

2021
BRAIN BALL
VIRTUAL
SPONSORSHIP
PACKET

FRIDAY, APRIL 30, 2021

alzheimer's  association®

THE BRAINS BEHIND SAVING YOURS.®



Our Vision: A World without Alzheimer's and all other dementia.

The National Capital Area Chapter serves people with Alzheimer's disease and other dementias and their families and caregivers in the District of Columbia, suburban and Southern Maryland and Northern Virginia.



83% of care at home is provided by family members, friends or other unpaid caregivers.*

Sources: 2018 Alzheimer's Disease Facts and Figures Research Report: Dementia Caregiving in the U.S

Advancing Your Business with the Alzheimer's Association

As an Alzheimer's Association National Capital Area Chapter sponsor and partner, you will help lead the way to ending Alzheimer's and all other dementia while increasing your CSR. Socially responsible companies cultivate positive brand recognition, increase customer loyalty, and attract top-tier employees. These elements are among the keys to achieving increased profitability and long-term financial success.

Alzheimer's Association National Capital Area Chapter Opportunities Include:

- Employee Engagement
- Volunteer & Leadership Opportunities
- Programs & Services
- Research Updates
- Networking Opportunities
- Recognition within the Community

The Brain Ball Story

The 7th Annual Alzheimer's Association Brain Ball will be held virtually on Friday, April 30, 2021, and open for all to attend. The Brain Ball brings together influential and respected corporate, civic and philanthropic leaders to lead the fight against Alzheimer's disease.

The Brain Ball was launched in 2014 by the Alzheimer's Association and founding chairs, Tom Donohue, and the late, Liz Donohue, to elevate the profile of Alzheimer's and its devastating toll on America's families and caregivers facing the daily challenges of the nation's sixth-leading cause of death. Since its inception, Brain Ball has honored leaders in the fight to end Alzheimer's and raised nearly \$8.5 million to benefit the care, supported research efforts of the Alzheimer's Association.



2021 Honorees and Chairs



Jordan Smyth
Lifetime Achievement Award

Managing Director
Edgemoor Investment
Advisors, Inc.



Connie Tipton
Regional Honoree

Former President and CEO
International Dairy
Foods Association



Bob Cohen
Corporate Honoree

President and CEO
Perseus TDC, LLC

Rose Cohen
Corporate Honoree

Managing Director
Citi Private Bank



Peter Larkin
Chair

Former President and CEO
National Grocers Association



Jim Menard
Chair

Principal, Government and Public Sector
Ernst & Young



David Schless
Chair

President
American Seniors Housing Association

SUPPORT THE BRAIN BALL

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 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](https://www.alz.org/about/our-impact)

2020-2021 Sponsors

Thank you!

Platinum Level Sponsors - \$35,000

- National Association of Chain Drug Stores Foundation

Silver Level Sponsors - \$25,000

- Care Institute Group, Inc.
- Pharmaceutical Research and Manufacturers of America (PhRMA)

Sterling Level Sponsors - \$15,000

- Airports Council International-North America
- Connie Tipton (\$20,000 total)
- Edison Electric Institute
- Ernst & Young
- Household & Commercial Products Association
- Rushern Baker - Christa Beverly Foundation

Bronze Level Sponsors - \$10,000

- American Petroleum Institute
- American Seniors Housing Association
- American Society of Association Executives (ASAE)
- Ayesha Yasin
- Bill and Carolyn Wolf
- Coldwell Banker Residential Brokerage
- EBW Financial Planning
- Edgemoor Investment Advisors, In.
- Emerson
- Ernst & Young
- Foundation for the Greatest Good
- Host Hotels (\$13,000 total)
- Marilyn and Michael Glosserman

- Nancy and Jay Epstein
- National Association of Manufacturers
- National Grocers Association
- National Investment Center for Seniors Housing & Care
- National Restaurant Association
- Oliver Crandall
- RBC Wealth Management
- Rose and Bob Cohen

Patron Level Sponsors - \$6,000

- Berkshire Hathway Energy Company
- Lawrence C. Nussdorf
- Maria Glover

Friend Level Sponsors - \$3,000

- American Gas Association
- Becky and Ira Mendelson
- Corn Refiners Association
- Heidrick & Struggles
- Jane and Steve Caldeira
- Jody and Peter Larkin
- Kristen and George Lund
- Louis Levitt, MD and Joan Bialek
- Pegasus Senior Living
- PointClickCare
- Specialized Carriers & Rigging Association
- Tina and Albert Small
- The Vinca Group LLC
- William and Donna Eacho

