

ALZHEIMER'S  ASSOCIATION®

# Purple Gala

**May 18, 2024**

The Renaissance Hotel Minneapolis | The Depot

# Purple Gala

The Alzheimer's Association's Purple Gala is among the premier fundraising galas in the Twin Cities. Last year's event drew nearly 600 attendees who contributed more than \$1 million to support the Association's programs and services, groundbreaking research efforts, and advocacy efforts on a state and federal level.

The Purple Gala is a beautiful and entertaining evening – fine dining, live music, a moving program, and silent and live auctions. Most importantly, your family, friends and/or company will be supporting a meaningful cause. It is an impactful event that brings a passionate community together by raising awareness, eliminating the stigma, providing support and resources to individuals and families, and uniting efforts toward our vision to end Alzheimer's and other dementias.



## Special Thanks to Our 2023 Sponsors

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“The Ryan Family is humbly honored to partner with the Alzheimer’s Association for the 32nd Annual Purple Gala. As a family, we are rooted in loving and supportive relationships. These relationships have helped us navigate life as Alzheimer’s has affected generations of our family. Together, with your help, we will advance support and prevention so others don’t have to endure the pain of losing loved ones to this disease.”

**Joe Boone, Ellie (Boone) Langlas and the Ryan Family**

*In honor of Kathy (Ryan) Boone and Nancy Ryan*

“RBC Wealth Management – U.S. is proud to support the Alzheimer’s Association, as the organization plays a critical role in helping millions of families navigate the emotional and financially challenging journey of a dementia-related diagnosis, from preventative care and early warning signs through hospice and end-of-life care. The Association also ensures crucial funding is going to the research that will make the largest impact on the future of preventing and curing this disease. As America continues to age, there will likely be no family that is completely untouched by dementia and its financial impacts. My family witnessed this firsthand with the loss of a loved one. You won’t regret supporting this amazing organization.”

**Angie O’Leary**

*Head of RBC Wealth Management Planning Solutions*

“On behalf of our 20,000 enterprise-wide employees working and living in Minnesota, UnitedHealthcare is proud to sponsor the Alzheimer’s Association’s Purple Gala. We congratulate them on all the work being done by the Alzheimer’s Association and their continuing mission to end Alzheimer’s and all other dementia by accelerating global research, driving risk reduction and early detection, and maximizing quality care and support.”

**Craig Stillman**

*Chief Executive Officer, UnitedHealthcare Medicare Plans of MN, ND, SD, NE, IA*

The Alzheimer's Association® is a worldwide non-profit health organization dedicated to advancing Alzheimer's care, support, and research across the world. Together, we can make a difference in the lives of millions affected by dementia today and those who will face it in the future. Every donation helps to strengthen our efforts while moving us closer to our vision of a world without Alzheimer's and all other dementia.



## Care and Support



## Research



## Advocacy

**We provide care and support to all those facing Alzheimer's and all other dementia.**

To support the 55 million people living with Alzheimer's worldwide, their caregivers, and families, the Association uses contributed funds to provide:

- A free nationwide 24/7 Helpline (800.272.3900) which receives nearly 300,000 callers annually and is staffed by specialists in 200 languages.
- In-person and virtual support groups, connecting those facing the disease with a network of help in their community.
- Initiatives developed with partner organizations to advance diversity, equity and inclusion, and help us reach and better serve all communities.
- Free education programs on the warning signs of Alzheimer's, living with the disease, caregiving at different stages, and healthy lifestyle choices for the brain and body.

**We drive research toward treatment, prevention, and ultimately, a cure.**

As the world's largest nonprofit funder of Alzheimer's research, the Alzheimer's Association invests in cutting-edge projects that hold the most potential to help people today and change the trajectory of this devastating disease.

- Currently, the Association is investing more than \$360 million in over 1,000 best-of-field projects in 53 countries.

