE ALZHEIMER’S ASSOCIATION TO INCLUDE SPECIALIZED EDUCATIONAL PROGRAMS FOR COMPANY EMPLOYEES.
Corporate Sponsorship Partners are essential in supporting those living with Alzheimer’s disease and their caregivers. Start today as a Purple Gala Sponsor Partner with the Alzheimer’s Association of Colorado.

<table>
<thead>
<tr>
<th>PARTNERSHIP LEVELS AND ENTITLEMENTS</th>
<th>Premiere $35,000</th>
<th>Diamond $25,000</th>
<th>Gold $15,000</th>
<th>Silver $10,000</th>
<th>Amethyst $5,000</th>
<th>Memory $1,000</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>PRE-EVENT</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Printed Gala Invitation</td>
<td>LOGO</td>
<td>NAME</td>
<td>NAME</td>
<td>NAME</td>
<td>NAME</td>
<td>NAME</td>
</tr>
<tr>
<td>(Deadline: March 3, 2024)</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Gala Website</td>
<td>LOGO</td>
<td>LOGO</td>
<td>LOGO</td>
<td>LOGO</td>
<td>LOGO</td>
<td>NAME</td>
</tr>
<tr>
<td>Select Pre-Event Press Releases</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>2025 Gala Sponsorship Packet</td>
<td>LOGO</td>
<td>LOGO</td>
<td>LOGO</td>
<td>NAME</td>
<td>NAME</td>
<td></td>
</tr>
<tr>
<td>Alzheimer’s Association Social Media Posts</td>
<td>10 POSTS</td>
<td>8 POSTS</td>
<td>6 POSTS</td>
<td>4 POSTS</td>
<td>4 POSTS</td>
<td>1 POST</td>
</tr>
<tr>
<td>Chapter E-Newsletter Spotlight</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Emailed Gala Invitation</td>
<td>LOGO</td>
<td>NAME</td>
<td>NAME</td>
<td>NAME</td>
<td>NAME</td>
<td>NAME</td>
</tr>
<tr>
<td>(Deadline: March 10, 2024)</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>DURING EVENT</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Dinner + Gala Seating</td>
<td>20 PREMIERE SEATS</td>
<td>20 PREMIERE SEATS</td>
<td>10 PREMIERE SEATS</td>
<td>10 PREFERRED SEATS</td>
<td>10 PREFERRED SEATS</td>
<td>2 GUESTS</td>
</tr>
<tr>
<td>Digital Screen + Tabletop Recognition</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Verbal recognition from MC during program</td>
<td>✓</td>
<td></td>
<td>✓</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Printed Gala Program Booklet</td>
<td>LOGO ON COVER</td>
<td>LOGO</td>
<td>LOGO</td>
<td>LOGO</td>
<td>NAME</td>
<td>NAME</td>
</tr>
<tr>
<td>(Deadline: April 7, 2024)</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>POST EVENT</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Exclusive invitation to webinars/ events hosted by Association</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Invitation to 2025 Gala Kick-off</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Specialized education program for employees</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
</tbody>
</table>

**TO DISCUSS SPONSORSHIP OPPORTUNITIES:**
Nancy Miller | namiller@alz.org | 303.478.8894
# Sponsorship Commitment Form

## Organizational Information

<table>
<thead>
<tr>
<th>Field</th>
<th>Information</th>
</tr>
</thead>
<tbody>
<tr>
<td>Contact Name</td>
<td></td>
</tr>
<tr>
<td>Organization</td>
<td></td>
</tr>
<tr>
<td>Address</td>
<td></td>
</tr>
<tr>
<td>Email Address</td>
<td></td>
</tr>
<tr>
<td>Phone</td>
<td></td>
</tr>
<tr>
<td>Fax</td>
<td></td>
</tr>
</tbody>
</table>

**THIS COMMITMENT IS FOR:**

- [ ] 2024
- [ ] 2025
- [ ] BOTH 2024 & 2025

Invoices for 2025 will be sent in January of 2025.

## Event Partnership Level:

- [ ] **Premiere** $35,000 
  Exclusive Opportunity
- [ ] **Gold** $15,000
- [ ] **Amethyst** $5,000
- [ ] **Silver** $10,000
- [ ] **Diamond** $25,000
- [ ] **Beverage** $15,000
- [ ] **Dinner & Dessert** $30,000
- [ ] **Memory Maker** $1,000
- [ ] **Production** $30,000

## Underwriters

- [ ] **Dinner & Dessert** $30,000

## Payment Options

- [ ] Payment By Credit Card
  - Cardholder Name: 
  - Credit Card Type: 
  - Credit Card Number: 
  - Exp: 
  - Security Code: 
  - Signature: 

- [ ] Payment By Check: Please make checks payable to The Alzheimer's Association, Colorado Chapter

- [ ] Please Invoice Me

---

**Email Form To:** namiller@alz.org

- OR -

**Mail Form and Payment To:**

Alzheimer's Association–Colorado Chapter
Purple Gala
455 N Sherman Street, Suite 500 Denver, CO 80203

**To Discuss Sponsorship Opportunities:**

Nancy Miller
namiller@alz.org
303.478.8894
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.