

Alzheimer's Foundation of America

For the *Love* of
George

WEDNESDAY, SEPTEMBER 22, 2010

7:00P.M. - 10:00P.M.

GUYS & DOLLS LOUNGE

WEST HOLLYWOOD, CA

Cocktail Reception

Join us for a concert, cocktail reception and more!

Dear Friend,

After successful fundraisers in New York, Chicago, Dallas, Palm Beach, Nashville and Toronto we are pleased to announce our very first **For the Love of George** event in Los Angeles, CA benefiting the Alzheimer's Foundation of America (AFA) on Wednesday, September 22, 2010 at Guys & Dolls Lounge in West Hollywood.

The goal of this event is to raise awareness for the importance of caregiving and to provide funding resources to local organizations who care for those with the disease and their family. The AFA is a national non-profit organization that focuses on the care component of Alzheimer's disease. Its mission is "to provide optimal care and services to individuals confronting dementia, their caregivers and families through member organizations dedicated to improving quality of life."

For the Love of George was created by AFA's Junior Committee in New York, to honor the late George R. Irvin, one of the millions of individuals with Alzheimer's disease and also a grandfather to the committee's founding co-chairs. As the event has grown over the years it has become a tribute not only to George, but to the millions of individuals who have had, or are living with, Alzheimer's disease, their families and caregivers.

For the Love of George Los Angeles is organized by the AFA Los Angeles Committee, a group of local executives committed to increasing awareness of Alzheimer's disease and to providing the highest level of care and education to individuals facing this disease. For the Love of George demonstrates the multi-generational impact of confronting Alzheimer's disease. AFA research shows that often two, three or even four generations in a family are seriously impacted by Alzheimer's disease in myriad ways.

We invite you to join us on September 22nd for a cocktail reception, silent auction and a very special live concert performance by Iconique Music Group artist Justyna Kelley!

Please make plans now to attend this very special event with your colleagues and friends. Although it promises to be an exciting event, the real reason we will all be there is to support the efforts of the Alzheimer's Foundation of America. Each person can and will make a difference.

We have enclosed sponsorship information for your consideration. A member of the Los Angeles Committee will be contacting you shortly to discuss sponsorship opportunities, but if you have immediate questions, please contact Jennifer Houghton, AFA's events coordinator at 866.232.8484 x 102 or jhoughton@alzfdn.org.

We look forward to seeing you in September!

The AFA Los Angeles Committee

Alzheimer's Foundation of America

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Sponsorship Opportunities

Presenting Sponsor

\$5,000

- Corporate logo listed as sponsor on invitation *
- Twenty admission tickets and two reserved VIP tables
- Logo to be included on FTLOG Web site
- Logo prominently displayed on all "Thank You" signage at the event
- Public acknowledgment from the main stage of the venue

Entertainment Sponsor

\$4,000

- Corporate logo listed as sponsor on invitation *
- Ten admission tickets and a reserved VIP table
- Logo to be included on FTLOG Web site
- Logo prominently displayed on all "Thank You" signage at the event
- Public acknowledgment from the main stage before entertainment begins

Bar Sponsor

\$3,500

- Corporate logo listed as sponsor on invitation *
- Six admission tickets
- Logo to be included on FTLOG Web site
- Logo displayed on all "Thank You" signage at the event
- Courtesy signage on bar countertop

Auction Sponsor

\$3,000

- Corporate logo listed as sponsor on invitation *
- Six admission tickets
- Logo to be included on FTLOG Web site
- Logo displayed on all "Thank You" signage at the event
- Public acknowledgment from the main stage during speeches

Printing Sponsor

\$2,500

- Corporate logo listed as sponsor on invitation *
- Four admission tickets
- Logo displayed on all "Thank You" signage at the event

Napkin Sponsor

\$1,000

- Corporate logo imprinted on napkins at each bar
- Logo displayed on all "Thank You" signage at the event
- Two admission tickets to the event

Décor Sponsor

\$1,000

- Logo displayed on all "Thank You" signage at the event
- Two admission tickets to the event

Table Sponsors

VIP Table

\$1,500

- Ten admission tickets to the event
- Corporate logo centerpiece header on table

Table

\$1,000

- Eight admission tickets to the event
- Corporate logo centerpiece header on table

***time permitting**

For more information contact
Jennifer Houghton
Events Coordinator
Alzheimer's Foundation of America
phone: 866.232.8484 Ext. 102
email: jhoughton@alzfdn.org
fax: 646.638.1546

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Sponsorship Opportunities Confirmation Form

Contact Information

COMPANY OR ORGANIZATION NAME

CONTACT NAME AND TITLE

ADDRESS

CITY

STATE

ZIP

DAY TELEPHONE

FAX NUMBER

E-MAIL ADDRESS

Sponsorship Opportunities

Please check the appropriate box:

- | | |
|--|---------|
| <input type="checkbox"/> Presenting Sponsor | \$5,000 |
| <input type="checkbox"/> Entertainment Sponsor | \$4,000 |
| <input type="checkbox"/> Bar Sponsor | \$3,500 |
| <input type="checkbox"/> Auction Sponsor | \$3,000 |
| <input type="checkbox"/> Printing Sponsor | \$2,500 |
| <input type="checkbox"/> Napkin Sponsor | \$1,000 |
| <input type="checkbox"/> Decor Sponsor | \$1,000 |

Table Sponsors

- | | |
|--|---------|
| <input type="checkbox"/> VIP Table Sponsor | \$1,500 |
| <input type="checkbox"/> Table Sponsor | \$1,000 |

Payment

Enclosed is a check made payable to:

Alzheimer's Foundation of America

or please charge:

- AMEX
 MC
 VISA
 DISCOVER

NAME AS IT APPEARS ON CARD

CREDIT CARD NUMBER

EXPIRATION DATE

SIGNATURE