

THE ALZHEIMER'S ASSOCIATION ILLINOIS CHAPTER JUNIOR BOARD PRESENTS

# Paint the Night Purple

February 21, 2020 ◆ 8-11 P.M.  
Revel Fulton Market

2020 Sponsorship Opportunities

alzheimer's  association®



# Paint the Night Purple

## Why support the Alzheimer's Association®?

The Alzheimer's Association is the leading voluntary health organization in Alzheimer's care, support and research.

The Illinois Chapter Junior Board was founded in 2011 to support our mission by engaging a younger generation in our fundraising, volunteering and advocacy efforts. These civic-minded individuals have all been affected by Alzheimer's or dementia in some way. They've lost loved ones, serve as caregivers or work in a cause-related profession. Although they have different


experiences with this disease, they are all united by a single desire to see an end to Alzheimer's and related dementias.

The 8<sup>th</sup> annual Paint the Night Purple takes place on **Friday, February 21, 2020 from 8-11 p.m. at Revel Fulton Market in Chicago's West Loop.** Join us for an exclusive night of live music, open bar, hors d'oeuvres, auction, raffle and so much more.

Tickets and more information at [alzillinoisjuniorboard.org](http://alzillinoisjuniorboard.org).

**EVERY**  
  
**65**  
**SECONDS**  
someone in the  
United States  
develops Alzheimer's

Alzheimer's disease is the  
**6<sup>TH</sup>** leading cause  
**OF DEATH**  
in the United States

  
**1 IN 3**  
seniors dies  
with Alzheimer's  
or a related dementia



### Why sponsor Paint the Night Purple?



#### Elevate Your Brand

Aligning your brand with our mission demonstrates your **commitment to the community** and to confronting this degenerative and fatal disease that impacts millions of individuals who make up our nation's workforce.



#### Expand Your Reach

Paint the Night Purple brings together **over 1,000 young professionals and emerging leaders** from all over Chicagoland. It is a unique opportunity to boost your brand among millennials and market to multiple industries and demographics.



#### Make An Impact

Alzheimer's is the most expensive disease in America and everyone with a brain is at risk. Your dollars can change the trajectory of this disease by **funding care, support and research to find a cure.** Support your consumers, employees and community by investing in the fight against Alzheimer's.

# Paint the Night Purple

## 2020 Sponsorship Opportunities

Corporate Packages	\$10,000 Van Gogh	\$5,000 Michelangelo	\$2,500 Monet	\$1,000 Rembrandt
VISIBILITY & ENGAGEMENT				
Recognition on Junior Board website	Logo & link	Logo & link	Logo	Name
Recognition on Alzheimer's Association Illinois Chapter social media pages (14,400+) and Junior Board social media pages (2,700+)	Logo & link	Logo & link	Logo	Name
Recognition on large screens and/or signage at event	✓	✓	✓	✓
Recognition in e-news (50,500+)	✓	✓	✓	✓
Recognition in event press release	✓			
Company info on check-in table at event	✓			
Educational program	✓			
EVENT DAY				
Tickets to Paint The Night Purple	20	10	8	6
Express Check-in	✓	✓	✓	✓
Reserved seating for your guests	✓	✓	✓	✓
VIP lounge access with private bar	✓	✓	✓	

Family Packages	\$10,000 Van Gogh	\$5,000 Michelangelo	\$2,500 Monet	\$1,000 Rembrandt
VISIBILITY & ENGAGEMENT				
Recognition on Junior Board website	Name, Photo & Story*	Name, Photo & Story*	Name & Photo	Name
Recognition on Alzheimer's Association Illinois Chapter social media pages (14,400+) and Junior Board social media pages (2,700+)	Name, Photo & Story*	Name, Photo & Story*	Name & Photo	Name
Centerpiece dedicated to loved one	Name & Photo	Name & Photo	Name	Name
Recognition in e-news (50,500+ reach)	✓	✓		
Recognition in event press release	✓			
Educational program for your family/network	✓			
EVENT DAY				
Tickets to Paint The Night Purple	20	10	8	6
Express Check-in	✓	✓	✓	✓
Reserved seating for your guests	✓	✓	✓	✓
VIP lounge access with private bar	✓	✓	✓	

\* Share your loved one's story or your connection to the disease (100 words)

### Event Day Opportunities - \$500 per element

*Benefits include:* Recognition on Alzheimer's Association Illinois Chapter social media pages (14,400+) and Junior Board social media pages (2,700+); Recognition on signs at designated site(s); and 2 tickets to Paint The Night Purple.

