

UsAgainstAlzheimer's

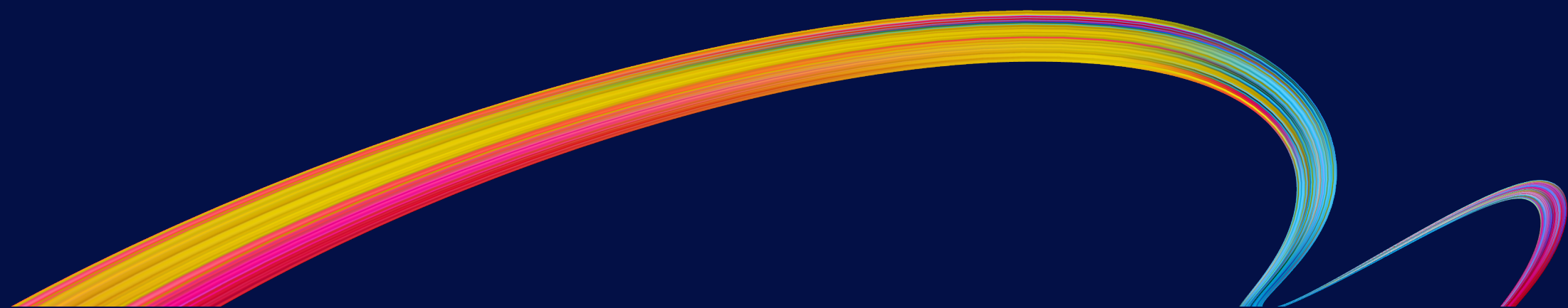
# Brain Health Bash

• FOUR SEASONS HOTEL •  
TUESDAY  
**APRIL 18<sup>TH</sup>**  
**2023**  
6:30 PM  
WASHINGTON D.C. •

# Brain Health is reason for HOPE

UsAgainstAlzheimer's is proud to have been an early adopter of the Alzheimer's brain health movement, launching the **Be Brain Powerful®** campaign almost five years ago to spread awareness about the importance of women's brain health. Since then, we've launched **BrainGuide**, a first-of-its-kind platform that empowers people with knowledge and resources to take the best next steps in managing their own or a loved one's brain health. We also created the **Center for Brain Health Equity** to promote brain health across the lifespan through culturally tailored, data-driven public health strategies and partnerships.

**Why brain health?** Because we know that up to 40% of Alzheimer's and dementia cases may be preventable by taking early action to protect one's brain. There is HOPE in this fight thanks to a focus on prevention and UsAgainstAlzheimer's is proud to advocate for this approach.



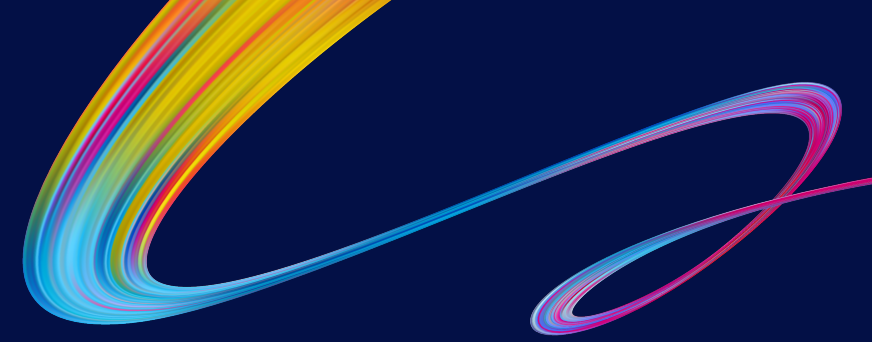


# **A New Year, A New Event, A New Reason For Hope!**

We are so excited to be gathering in person on April 18, 2023, for the tenth anniversary of our first gala event. Join us for a fun and fabulous evening celebrating the advances in brain health and the work to end Alzheimer's. With exciting entertainment, engaging brain health activations, delicious food and crafted libations...come ready to celebrate and support!

# Sponsorship Opportunities

Our generous partners make the work we do possible. Sponsorship packages and benefits are available at the following levels.



