LBDA 2021
RISING ABOVE LEWY BENEFIT
HONORING
TED TURNER
ADVANCING RESEARCH, PROGRAMS, EDUCATION AND AWARENESS OF LEWY BODY DEMENTIA
CO-CHAIRS
NANCY BLANK
LAURA TURNER SEYDEL
SATURDAY, OCTOBER 2, 2021
ABOUT LEWY BODY DEMENTIA

Lewy body dementia (LBD) is not a rare disease. It affects more than a million people and their families in the United States alone, and is the second most common form of degenerative dementia. LBD symptoms may closely resemble other more commonly known disorders, and it is currently widely under-diagnosed.

While there is currently no cure for Lewy body dementia, early diagnosis and treatment may improve the quality of life and independence of the affected individual. Our vision is to one day find a cure for LBD and to provide specialized treatment and support to those still living with the disease.

ABOUT LEWY BODY DEMENTIA ASSOCIATION

The Lewy Body Dementia Association (LBDA) is leading national efforts through outreach, education, and promoting scientific advances for individuals with LBD, their families, and caregivers nationwide. LBDA is the only nonprofit organization dedicated to supporting those affected by the disease and funding research.

A pivotal function of LBDA is to increase awareness of the disorder among healthcare professionals to address misdiagnosis and under-diagnosis while advancing research efforts. Treatments designed specifically for LBD are on the horizon, and with greater research funding can become a reality.

With LBDA’s educational, support services, and research programs, families and those diagnosed with LBD are provided the resources they need to navigate life with the disease.
YOUR SUPPORT MEANS SO MUCH TO US

LBDA’s Research Centers of Excellence network presented to over 21,000 healthcare professionals and members of the LBD community in 2019

LBDA has support groups nationwide and also online groups supporting over 19,000 individuals, and their families affected by LBD

Over 13,000 people with LBD receive care at LBDA’s Research Centers of Excellence

Advocacy on behalf of the LBD community influenced research funding from NIH which has more than doubled over the past 4 years

RAISING AWARENESS  SUPPORT  ADVOCATE  EDUCATE  VOLUNTEER  RESEARCH
<table>
<thead>
<tr>
<th>BENEFITS</th>
<th>COURAGE $50,000</th>
<th>STRENGTH $25,000</th>
<th>NOBILITY $10,000</th>
<th>RESILIENCE $5,000</th>
<th>VALIANT $2,500</th>
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<tbody>
<tr>
<td>Exclusive Presenting Sponsor naming rights for LBDA Rising Above Lewy Benefit</td>
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<tr>
<td>Prominent logo placement throughout program</td>
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<tr>
<td>Recognition on mobile bidding app for silent auction</td>
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<tr>
<td>Formal recognition from presenters on stage</td>
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<tr>
<td>Complimentary overnight stay at Grand Hyatt Buckhead</td>
<td>3 Rooms</td>
<td>2 Rooms</td>
<td>1 Room</td>
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<tr>
<td>Opportunity to place promotional item in Virtual Party Box (delivered to Table Hosts)</td>
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<td>Corporate logo on ballroom screens during the event</td>
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<td>Logo included in pre-event marketing materials</td>
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<tr>
<td>Recognition on digital marketing promotions (Facebook, Instagram, Linkedin)</td>
<td>5 Posts</td>
<td>4 Posts</td>
<td>3 Posts</td>
<td>2 Posts</td>
<td>1 Post</td>
</tr>
<tr>
<td>Sponsor level recognition on Rising Above Lewy Benefit ticket website</td>
<td>LOGO</td>
<td>LOGO</td>
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<td>NAME</td>
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<tr>
<td>Recognition on evening marketing materials (deadlines apply)</td>
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<td>LOGO</td>
<td>NAME</td>
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<tr>
<td>VIP Table Seating</td>
<td>4 Tables</td>
<td>3 Tables</td>
<td>3 Tables</td>
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Additional benefit opportunities available on next page

In accordance with CDC guidelines, table restrictions are subject to change
SPONSORSHIP OPPORTUNITIES

COURAGE $50,000

- Exclusive Presenting Sponsor naming rights for LBDA Rising Above Lewy Benefit
- Prominent logo placement throughout the program
- Recognition on mobile bidding app for silent auction
- Formal recognition from presenters on stage
- Complimentary overnight stay at the Grand Hyatt Buckhead (3 Rooms)
- Opportunity to place promotional item in Virtual Party Box (delivered to Table Hosts)
- Corporate logo on ballroom screens during the event
- Logo included in pre-event marketing materials
- Recognition on digital marketing promotions (5 posts for Facebook, Instagram, Linkedin)
- Sponsor level recognition on Rising Above Lewy Benefit website (Logo)
- Recognition on evening marketing materials (Logo) - deadlines apply
- VIP Table Seating (4 Tables)

