



2021 Forget-Me-Not Gala



Monday, June 7, 6:30pm

SPONSORSHIP LEVELS

Your sponsorship includes attendance at our Virtual Gala and our in-person Fall Bonus Event (TBD).

VISIONARY | \$100,000

INNOVATOR | \$50,000

TRAILBLAZER | \$25,000

LEADER | \$15,000

PIONEER | \$12,500

GUIDE | \$5,000

FAMILY PATRON Sponsors at any level who opt-out of the listed benefits.

What your support means to CaringKind:

VISIONARY Supports our Connect2Culture program for one year, which provides an enriching and enjoyable cultural experience to hundreds of isolated caregivers and the person in their care.

INNOVATOR Supports a Helpline Associate for one year, who along with colleagues, responds to over 6,000 dementia caregivers annually, providing an invaluable connection to CaringKind and our 500 community partners.

TRAILBLAZER Provides 6 months of a licensed social worker, who with colleagues, provides compassionate care, information, and support to over 1,000 family caregivers a year.

LEADER Provides enrollment for 176 persons with dementia in the life-saving Wanderer's Safety Program, which finds missing persons with dementia and reunites them with their families.

PIONEER Provides technology for virtual programming for caregivers.

GUIDE Provides professional development and distance education training.



GUIDE | \$5,000

- Name recognition on gala website.
- Company name in quarterly newsletters distributed to 100,000 caregivers and supporters.
- Digital gala program ad (provided by sponsor according to CaringKind's ad specs).

PIONEER | \$12,500 All of the above, plus:

- Attend the fall bonus event to meet with CaringKind board, sponsors, donors, corporate and community leaders (Date TBD).
- Featured logo placement on digital invitation.
- Logo recognition across social media.
- Your corporate materials (ex., product samples, company gifts, etc.) can be included in a gift box that will be sent to the top 100 gala ticket / table purchasers. Size and weight restrictions may apply.
- Up to 12 links to Virtual Gala Event. Tickets to our in-person Fall Bonus Event, quantity TBD.

LEADER | \$15,000 All of the above, plus:

- Logo recognition on gala website.
- Up to 15 links to Virtual Gala Event. Tickets to our in-person Fall Bonus Event, quantity TBD.

TRAILBLAZER | \$25,000 All of the above, plus:

- Logo recognition on CaringKind website home page.
- Premiere logo placement on digital and print invitation.
- Digital and print invitations (provided by sponsor according to CaringKind's ad specs).
- Up to 25 links to Virtual Gala Event. Tickets to our in-person Fall Bonus Event, quantity TBD.

INNOVATOR | \$50,000 All of the above, plus:

- Exclusive virtual event roundtable or event entertainment sponsor.
- Promotion on three episodes of Caregiver/Storyteller podcast, including sponsor mention in the intro, and a 30-second promotion at mid-point. The podcast won the 2020 Innovations in Alzheimer's Caregiving award.
- Premiere logo recognition on CaringKind's home page for one year.
- Premiere logo recognition on Gala website for one year.
- Premiere logo placement on digital and print invitation.
- Prominent recognition in press releases; CaringKind press has included *The New York Times*, *The Wall Street Journal*, *Crain's New York Business*, *ABC-7*, *PIX-11*, and more. Press coverage cannot be guaranteed.
- Up to 50 links to Virtual Gala Event. Tickets to our in-person Fall Bonus Event, quantity TBD.

VISIONARY | \$100,000 All of the above, except roundtable sponsorship, plus:

- Name a CaringKind program for one year.
- Live recognition by speakers during event.
- Up to 100 links to Virtual Gala Event. Tickets to our in-person Fall Bonus Event, quantity TBD.

FAMILY PATRON Sponsors at any level who don't need, or opt-out of, all the listed benefits.

For Family Patrons at \$12,500 and above, these benefits apply:

- Attend the Fall bonus event to meet with CaringKind board, sponsors, donors, corporate and community leaders (Date TBD).
- A photo of your loved one will be included in a collage of remembrances in the gala program.
- Links to Virtual Gala Event. Tickets to our in-person Fall Bonus Event, quantity TBD.





For more information, contact Carol Berne, Senior VP of Development
at 646-744-2905 or cberne@cknyc.org
Visit our Gala website at www.caringkindnyc.org/gala



Sponsorship Purchases

If you would like to appear on our invitation,
please send the completed form back no later than Friday, April 30, 2021.

___ **Visionary \$100,000**
___ Family Patron at this level

___ **Innovator \$50,000**
___ Family Patron at this level

___ **Trailblazer \$25,000**
___ Family Patron at this level

___ **Leader \$15,000**
___ Family Patron at this level

___ **Pioneer \$12,500**
___ Family Patron at this level

___ **Guide \$5,000**
___ Family Patron at this level

___ **Individual VIP Ticket(s) \$1,250**
(Virtual gala + fall bonus event)

___ **Individual Ticket(s) \$500**
(Virtual gala)

Name/Company:

Display As:

Name as you'd like it to appear, if different:

Address:

City:

State: _____ Zip: _____

Phone: _____ Fax: _____

Email:

My check for \$ _____
made payable to CaringKind is enclosed.

I am unable to participate, but I am making a
fully tax-deductible donation of \$ _____.

Please bill my
___ AmEx ___ MasterCard ___ Visa

for the amount of \$ _____

Card # _____

Exp. Date _____ CVV Code _____

Signature required for credit card:

Send all payments to:
CaringKind
360 Lexington Avenue, 3rd Floor
New York, NY 10017

FORMERLY KNOWN AS ALZHEIMER'S ASSOCIATION, NYC CHAPTER

CaringKind is a 501(C)(3) nonprofit organization, EIN 13-3277408.
All donors who gift \$1,000 or more will be invited to an in-person
bonus event in the fall.



CaringKind
360 Lexington Ave., 3rd Fl. New York, NY 10017
CaringKind Helpline: 646-744-2900 caringkindnyc.org

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Gala Luminaries

John Moore – Corporate Leadership Honoree
Chairman and CEO of Atria Senior Living

Bill Ritter – Master of Ceremonies
Anchor, ABC-7 News

David Hyde Pierce – Special Appearance
Tony and Emmy Award winning actor

Dr. Mehmet Oz
Cardiothoracic Surgeon and
Emmy Award Winning Host of *The Dr. Oz Show*

Claudia Romo Edelman – Honorary Chair
Founder of *We Are All Human, The Hispanic Star*

Julianne Moore
Academy Award Winning Actor, *Still Alice*

Superstar Committee

Alissa Anderegg
Miss World America 2020-2021

Dr. Heather Berlin
Neuroscientist, Clinical Psychologist

Cristina Cuomo
Media Personality, Editor in Chief of *Purist*

Jason Danieleley
Actor, Singer, Recording Artist

Victor Garber
Actor

Nina Garcia
Fashion Journalist, Editor in Chief of *Elle*

Dr. Max Gomez
CBS-2 Medical Reporter

Seth Herzog
Comedian, *The Late Show with Jimmy Fallon*

Ryan Kristafer
Entertainment Reporter, *Good Day New York*

Lisa Ling
Journalist, Author, Television Host, *This is Life*

Debra Monk
Actress, Singer, Writer

Dr. Wendy Suzuki
Neuroscientist, NYU Professor, Author

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