## BRAIN HEALTH HERO (\$50,000)

- Twelve VIP Tickets
- Custom branding of a unique onsite activation (to be developed in partnership with USA2)
- Lead recognition on invitation (60,000 recipients), guest communications and at the event on signage and in remarks
- Full-page program ad (digital)
- Lead recognition on event webpage with link to your website
- Dedicated sponsor spotlight on all social media channels (123,500 followers) and social media event toolkit
- Two representatives on Host Committee and invitation to pre-event luncheon
- Opportunity to provide a branded, brain health item in swag bag
- Photo and caption in annual report (4,500 recipients)

## BRAIN HEALTH CHAMPION (\$25,000)

- Eight VIP Tickets
- Prominent recognition on invitation (60,000 recipients), guest communications and at the event on signage and in remarks
- Half-page program ad (digital)
- Recognition on event webpage with link to your website
- Shared sponsor spotlight on all social media channels (123,500 followers) and social media event toolkit
- One representatives on Host Committee and invitation to pre-event luncheon
- Opportunity to provide a branded, brain health item in swag bag
- Recognition in annual report (4,500 recipients)



# Sponsorship Opportunities

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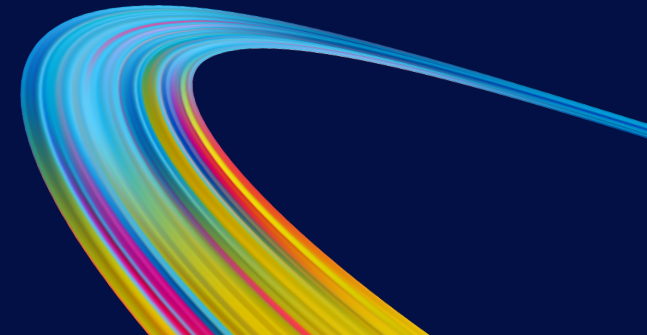


## BRAIN HEALTH ADVOCATE (\$10,000)

- Four VIP Tickets
- Quarter-page program ad (digital)
- Recognition on event signage
- Recognition on event webpage
- Opportunity to provide a brain health item in swag bag
- Recognition in donor newsletter (3,000 recipients)
- Recognition in annual report (4,500 recipients)
- Social media event toolkit

## BRAIN HEALTH SUPPORTER (\$5,000)

- Two VIP Tickets
- Recognition in event program (digital)
- Recognition on signage at event
- Recognition on event webpage
- Opportunity to provide a brain health item in swag bag
- Recognition in donor newsletter (3,000 recipients)
- Recognition in annual report (4,500 recipients)
- Social media event toolkit



# One-of-a-Kind Sponsorship Opportunities

Make the Bash a Blast! These sponsorship opportunities include special recognition and 2 VIP tickets. Only ONE of each is available.

## RECEPTION SPONSOR \$20,000

- Let's get this party started! Help us kick off the Bash right by making the reception fabulously fun and full of excitement. Your support will be evident throughout the reception on signage and in other unique ways.

## BRAIN HEALTH BOOGIE \$7,500

- Movement is one of the key elements of keeping ourselves – and our brains – fit! Your sponsorship will cover the cost of the evening's musical entertainment.

## SAY CHEESE \$6,500

- Help our guests smile, strike a pose, and then take home a little piece of fun by sponsoring the 360-degree photo booth.

## MINDFULNESS MOMENT \$5,500

- A moment of Zen at the Bash! Guests will have the opportunity to reset, refresh, and take part in a fun Haiku for Hope, a great way to enhance their Bash experience!

## THE BASH BEGINS HERE! \$4,500

- You know what they say about first impressions? Thanks to your support, at valet drop off, we'll have a brain healthy cocktail and a small bite waiting for everyone to enjoy to get the party started right.

Not seeing exactly what you are looking for? Let us create a custom branding opportunity for you. Let's work together to make some event magic!



# Tickets & Packages

## GET YOUR GROUP ON \$10,000

- Ten VIP tickets (see details below) for you and your band of brain healthy buddies

## PARTY WITH YOUR PALS \$6,000

- Six VIP tickets (see details below) – for you and five of your fabulous friends

## HOST COMMITTEE \$3,500

- Two VIP tickets to the event (see details below)
- Invitation to the Host Committee luncheon (February 2023)
- Listing as a Host Committee member online and in printed materials