2021 Brain Ball Virtual Sponsorship

Levels & Benefits



PRESENTING SPONSOR \$75,000

Event Benefits:

- Recognition as Presenting Sponsor on the streaming platform
- 15-second commercial opportunity during the pre-show
- Presenting Party Box
- Speaking opportunity during the virtual program
- Prominent company logo scrolling on-screen with opportunity for electronic message
- Verbal recognition as Presenting Sponsor during virtual program

Marketing and Social Media Benefits:

- Company logo prominently featured as the Presenting Sponsor on the electronic invitation
- Company logo featured on Brain Ball website landing page and sponsor tab
- Video post from designated company speaker, to be posted on NCA Chapter social media sites
- 6 social media posts
- Prominent company logo included in pre-event logistics email
- Prominent company logo included in post-event thank you email

Post Event Opportunities:

- Exclusive company research forum for employees and/or clients
- Exclusive access to Alzheimer's Association research events, educational webinars, videos, articles, etc.



GOLD SPONSOR

\$50,000

Event Benefits:

- Gold Party Box
- Speaking opportunity during the virtual program
- Prominent company logo scrolling on-screen with opportunity for electronic message
- Verbal recognition as Gold Sponsor during virtual program

Marketing and Social Media Benefits:

- Company logo featured on the electronic invitation
- Company logo featured on Brain Ball website landing page and sponsor tab
- Video post from designated company speaker, to be posted on NCA Chapter social media sites
- 5 social media posts
- Company/Individual logo included in pre-event logistics email
- Company/Individual logo included in post-event thank you email

Post Event Opportunities:

- Exclusive company research forum for employees and/or clients
- Exclusive access to Alzheimer's Association research events, educational webinars, videos, articles, etc.





SILVER SPONSOR

\$25,000

Event Benefits:

- Silver Party Box
- Company logo scrolling on-screen with opportunity for electronic message
- Verbal recognition as Silver Sponsor during virtual program

Marketing and Social Media Benefits:

- Company/Individual logo featured on the electronic invitation
- Company/Individual logo featured on Brain Ball website landing page and sponsor tab
- 4 social media posts
- Company/Individual logo included in pre-event logistics email
- Company/Individual logo included in post-event thank you email

Post Event Opportunities:

- Exclusive access to Alzheimer's Association research events, educational webinars, videos, articles, etc.
- Tailored educational opportunity for employees and/or clients



STERLING SPONSOR

\$15,000

Event Benefits:

- Sterling Party Box
- Company logo scrolling on-screen with opportunity for electronic message

Marketing and Social Media Benefits:

- Company/Individual listed as Bronze Sponsor on Brain Ball website
- Listed as a Sterling Sponsor on electronic invitation
- 4 social media posts
- Company/Individual logo included in pre-event logistics email
- Company/Individual logo included in post-event thank you email

Post Event Opportunities:

- Exclusive access to Alzheimer's Association research events, educational webinars, videos, articles, etc.
- Educational Lunch and Learn program for company employees

BRONZE SPONSOR

\$10,000

Event Benefits:

- Bronze Party Box
- Company logo scrolling on-screen during virtual program

Marketing and Social Media Benefits:

- Company/Individual listed as Bronze Sponsor on Brain Ball website
- 2 social media posts
- Company/Individual listed in post-event thank you email

Post Event Opportunities:

- Educational Lunch and Learn program for company employees





PATRON SPONSOR

\$6,000

Marketing and Social Media Benefits:

- Company/Individual listed as Patron Sponsor on Brain Ball website
- Company/Individual listed in post-event thank you email

FRIEND SPONSOR

\$3,000

Marketing and Social Media Benefits:

- Company/Individual listed as Friend Sponsor on Brain Ball website
- Company/Individual listed in post-event thank you email





THE BRAINS BEHIND SAVING YOURS.®

Hilary Murray

Director of Relationship Events and Corporate Initiatives

Alzheimer's Association National Capital Area Chapter

himurray@alz.org

703-766-9013

www.alz.org/nca