**We advocate to improve the lives of all those affected by Alzheimer's and dementia.**

The Association is the leading voice for Alzheimer's disease advocacy, ensuring that the need for dementia care, education and research is heard at every level of government.

- Working with the Alzheimer's Impact Movement (AIM), a separately incorporated advocacy affiliate of the Association, we assemble and train a nationwide network of advocates whose voices are critical in engaging elected officials.
- We helped pass landmark legislation such as the National Alzheimer's Project Act, which mandated the creation of a national plan to fight Alzheimer's and coordinated efforts toward its first goal to prevent and effectively treat the disease by 2025.
- We strengthen the federal government's commitment to Alzheimer's research.

<b>GALA SPONSOR BENEFITS</b>	<b>Platinum \$20,000</b>	<b>Diamond \$15,000</b>	<b>Gold \$10,000</b>	<b>Sterling \$7,500</b>	<b>Silver \$5,000</b>
<b>Print</b>					
Save-the-date postcard (3,000) (Deadline: Dec. 15, 2023)	Logo	Name			
Printed Gala invitation (3,000) (Deadline: March 1, 2024)	Logo	Name	Name		
Printed Gala Program Booklet (500+) (Deadline: April 19, 2024)	Logo	Name	Name	Name	Name
Printed Gala Program Tribute/Ad (Deadline: April 19, 2024)	Full-page	Half-page	Half-page	1/4 -page	1/4 -page
Twin Cities Business Magazine Ad (Post-event)	Logo	Logo	Name		
2025 Gala Sponsorship Handbook	Logo	Logo	Name	Name	
<b>Social Media</b>					
Alzheimer's Association Social post	1 post	1 shared post with logos	1 shared post		
<b>Digital Marketing</b>					
Emailed Gala Invitation (3,000) (Deadline: March 22, 2024)	Logo	Name	Name	Name	
Gala website (through Sept. 1, 2024)	Logo	Logo	Logo	Logo	Name
Email pre & post event information to Gala attendees (500+)	Logo	Logo	Logo	Name	Name
Linked Logos on Purple Gala website	◆	◆	◆		
Program Ad on Purple Gala website (through Sept. 1, 2024)	◆	◆	◆		
<b>Gala Day</b>					
Video screen recognition during the Gala	Logo	Logo	Logo	Logo	Name
Dinner & Gala seating – complimentary beverages until 7 p.m.	20 people (prime seating)	20 people (prime seating)	10 people (preferred seating)	10 people	10 people
Pre and Post Event Slideshow	Logo	Logo	Logo	Logo	Name
Table top recognition	Name	Name	Name	Name	Name

All sponsors will receive exclusive invitations to webinars and events hosted by the Association, including the 2025 Gala Kickoff and specialized education programs for employees.

## CUSTOM SPONSORSHIP PACKAGES

**Presenting Sponsor (\$75,000)**

**Signature Sponsor (\$50,000)**

**Amethyst Sponsor (\$25,000)**

## Event Challenge Match (\$2,500+)

Spur giving at the Purple Gala by contributing to an event challenge match to help support the Alzheimer's Association's full mission.

- Name recognition on Purple Gala website through September 2024
- Name recognition in Purple Gala program (500+)



**Exclusive marketing sponsorship opportunities include:**

**Video testimonial, additional social media recognition, VIP day-of experiences, unique and high visibility recognition and highlights in the chapter Enews.**

# Alzheimer's Association Purple Gala Auction Donation Form

Please complete this, sign and return by mail or email to:

Alzheimer's Association  
Attn: Purple Gala  
12701 Whitewater Drive, Suite 290  
Minnetonka, MN 55343  
Email: mclind@alz.org

This completed sheet must accompany all auction donations. Please type or print clearly.

