



Making Memories FESTIVAL

SATURDAY
11/9/24
LA STATE
HISTORIC PARK

**LOCAL MUSIC.
LOCAL FOOD.
LOCAL CAUSE.**

**PARTNERSHIP
OPPORTUNITIES**

ABOUT ALZHEIMER'S LOS ANGELES

Alzheimer's Los Angeles, established in 1981 by concerned community members, is dedicated to improving the lives of families impacted by Alzheimer's or other dementias. Our mission encompasses increasing awareness, delivering effective programs and services, providing compassionate support, and advocating for quality care and a cure. Recognized with over a dozen national awards, we are actively engaged in healthcare policy advocacy at local, state, and federal levels. With over 250,000 individuals affected by dementia in Greater Los Angeles and the Inland Empire, a number projected to double by 2040, it is essential to ensure access to the best care and support. Our goal is to reassure everyone facing Alzheimer's or dementia that they are not alone.

ABOUT THE Making Memories FESTIVAL



The *Making Memories Festival* is Alzheimer's Los Angeles's premier awareness event, drawing up to 1,500 attendees annually from across the Greater Los Angeles area. Sponsors and vendors from past festivals have reported significant networking opportunities and connections with our diverse community. This multicultural celebration showcases iconic local and national bands, food trucks, games, activities, and an exhibitor area featuring retail and informational booths focused on brain health and healthy lifestyle opportunities. Your sponsorship directly supports the production of this vital awareness event, ensuring affordable admission and encouraging widespread community participation. For details on sponsorship benefits and recognition opportunities, please refer to the enclosed pages.

Partner with us to make a meaningful impact! For inquiries or special requests, please contact Jennifer Holloway at (323)930-6246 or jholloway@alzla.org.

SPONSORSHIP OPPORTUNITIES

PRESENTING SPONSOR • \$100,000

- Exclusive naming opportunity for area of the event
- Opportunity for welcome remarks at the event by a company representative
- Option to include (1) 60-second promo ad or two (2) 30-second promo ad spots during the event
- Two (2) exclusive partner spotlight opportunities in Alzheimer's LA e-newsletters
- Prime location for one (1) 20x10 vendor booth with two (2) 6ft tables and four (4) chairs
- Two (2) Alzheimer's educational seminars for sponsor's employees
- Verbal recognition on stage during event
- Prominent mention in press release
- Volunteer opportunities for sponsor's employees
- Featured logo placement on stage signage
- Featured logo placement on video sponsor scroll
- Logo on event webpage and emails with link to sponsor's website
- Featured highlight in event's social media campaign
- Logo placed prominently on all of event's collateral materials
- Featured recognition in Alzheimer's LA's Annual Report
- Prominent recognition on Alzheimer's LA's Partners webpage

CHAMPION SPONSOR • \$50,000

- Option to include one 30-second promo ad spot during event
- One (1) partner spotlight opportunity in Alzheimer's e-newsletter
- Prime location for one (1) 10x10 vendor booth with one (1) 6ft table and two (2) chairs
- One (1) Alzheimer's educational seminar for sponsor's employees
- Verbal recognition on stage during the event
- Prominent mention in press release
- Volunteer opportunities for sponsor's employees
- Prominent logo placement on stage signage
- Prominent logo placement on video sponsor scroll
- Logo on event webpage and emails with link to sponsor's website
- Prominent recognition in event's social media campaign
- Logo placed prominently on all event collateral materials
- Prominent recognition in Alzheimer's LA's Annual Report
- Prominent recognition on Alzheimer's LA's Partners webpage

PREMIER SPONSOR • \$25,000

- One (1) 10x10 vendor booth with one (1) 6ft table and two (2) chairs
- One (1) Alzheimer's educational seminar for sponsor's employees
- Verbal recognition on stage during event
- Mention in press release
- Volunteer opportunities for sponsor's employees
- Logo placement on stage signage
- Logo placement on video sponsor scroll
- Logo on event webpage and emails with link to sponsor's website
- Logo placement on all event collateral materials
- Recognition in Alzheimer's LA's Annual Report
- Recognition in Alzheimer's LA's Partners webpage

SIGNATURE SPONSOR • \$10,000

- One (1) 10x10 vendor booth with one (1) 6ft table and two (2) chairs
- Volunteer opportunities for sponsor's employees
- Name listed on stage signage
- Name recognition on video board sponsor scroll
- Name listed on event webpage and emails
- Name listed on all event collateral materials
- Name listed in Alzheimer's LA's Annual Report
- Name listed in Alzheimer's LA's Partners webpage

COMMUNITY PARTNER • \$5,000

- One (1) 10x10 vendor booth with one (1) 6ft table and two (2) chairs
- Volunteer opportunities for sponsor's employees
- Name recognition on video board sponsor scroll
- Name listed on event webpage and emails
- Name listed on all event collateral materials
- Name listed in Alzheimer's LA's Annual Report
- Name listed in Alzheimer's LA's Partners webpage

MAKING MEMORIES FESTIVAL

SPONSORSHIP COMMITMENT FORM

I would like to commit to the following sponsor level:

- Presenting (\$100,000) Champion (\$50,000) Premier (\$25,000)
 Signature (\$10,000) Community Partner (\$5,000)

Company _____



Contact Person _____

Address _____

City _____ State _____

Zip Code _____ Phone # _____

Email _____

Social Handles  _____  _____

My check payable to **Alzheimer's Los Angeles** for \$ _____ is enclosed.

I prefer to pay via ACH. Please send me instructions.

Please charge my credit card:

- Visa MasterCard American Express Discover

Credit Card # _____

Expiration Date _____ Security Code _____

Billing Address _____

City _____ State _____ Zip _____

Authorized Signature _____

Please visit AlzheimersLA.org/MakingMemories to securely upload completed form or to make payment online with a credit card.

Forms can also be mailed to:

Alzheimer's Los Angeles, ATTN: Development
4221 Wilshire Blvd, Ste 400, Los Angeles, CA 90010

Questions? Jennifer Holloway: jholloway@alzla.org | (323) 930-6246

Alzheimer's Los Angeles is a 501(c)(3) tax-exempt organization (#95-3718119), and your donation may be tax-deductible within the guidelines of U.S. law as a charitable contribution.