



2025 SPONSORSHIP OPPORTUNITIES

SUNDAY, MAY 04, 2025

VIBIANA

214 MAIN STREET
LOS ANGELES, CA 90012

JOIN US TO CELEBRATE THE MAGIC OF MUSIC



CO-CHAIRS
CAMILLE AND PETER GOLDSTEIN



GALA HOST
AISHA TYLER



PURPLE CARPET HOST
CASSIE DILaura



CELEBRITY CHEF
NEAL FRASER

The 2025 Magic of Music Gala, co-chaired by Camille and Peter Goldstein, will take place on Sunday, May 4th, at Vibiana in Los Angeles, one of the city's most historic architectural jewels. This year, we are organizing a fantastic evening hosted by actress and talk show host Aisha Tyler, our Purple Carpet hosted by Entertainment Tonight's Cassie DiLaura, pop-up musical performances, exciting auctions of bespoke items, and culinary creations by Chef Neal Fraser of the famed Redbird, with additional top Los Angeles chefs for the evening who will be cooking more delicious treats!

With over 400 attendees, we will celebrate music's unique impact on people living with Alzheimer's disease, honor community leaders in the fight to end Alzheimer's and raise funds to support the care, support, advocacy, and research initiatives of the Alzheimer's Association.

Music can enrich the lives of people with Alzheimer's disease. It allows for self-expression and engagement, even after dementia has progressed. Music can be powerful. Studies have shown music may reduce agitation and improve behavioral issues common in the disease's middle stages. Even in the late stages of Alzheimer's, a person may be able to tap a beat or sing lyrics to a song from childhood.

Together we can move closer to a future without Alzheimer's disease and other dementia.

THE
Magic
OF
MUSIC
ALZHEIMER'S ASSOCIATION
GALA

SPONSORSHIP
OPPORTUNITIES

Rodeo Dr.

PRESENTING SPONSOR

- ♪ 30 EXCLUSIVE INVITES TO PRIVATE THE MACALLAN WHISKEY TASTING AND CELEBRITY CHEF PAIRING
- ♪ KINGS TABLES (SEATING FOR 30 GUESTS)
- ♪ OPPORTUNITY TO BE FEATURED IN A VIDEO THAT WILL BE PLAYED DURING THE PROGRAM AND ON STAGE SHOUT OUT
- ♪ 15 VALET PARKING PASSES
- ♪ LOGO ON THE STEP AND REPEAT AND GOBO
- ♪ SIGNATURE COCKTAIL
- ♪ SPONSOR NAME ON COCKTAIL NAPKIN
- ♪ RECOGNITION IN ALL PRESS AND PROMOTIONAL MARKETING MATERIALS (LOGO)

\$100,000

1 AVAILABLE
FMV: \$26,558

Hollywood Blvd.

- ♪ 20 INVITES TO VIP RECEPTION WITH UNIQUE CHEF INSPIRED EXPERIENCE, CAVIAR AND TOP SHELF LIQUOR
- ♪ 2 PREMIUM TABLES (SEATING FOR 20 GUESTS)
- ♪ ON STAGE SHOUT OUT DURING THE MAGIC OF MUSIC PROGRAM
- ♪ 10 VALET PARKING PASSES
- ♪ RECOGNITION IN ALL PRESS AND PROMOTIONAL MARKETING MATERIALS (LOGO)

\$50,000

4 AVAILABLE
FMV: \$6,800

Wilshire Blvd.

- ♪ 10 INVITES TO VIP RECEPTION WITH UNIQUE CHEF INSPIRED EXPERIENCE, CAVIAR AND TOP SHELF LIQUOR
- ♪ 1 PREMIUM TABLE (SEATING FOR 10 GUESTS)
- ♪ 5 VALET PARKING PASSES
- ♪ RECOGNITION IN PRESS AND PROMOTIONAL MARKETING MATERIALS (NAME)

\$25,000

8 AVAILABLE
FMV: \$3,400

Sunset Blvd.













- ♪ 1 TABLE (SEATING FOR 10 GUESTS)
- ♪ 2 VALET PARKING PASSES
- ♪ RECOGNITION ON DIGITAL PROMOTIONAL MARKETING MATERIALS (NAME)

\$10,000

9 AVAILABLE
FMV: \$3,150

SUNDAY, MAY 4, 2025
VIBIANA LOS ANGELES

2025 SPONSORSHIP OPPORTUNITIES

TIERS	RODEO DR. \$100,000	HOLLYWOOD BLVD. \$50,000	WILSHIRE BLVD. \$25,000	SUNSET BLVD. \$10,000
EXCLUSIVE INVITES TO VIP PRIVATE THE MACALLAN WHISKEY TASTING AND CELEBRITY CHEF PAIRING				
INVITES TO VIP RECEPTION WITH UNIQUE CHEF INSPIRED EXPERIENCE, CAVIAR AND TOP SHELF LIQUOR				
PREMIUM TABLES (10 GUESTS PER TABLE)				
LOGO ON STEP AND REPEAT				
ON STAGE SHOUTOUT				
VALET PARKING PASSES				

PROMOTIONAL MARKETING MATERIALS

LOGO INCLUSION ON GALA INVITE		NAME ONLY	NAME ONLY	
MENTION IN PRESS RELEASES				
LOGO INCLUSION ON WEBSITE		NAME ONLY	NAME ONLY	NAME ONLY
SOCIAL MEDIA PLACEMENT PRE/POST EVENT				
SOLO E-NEWS FEATURE				

Your contribution makes a difference by helping us achieve our mission: The Alzheimer's Association leads the way to end Alzheimer's and all other dementia — by accelerating global research, driving risk reduction and early detection, and maximizing quality care and support.

