

# Forget Me Not

## Gala

The 40th Anniversary of Alzheimer's Society

Thursday 17 October 2019

## Uniting against dementia for 40 years

The Forget Me Not Gala, hosted by Alzheimer's Society, is a new flagship event that will bring together over 200 influential individuals who are passionate about improving the lives of those living with dementia.

This spectacular event is an incredible opportunity to network with corporate partners and high value supporters, enjoy a wonderful evening of entertainment, and raise significant funds towards changing the landscape of dementia forever.

With 2019 marking Alzheimer's Society's 40th anniversary, the inaugural Forget Me Not Gala will be a key moment to recognise our achievements from the last four decades, as well as providing an opportunity to look ahead to the challenges we still need to overcome to create a world without dementia.

The Forget Me Not Gala will be held at Guildhall, London, on Thursday 17th October 2019. The evening will begin in the Art Gallery with a champagne reception before guests move into the East Crypt for a seated three course dinner with speeches and entertainment. The evening will also include a silent auction and pledge moment.

The Forget Me Not Gala is Alzheimer's Society's brand new flagship fundraising event and we hope to achieve a fundraising target of £500,000 in the events first year. We aim to achieve this target through table sales leading up to the event, as well as fundraising opportunities on the night. By raising £500,000, we can fund a senior researcher for three



years – enabling them to explore individual genes, understand what goes wrong, and discover how to put it right.

We need to seize this moment. Your support at the gala will make change happen – bringing help and hope to millions of people.

### How can you be part of this inspirational occasion?

The Forget Me Not Gala will be a special moment in Alzheimer's Society's history and we're delighted to be able to offer you the opportunity to partner with us for this event by becoming a sponsor and join us in being part of making extraordinary change happen.

Overleaf, we list a range of packages which will place your brand in front of a captive audience of corporates, high-net worth individuals and over 200 of our high-value supporters.

### FOR MORE INFORMATION

Please contact [Olivia Antoniou](mailto:Olivia.Antoniou@alzheimers.org.uk) on 0207 423 5111 or [specialevents@alzheimers.org.uk](mailto:specialevents@alzheimers.org.uk)

40 years  
2019



# Sponsorship Opportunities

## HEADLINE / PLATINUM SPONSOR – £45K

### OUR HEADLINE SPONSOR WILL RECEIVE:

#### Hospitality

- 2 x tables of 10 at the gala dinner in a premium position, tables costing £10k each  
*The table to include a three course meal, and unlimited drinks served throughout the evening*
- A luxury gift for those seated on the tables for dinner

#### Branding & Communications

- Extensive branding and marketing rights around the gala, including brand integration on the following marketing materials:
  - ✓ Central logo placement on the front of the gala dinner programme
  - ✓ Full page advert in the gala dinner programme
  - ✓ Listed as Headline Sponsor in the acknowledgements page in the gala programme
  - ✓ Logo on hard copy invitation to prospective gala dinner guests which will go to our most influential supporters
  - ✓ Logo placement on the gala table plan
  - ✓ Logo and a sponsor message on post-event 'thank you' email which will be received by all gala attendees
  - ✓ Headline Sponsor feature and logo on the event webpage
  - ✓ Logo on reception exhibition/feature item in the Art Gallery at Guildhall
  - ✓ Logo on thank you gift handed out to all gala attendees
  - ✓ Logo on auction and pledge software totaliser
- The opportunity for 4 corporate banners to be displayed at the gala and reception
- Acknowledgment within the speeches as Headline Sponsor during the gala
- Mention in the post-event report 6 months after the event sent to all attendees as well as included in the following gala invitation sent to previous attendees and a new list of prospects.

### ADDITIONAL EXCLUSIVE BENEFITS

- An opportunity for 2 guests to attend a lab visit to see first-hand the front line of Alzheimer's Society's world class research to combat dementia
- A free environmental audit, or one day training course, from Alzheimer's Society's Training & Consultancy team to help evaluate and improve how dementia friendly your business is
- One Dementia Friends information session for your business

### THE DIFFERENCE YOU MAKE

**£45,000** brings 130 people living with dementia together with trained volunteers over the course of a year in our Side by Side service. This incredible service helps to combat the brutal reality of isolation and loneliness that so often accompanies living with dementia and at the same time allows carers some precious respite – a few hours a week where they know their loved one is safe and well looked after, and that they can take some much needed time for themselves.