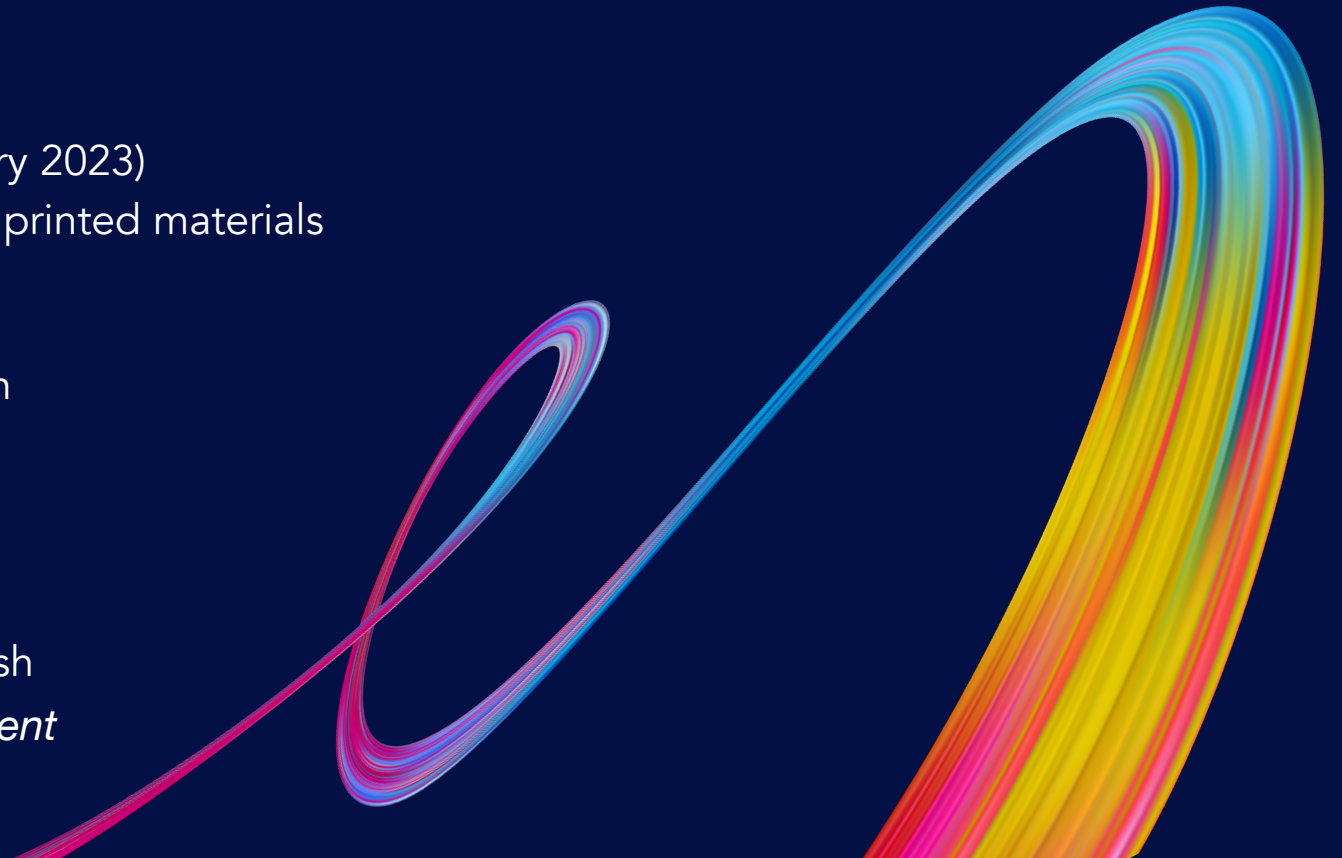
## VIP TICKET: \$1,250

- One VIP ticket, includes the pre-event gathering with speakers and honorees
- Access to the VIP bar and lounge area

## SINGLE TICKET \$500 \*

- One general admission ticket to the Brain Health Bash

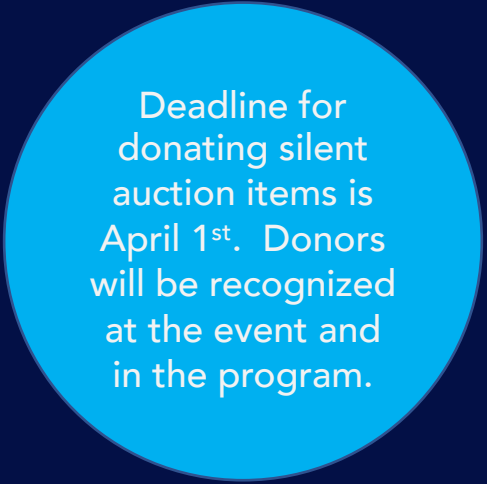

*\* Limited availability beginning 90 days before the event*



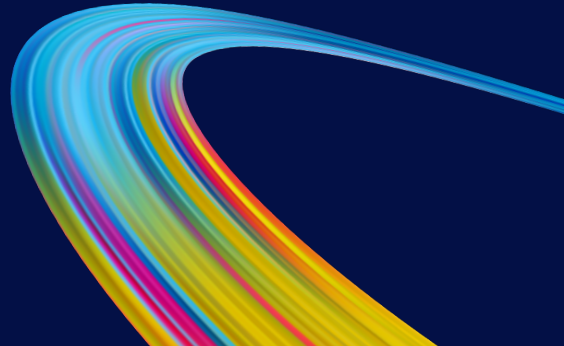
# Silent Auction

The Brain Health Bash will feature an online silent auction with donated items that inspire our guests to give! We are looking for:

- Brain Health related items – think wellness, overall health, fitness, meditation and more!
- Unique items that you cannot buy!
- One-of-a kind experiences
- Event tickets
- Signed items
- Jewelry
- Food and dining
- Other high-end items welcome!