■ MAIN STAGE Sponsor ■ VIP LOUNGE Sponsor ■ FOOD STATION Sponsor ■ PHOTO BOOTH Sponsor

### In-Kind Donors:

The Junior Board is also in need of donations of food, beverages, silent auction and raffle items. In-kind donors receive benefits based on the value of donated items. For more information contact **Rebecca Peters** at **312.210.7094** or **repeters@alz.org**.



# Every dollar advances the fight against Alzheimer's

The **Alzheimer's Association** is the largest non-profit funder of Alzheimer's research in the world. For every dollar raised, **77 cents goes directly to research, care and support services** for those impacted by the disease. We invest 17 cents in our fundraising efforts to generate more financial support for our mission, and the final 6 cents keeps our doors open, our teams operational, and our scientists in the lab. Thank you for your contributions toward finding a cure and moving us one step closer to our vision of a world without Alzheimer's.

The **Alzheimer's Association Illinois Chapter** annually provides individuals with dementia, their care partners, community members, and health care professionals with education, support programs and services. In fiscal year 2018:

**10,019** Calls  
to our **24/7 Helpline**

**548** Referrals  
from professional healthcare providers to the Association

**700** Support Groups  
**5,116** Attending groups

**1,900,965**  
visits to [alz.org/illinois](http://alz.org/illinois)

**590,408**  
Service Contacts



**5.7 MILLION**

Americans are living with Alzheimer's. By 2020, this number is projected to rise to nearly

**14 MILLION**

It kills more than breast cancer and prostate cancer

**COMBINED**

**16.1**

**MILLION AMERICANS**

provide unpaid care for people with Alzheimer's or other dementias

**Our vision is a world without Alzheimer's disease.®**

**Our Mission** is to eliminate Alzheimer's disease through the advancement of research; to provide and enhance care and support for all affected; and to reduce the risk of dementia through the promotion of brain health.

alzheimer's  association®

**Illinois Chapter**



**24.7 HELpline**  
**800.272.3900**

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



# Paint the Night Purple

## 2020 Commitment Form

Corporate Package	Level	Amount Due
Van Gogh	\$10,000	\$
Michelangelo	\$5,000	\$
Monet	\$2,500	\$
Rembrandt	\$1,000	\$
Family Package	Level	Amount Due
Van Gogh	\$10,000	\$
Michelangelo	\$5,000	\$
Monet	\$2,500	\$
Rembrandt	\$1,000	\$

To receive full benefits of your sponsorship and inclusion in any print materials, a signed commitment and logo/print information **must be submitted by February 3, 2020.**

Name(s) (as it should be listed)

Contact person if different from above

Phone E-mail Address

Billing Address

City State Zip

- Check (Payable to Alzheimer's Association)  Please send invoice  
 American Express  Discover  Master Card  Visa

Name on Card (if different from above)

Card Number

Expiration Date CVV Code

Signature



### Checks should be made payable to the Alzheimer's Association and mailed with this form to:

Alzheimer's Association Illinois Chapter  
Attn: Rebecca Peters  
8430 W. Bryn Mawr Avenue, Suite 800  
Chicago, IL 60631

Sponsorship may be **paid online** at  
**[alzillinoisjuniorboard.org](http://alzillinoisjuniorboard.org)**.

For questions or more information contact  
**Rebecca Peters** at **312.210.7094** or **[repeters@alz.org](mailto:repeters@alz.org)**