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Magic OF
MUSIC
ALZHEIMER'S ASSOCIATION
GALA

**UNDERWRITING
OPPORTUNITIES**

Entertainment

\$50,000

- ♪ 1 PREMIUM TABLE (SEATING FOR 10 GUESTS)
- ♪ 4 INVITES TO VIP RECEPTION WITH UNIQUE CHEF INSPIRED EXPERIENCE, CAVIAR AND TOP SHELF LIQUOR
- ♪ 10 VALET PARKING PASSES
- ♪ ON STAGE SHOUTOUT AT AFTER PARTY
- ♪ NAME INCLUSION ON WEBSITE

**1 AVAILABLE
FMV: \$5,606.00**

Valet

\$20,000

- ♪ 4 TICKETS TO GALA
- ♪ 2 VALET PARKING PASSES
- ♪ EXCLUSIVE RECOGNITION AT VALET
- ♪ NAME INCLUSION ON WEBSITE

**1 AVAILABLE
FMV: \$1,255.00**

VIP Reception

\$20,000

- ♪ 4 TICKETS TO GALA
- ♪ 4 INVITES TO VIP RECEPTION WITH UNIQUE CHEF INSPIRED EXPERIENCE, CAVIAR AND TOP SHELF LIQUOR
- ♪ 2 VALET PARKING PASSES
- ♪ SIGNAGE AT VIP COCKTAIL PARTY
- ♪ NAME INCLUSION ON WEBSITE

**1 AVAILABLE
FMV: \$1,536.00**

Media Partner

\$15,000

- ♪ 2 TICKETS TO GALA
- ♪ 2 VALET PARKING PASSES
- ♪ SIGNATURE PHOTO-OP
- ♪ NAME INCLUSION ON WEBSITE

**1 AVAILABLE
FMV: \$658.00**

Photo Booth

\$5,000

- ♪ 2 TICKETS TO GALA
- ♪ 1 VALET PARKING PASS
- ♪ NAME INCLUSION ON WEBSITE

**NO LONGER
AVAILABLE
FMV: \$648.00**

2025 COMMITMENT FORM

I/We would like to sponsor the 2025 Magic of Music or purchase at the following level:

- | | | |
|---|---|--|
| <input type="checkbox"/> \$100,000 Rodeo Dr. Sponsor (Presenting Sponsor) | <input type="checkbox"/> \$50,000 Entertainment | <input type="checkbox"/> \$1,200 Couple FMV: \$440 |
| <input type="checkbox"/> \$50,000 Hollywood Blvd. Sponsor | <input type="checkbox"/> \$20,000 Valet | <input type="checkbox"/> \$600 Single FMV: \$220 |
| <input type="checkbox"/> \$25,000 Wilshire Blvd. Sponsor | <input type="checkbox"/> \$20,000 VIP Reception | <input type="checkbox"/> Donation \$_____ |
| <input type="checkbox"/> \$10,000 Sunset Blvd. Sponsor | <input type="checkbox"/> \$15,000 Media Partner | |
| | <input type="checkbox"/> \$5,000 Photo Booth-SOLD OUT | |

SPONSOR INFORMATION

Please list by: Name Company Anonymous

Company or name (as you would like to be listed in event materials)

Contact name

Title

Email

Phone

Mailing address

City

State Zip

PAYMENT INFORMATION

- Online payment magicofmusic25.givesmart.com
 Check enclosed
 Please send an invoice
 Credit Card VISA MasterCard American Express

Contact us regarding payment by stock or wire transfer.

- My contribution is eligible for a corporate match from my company

Name on Card

Account Number

Expiration Date

CVC Code

Signature

Date

- I/We plan to attend I/We will not be attending

Please return the completed form to:

Alzheimer's Association
California Southland Chapter
ATTN: Magic of Music
3415 S Sepulveda Blvd. Suite 500
Los Angeles, CA 90034

Jackie Suiter, Vice President, Development
jsuiter@alz.org | 323.489.4136 x 8479

The Alzheimer's Association is a 501(c)(3)
not-for-profit organization.

Federal Tax ID # 13-3039601

2025 AUCTION DONATION FORM

DONOR INFORMATION

Contact name

Email

Phone

Mailing address

City

State Zip

AUCTION ITEM DESCRIPTION

Please describe your donation in detail to help us accurately represent your gift in the program book and any publicity materials. If applicable, please provide photos and/or printed marketing material that can be displayed the night of the event.

RESTRICTIONS

Include blackout dates, age requirements, non-covered costs, etc. Please note that expiration date of item may not be prior to April 3, 2025.

AUCTION ITEM SPECIFICS

Fair market value: _____
Please enclose a receipt, price list, etc., to verify the value

Items enclosed: _____

- Item(s) will be delivered to Ali Shiry by April 3rd, 2025
 Please create a certificate on my behalf for this item

Signature

Date

Mailing address and to ship item(s):

Alzheimer's Association
California Southland Chapter
ATTN: Magic of Music
3415 S Sepulveda Blvd. Suite 500
Los Angeles, CA 90034

FOR MORE INFORMATION PLEASE CONTACT:

Ali Shiry, Director, Relationship Events
California Southland Chapter
Alzheimer's Association
amshiry@alz.org | 323.967.8061 x 8371