**40** years  
2019



# Sponsorship Opportunities

## GOLD SPONSOR – £25K

### OUR GOLD SPONSORS WILL RECEIVE:

#### Hospitality

- One table of 10 at the gala dinner in a premium position, tables costing £10k each  
*The table to include a three course meal, and unlimited drinks served throughout the evening*
- A luxury gift for those seated on the tables for dinner

#### Branding & Communications

- Extensive branding and marketing rights around the gala, including logo inclusion on the following marketing materials:
  - ✓ Logo placement on the front of the gala dinner programme
  - ✓ Half page advert in the gala dinner programme
  - ✓ Listed as Gold Sponsor in the acknowledgements page in the gala programme
  - ✓ Logo placement on the gala table plan
  - ✓ Logo in the post-event 'thank you' email which will be received by all gala attendees
  - ✓ Gold Sponsor feature and logo on the event webpage
  - ✓ Logo on auction and pledge software totaliser
- The opportunity for x 2 corporate banners to be displayed at the gala
- Acknowledgment within the speeches as Gold Sponsor during the gala
- Mention in the post-event report 6 months after the event sent to all guest attendees as well as included in the following gala invitation sent to previous attendees and a new list of prospects.

### ADDITIONAL EXCLUSIVE BENEFITS

- An opportunity for 2 guests to attend a lab visit to see first-hand the front line of Alzheimer's Society's world class research to combat dementia
- A free environmental audit, or one day training course, from Alzheimer's Society's Training & Consultancy team to help evaluate and improve how dementia friendly your business is

### THE DIFFERENCE YOU MAKE

**£25,000** means we can answer a call for help from 2,300 people living with dementia. The helpline team give sensitive, expert and confidential help to people who can be going through a time of crisis after a diagnosis of dementia.



**40** years  
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# Sponsorship Opportunities

## SILVER SPONSOR – £15K

### OUR SILVER SPONSORS WILL RECEIVE:

#### Hospitality

- One table of 10 at the gala dinner in a good position, tables costing £10k each  
*The table to include a three course meal, and unlimited drinks served throughout the evening*
- A luxury gift for those seated on the tables for dinner

#### Branding & Communications

- Extensive branding and marketing rights around the gala, including logo inclusion on the following marketing materials:
  - ✓ Quarter page advert in the gala dinner programme
  - ✓ Listed as Silver Sponsor in the acknowledgements page in the gala programme
  - ✓ Logo placement on the gala table plan
  - ✓ Logo in the post-event 'thank you' email which will be received by all gala attendees
  - ✓ Silver Sponsor feature and logo on the event webpage
  - ✓ Logo on auction and pledge software totaliser
- The opportunity for one corporate banner to be displayed at the gala
- Acknowledgment within the speeches as a Silver Sponsor during the gala
- Mention in the post-event report 6 months after the event results sent to all guest attendees as well as included in the following gala invitation sent to previous attendees and a new list of prospects.

### THE DIFFERENCE YOU MAKE

**£15,000** enables an outstanding PhD student to pursue their research for six months, helping to train the dementia research leaders of tomorrow and driving forwards our understanding of dementia. Despite dementia being one of the biggest global health challenges that we face, five times fewer researchers choose to work in dementia than in cancer. By funding the projects of researchers who are just starting out in their career, we are creating a community of forward-thinkers who will get to the core of what causes dementia and use that insight to make the advances we need.

### ADVERTISEMENT OPPORTUNITIES

- Full page gala programme advert – £1,500
- Half page gala programme advert – £1,000
- Quarter page gala programme advert – £500

We would be happy to work with any prospective sponsors to come up with a tailored package to suit you.

To discuss being a sponsor of **Alzheimer's Society's Forget Me Not Gala** please contact **Olivia Antoniou** on **0207 423 5111** or **specialevents@alzheimers.org.uk**



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