STRENGTH $25,000

- Prominent logo placement throughout the program
- Recognition on mobile bidding app for silent auction
- Formal recognition from presenters on stage
- Complimentary overnight stay at the Grand Hyatt Buckhead (2 Rooms)
- Opportunity to place promotional item in Virtual Party Box (delivered to Table Hosts)
- Corporate logo on ballroom screens during the event
- Logo included in pre-event marketing materials
- Recognition on digital marketing promotions (4 posts for Facebook, Instagram, Linkedin)
- Sponsor level recognition on Rising Above Lewy Benefit website (Logo)
- Recognition on evening marketing materials (Logo) - deadlines apply
- VIP Table Seating (3 Tables)
SPONSORSHIP OPPORTUNITIES

NOBILITY $10,000

- Formal recognition from presenters on stage
- Complimentary overnight stay at the Grand Hyatt Buckhead (1 Rooms)
- Opportunity to place promotional item in Virtual Party Box (delivered to Table Hosts)
- Corporate logo on ballroom screens during the event
- Logo included in pre-event marketing materials
- Recognition on digital marketing promotions (3 posts for Facebook, Instagram, Linkedin)
- Sponsor level recognition on Rising Above Lewy Benefit website (Logo)
- Recognition on evening marketing materials (Logo) - deadlines apply
- VIP Table Seating (3 Tables)

RESILIENCE $5,000

- Opportunity to place promotional item in Virtual Party Box (delivered to Table Hosts)
- Corporate logo on ballroom screens during the event
- Logo included in pre-event marketing materials
- Recognition on digital marketing promotions (2 posts for Facebook, Instagram, Linkedin)
- Sponsor level recognition on Rising Above Lewy Benefit website (Logo)
- Recognition on evening marketing materials (Logo) - deadlines apply
- VIP Table Seating (2 Tables)

VALIANT $2,500

- Recognition on digital marketing promotions (1 posts for Facebook, Instagram, Linkedin)
- Sponsor level recognition on Rising Above Lewy Benefit website (Name)
- Recognition on evening marketing materials (Name) - deadlines apply
- VIP Table Seating (1 Tables)
SPONSORSHIP OPPORTUNITIES

MOBILE BIDDING SPONSOR $15,000
- Recognition as Mobile Bidding Sponsor
- Prominent logo placement on mobile bidding app during the silent auction (which opens prior to Gala night)
- All additional benefits provided at NOBILITY sponsorship level

CELEBRATION GIFT SPONSOR $10,000
- Recognition as Patron Gift Sponsor
- Work with LBDA on the custom design of gift to be delivered to Rising Above Lewy Virtual Party Hosts
- All additional benefits provided at RESILIENCE sponsorship level

ENTERTAINMENT PROGRAM SPONSOR $7,500
- Recognition as the Sponsor of the live Playlist during the live event
- Opportunity to record video introduction of entertainment
- All additional benefits provided at VALIANT sponsorship level
SPONSORSHIP COMMITMENT FORM
2021 LBDA RISING ABOVE LEWY BENEFIT HONORING TED TURNER
SATURDAY, OCTOBER 2, 2021

SPONSOR INFORMATION

Sponsor/Business Name: __________________________________________________________

Approved by: __________________________ Contact Name: _____________________________

Address: _______________________________________________________________________

Contact Phone: __________________________ Contact Email: __________________________

LEVEL OF SPONSORSHIP

☐ Courage - $50,000  ☐ Signature Cocktail - $20,000
☐ Strength - $25,000  ☐ Mobile Bidding - $15,000
☐ Nobility - $10,000  ☐ Celebration Gift - $10,000
☐ Resilience - $5,000  ☐ Entertainment Program - $7,500
☐ Valiant - $2,500

PAYMENT

☐ My check is enclosed for $________________________________________________________

*Please make checks payable to Lewy Body Dementia Association ATTN: Ian Richard, 912 Killian Hill Rd. Suite 205, Lilburn, GA 30047

☐ Please charge my VISA / MC / AMEX for $_____________________________________________

Card Number: _____________________________________ Expiration Date:________________

Name on Card: _____________________________________ Signature: ____________________

AUCTION DONATION

☐ I would like to donate an item or experience for the Rising Above Lewy Auction. Please contact Ian Richard at irichard@lbda.org for more information and donation form.

***July 15, 2021 | Invitation Inclusion Deadline—Sponsors confirmed by 07/15/21 will be recognized on the Rising Above Lewy Benefit Invitation. Logo must be provided to LBDA by 07/15/21 if part of marketing benefit.

***September 01, 2021 | Sponsorship Deadline — Sponsors must submit their agreement form, logo and any other needed materials for full marketing and event night benefits. Sponsorships received after this date may not receive full benefits listed. All Sponsorship activities and promotions are subject to approval by LBDA. LBDA reserves the right to restrict, prohibit, or remove any activity, material, or promotion by Sponsor at its sole discretion.

SUBMIT FORM TO IAN RICHARD | IRICHARD@LBDA.ORG

LBDA is a non-profit, 501(c)(3) organization; Tax ID number is 05-057768.
The balance of your payment may be a tax-deductible contribution to the extent allowed by law.