Deadline for donating silent auction items is April 1<sup>st</sup>. Donors will be recognized at the event and in the program.







# **The Brain Health Bash** **will be fabulous and fun, featuring:**

## **6:30 pm Reception**

Craft cocktails, curated brain healthy food, fun activations, a 360-degree photo booth and more!

## **7:30 pm Remarks and Entertainment**

Hear from Brain Health experts and other fascinating speakers

## **9:00 pm DJ, Dancing and Dessert**

Great food, fun dancing and more!

# "Today's dream is tomorrow's reality"

Our co-founder Trish Vradenburg often shared this quote when asked why she created UsAgainstAlzheimer's in honor of her mother. She was a dreamer who believed that some day we could change the course of this disease so that no other family would suffer the way hers did. We know firsthand how hard Alzheimer's is, but we also want to recognize this hopeful moment in the fight to end it.

The **Brain Health Bash** will celebrate another story of a dreamer with a whimsical theme inspired by The Wizard of Oz. Prepare to be delighted by colorful rooms, imaginative décor, and playful engagements - this is not your typical gala! They say there's no place like home. Let's come together for the first time since 2019 and have some fun as we work towards tomorrow's reality!



Wear your best, brightest, most colorful cocktail attire...or even your Ruby Red Slippers!



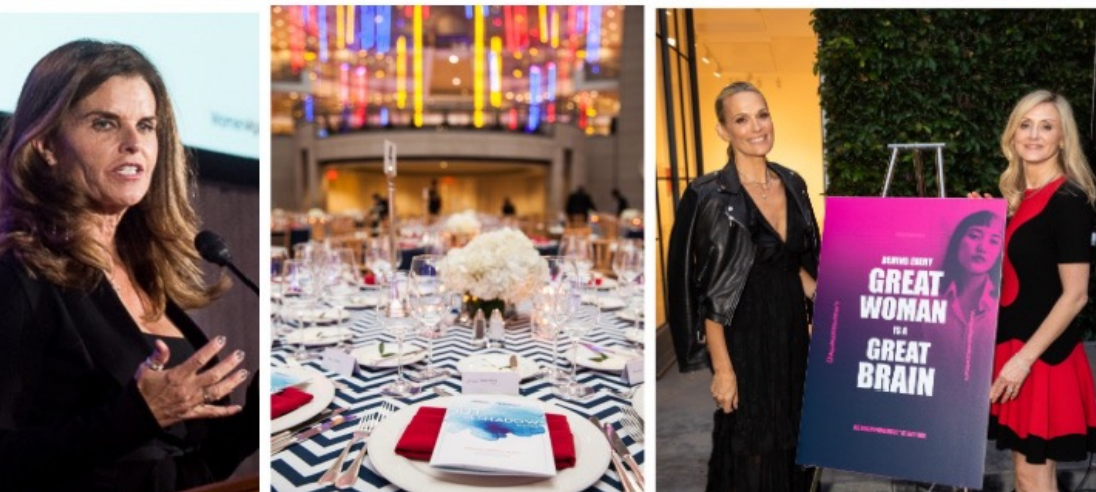


# The UsAgainstAlzheimer's Gala

Ten years ago, we created the UsAgainstAlzheimer's Gala, named for co-founder Trish Vradenburg, to raise money and awareness for our work to end Alzheimer's.

Whether in person or virtual, our events have featured First Ladies, A-list celebrities, advocates, activists and leaders in science, medicine, research and caregiving.

Since its inception, the UsAgainstAlzheimer's Gala has raised more than \$5 million to support our work to end Alzheimer's.



A vibrant rainbow graphic with multiple overlapping bands of color (red, orange, yellow, green, blue, purple) curves across the top of the slide. The background is a solid dark blue.

## For More Information: [www.usagainstalzheimer.org/bash](http://www.usagainstalzheimer.org/bash)

### **Corporate Sponsorships**

Roseann Abdu

Institutional Giving Officer

[rabdu@usagainstalzheimer.org](mailto:rabdu@usagainstalzheimer.org)

240.575.1022

### **Individual Tickets & Groups**

Anne Adams

Individual Giving Officer

[aadams@usagainstalzheimer.org](mailto:aadams@usagainstalzheimer.org)

202.796.3397

### **General Event Info**

Erin Parker

Event Manager

[eparker@usagainstalzheimer.org](mailto:eparker@usagainstalzheimer.org)

703.395.5980

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