

Collective Consciousness

SAVE THE DATE FOR OUR NINTH ANNUAL GALA

Wednesday, September 21, 2011

The Park · 118 10th Avenue · New York City

About Collective Consciousness

Collective Consciousness is the Junior Committee's annual gala designed to promote an understanding of Alzheimer's disease and encourage young Manhattan professionals to become more involved in the efforts of the Alzheimer's Association, New York City Chapter.

Our sold out events are recognized by their exclusive venues, celebrity host, profound speakers, grand silent auction displays, music and signature cocktails. On average, more than 350 attendees join to celebrate the hope for the advancement of a cure for Alzheimer's.

All proceeds from Collective Consciousness will directly benefit the Alzheimer's Association, NYC Chapter, dedicated to advancing research devoted to the causes, treatments, and prevention of Alzheimer's disease. Since Alzheimer's disease cannot be cured and is degenerative, management of those with the disease is essential. The Alzheimer's Association, New York City Chapter aims to do just that. The Chapter enhances care and support for people with the disease, their families, and caregivers in the five boroughs of New York City and offers countless educational and support groups free-of-charge.

"...because there are just too many beautiful people in this world to forget."

— Sharon Clott, Care and Support Chair

About the Junior Committee

The Junior Committee of the Alzheimer's Association, New York City Chapter is dedicated to raising awareness about Alzheimer's disease and related dementias to a generation who may not be as familiar with the statistics and devastating effects of the disease. This is accomplished through events, education and support to further the efforts of the New York City Chapter.

Most members have been touched directly by this terrible disease through their loved ones, and feel compelled to educate their peers on the impact of Alzheimer's Disease.

Chelsea deMarrais, Junior Committee Coordinator
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360 Lexington Avenue, 4th Floor · New York, NY 10017

ALZHEIMER'S DISEASE BY THE NUMBERS

- As many as **5.4 million people** in the United States are living with Alzheimer's.
- Alzheimer's and dementia **triple healthcare costs** for Americans age 65 and older.
- Every **69 seconds**, someone develops Alzheimer's.
- Alzheimer's is the **sixth-leading cause of death**.
- There are nearly 15 million Alzheimer's and dementia caregivers providing **17 billion hours of unpaid care valued at \$202 billion**.

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How you can make a difference

Review the following sponsorship, silent auction and marketing opportunities. Kindly complete and return the reply form and indicate how you wish to contribute to the Junior Committee of the Alzheimer's Association, New York City Chapter's efforts. Upon receipt, an email will be sent to you confirming your donation and indicating any follow-up steps.

Sponsorship Opportunities

\$10,000

- Customized exclusively for you

\$5,000

- Special recognition from host at event
- Logo placement on website, email blasts, Facebook event page, and signage
- 3 inserts in guest gift bags
- Table service admission for 20 guests with 3 bottles of top shelf liquor

\$2,500

- Text recognition on website, email blasts, Facebook event page, and signage
- 1 insert in guest gift bags
- Table service admission for 10 guests with 2 bottles of top shelf liquor

**CUSTOM sponsor levels with associated benefits are available.*

Donation Opportunities

SILENT AUCTION: Donate luxury auction items, services or experiences to our silent auction. Each item will be highlighted with a personal display sign, and listing on our web site. We will also provide you with a donation letter for tax purposes.

IN-KIND: Donate professional services, advertising space, gift bag items (estimated 400). Gain sponsorship level recognition equivalent to the donation's retail value. We will also provide you with a donation letter for tax purposes.

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2011 SPONSOR REPLY FORM

Overview

Please complete and submit the following form to support Collective Consciousness by September 9, 2011. A confirmation email will be sent to you with more details including appropriate deadlines, and a logo request if applicable.

Sponsorship

Please indicate the level of sponsorship you would like at the event:

\$10,000 \$5,000 \$2,500 Interested in customizing a package

Indicate the status of your donation:

Check enclosed Contribution made online Send an invoice

Silent Auction and In-Kind Donations

Please validate any gift certificates from the date of the auction, September 21, 2011, and include any collateral materials associated with your company/brand.

Indicate the status of your donation:

Actual item enclosed Certificate enclosed Design certificate on our behalf Item will be sent separately

Exact description of donated item(s) as you would like it to appear in the auction and on marketing materials:

The total fair market value of the donated item(s) and/or services is: \$ _____

Contact Information

Name: _____

Company: _____

Address: _____

City, State, Zip: _____

Phone: _____

Email: _____

Signature: _____

We would like to remain anonymous, please do not list us on event materials

The Alzheimer's Association, New York City Chapter is a 501(c)3 nonprofit organization. Tax ID: 13-3277408.
All donations are tax deductible to the fullest extent allowed by law.

Please Submit To:

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