**DONATED ITEM:** \_\_\_\_\_ **DONOR VALUE:** \$ \_\_\_\_\_  
Brief Description

**DONATED ITEM DESCRIPTION** (Donors - tell us the wonderful details about this item)

**RESTRICTIONS/LIMITATIONS** (Please include expiration date, and allow a minimum of six months from date of event)

## DONOR INFORMATION

**Company or Donor Name:** \_\_\_\_\_

**Contact Person:** \_\_\_\_\_

**Phone:** \_\_\_\_\_ **Fax:** \_\_\_\_\_

**Address:** \_\_\_\_\_

**City:** \_\_\_\_\_ **State:** \_\_\_\_\_ **ZIP:** \_\_\_\_\_

**Email / Website:** \_\_\_\_\_

Individual and/or Corporate name under which you would like to be acknowledged in printed materials if other than above:

## PLEASE CHECK ONE OF THE FOLLOWING:

- Actual item/gift certificate included with form.
- Donor will deliver item (The Alzheimer's Association office is open to the public Monday-Thursday from 10 a.m.-4 p.m.)
- Other. Explain: \_\_\_\_\_

We are grateful for your donated auction item and want to make sure it is placed in the most appropriate event to maximize value. The Alzheimer's Association reserves the right to determine the disposition of the item as it sees fit.

**Donor Signature and Date:** \_\_\_\_\_

I hereby acknowledge and agree to provide the above stated goods and/or services to the Alzheimer's Association Minnesota-North Dakota, a nonprofit, sales-tax-exempt organization. (Federal TIN: 13-3039601) Contributions are tax deductible to the extent provided by law.

FOR OFFICE USE ONLY:

Category:

Item #:

**\*Please turn in all items to the Alzheimer's Association by April 22nd, 2024\***

Thank you for becoming a community partner through your participation.

## 2024 Gala Commitment Form

### Sponsor Information

Print Recognition Name \_\_\_\_\_

Contact Name \_\_\_\_\_

Email \_\_\_\_\_ Phone \_\_\_\_\_

Address \_\_\_\_\_

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

### 2024 Purple Gala Sponsorship

#### Sponsor Level

- |  |   |
|--|---|
| <input type="checkbox"/> Presenting (\$75,000) | <input type="checkbox"/> Gold (\$10,000)                |
| <input type="checkbox"/> Signature (\$50,000)  | <input type="checkbox"/> Sterling (\$7,500)             |
| <input type="checkbox"/> Amethyst (\$25,000)   | <input type="checkbox"/> Silver (\$5,000)               |
| <input type="checkbox"/> Platinum (\$20,000)   | <input type="checkbox"/> Challenge Match Gift (\$_____) |
| <input type="checkbox"/> Diamond (\$15,000)    | <input type="checkbox"/> Full Mission Gift (\$_____)    |

**Signature** \_\_\_\_\_ **Date** \_\_\_\_\_

### Payment Information

Check Enclosed     Visa/Mastercard/Discover/American Express     Invoice Requested

Card Number \_\_\_\_\_ Exp \_\_\_\_\_ Security Code \_\_\_\_\_

Name on Card \_\_\_\_\_ Signature \_\_\_\_\_

Above address same as billing    OR    Billing Address \_\_\_\_\_

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

**Please make checks payable to the Alzheimer's Association Minnesota-North Dakota.**

**Forms can be faxed to 952.830.0513 or mailed with payment to:** Alzheimer's Association Minnesota-North Dakota, Attention: Stephanie Dix Campbell, 12701 Whitewater Drive, Suite 290, Minnetonka, MN 55343

Questions? Call 952.857.0545 or e-mail [sdix@alz.org](mailto:sdix@alz.org).

Each ticket to the Purple Gala has a fair market value of \$150.

The background features a dark purple gradient with soft, out-of-focus bokeh light spots in various shades of purple and white. On the left side, there is a vertical column of several coins, including a US quarter and a US dime, which are also slightly out of focus.

**ALZHEIMER'S  ASSOCIATION®**

[alzpurplegala.org](http://alzpurplegala.org)