

AT YOUR SERVICE...

Get the girls together for a Ladies Night Out! Tickets are \$30 and go on sale September 1. Buy online at alz.org/cny or by phone at (315) 617-4025 (press 9 at the menu).



ladies night out
An evening to benefit the Alzheimer's Association

Tickets are limited!
March 14, 2013 • 5-8:30 p.m.
Harts Hill Inn • Whitesboro, NY
alz.org/cny

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Issue 5

2013 Corporate Edition

**ACT EARLY
SAVE BIG!**

*Act by January 15,
save up to \$150*

**THE BEST
RAFFLE IN
THE MV**

*Showstopping
raffle returns!*

**FIND YOUR THRILL
ON HART'S HILL**

*2013 edition returns to
Whitesboro!*



ladies night out

An evening to benefit the Alzheimer's Association

Presented by



'13 IS YOUR LUCKY NUMBER

Ladies Night Out more than just a women's only party!

Ladies Night Out debuted in 2009 and has grown into the Mohawk Valley's premiere "girls night out" event. Our 2012 event was the biggest in our history. More than 35 vendors and 200 guests joined us at our new home: Hart's Hill Inn in Whitesboro.

One of the event's biggest successes was the raffle. Jewelry, airline tickets, amusement park passes and more were offered up in the traditional game of chance. By drawing time, the entire room was gathered by the screen awaiting the announcement of the winners.

We keep Ladies Night Out fresh by introducing new, fresh features to each year's event that enhance the guest experience. While the event may feel different from year to year, its core remains: gathering women from throughout the Mohawk Valley and the businesses that cater to them in the same room for an evening of fun!

Ladies Night Out is aimed directly at the busy Mohawk Valley woman. These are decision makers at home and work, who juggle busy professional and personal lives. Their time is at a premium. By participating, your business will have access to a captive audience to market your goods or services. In return, you build your customer base and earn their respect as an organization that supports the 11,000 people in the Mohawk Valley living with Alzheimer's.

We have five different ways for your business to get involved:

- Become a sponsor
- Reserve space as a vendor
- Advertise in our event journal
- Donate an item for our auction
- Purchase tickets for you and/or your staff

BROOKDALE PRESENTS

For the fourth consecutive year, Brookdale Senior Living will be the presenting sponsor of this event. Brookdale Senior Living, which owns the ClareBridge Clinton and Villas Sherman Brook properties in Clinton, N.Y., committed to the leadership role for the 2013 Ladies Night Out.



One of the benefits of the presenting sponsor level is exclusivity. Only one presenting sponsorship is sold each year and the company's name is referenced in the event title in communications materials, which is why you may see the event referred to as the **2013 Ladies Night Out Presented By Brookdale Senior Living**.

CORPORATE SPONSOR LEVELS

Presenting Sponsor: \$3,000

- An exclusive benefit limited to one company.
- Banner recognition identifying your company as the Presenting Sponsor (banner is created and purchased by the Alzheimer's Association if company cannot provide).
- Logo placement on Ladies Night Out printed materials, website and commemorative guest gift.
- Logo placement in alzmail, the Association's email newsletter (sent to over 1,050 people daily). The Association will provide a report of clickthroughs to website from alzmail by request. Presenting Sponsor will receive four one-week rotations.
- Sign recognition at venue entrance.
- **12 complimentary tickets.**
- Vendor table at no additional cost.
- Recognition as a Presenting Sponsor in event journal.
- Full-page color ad on inside cover of event journal.
- Enrollment as a member in the Alzheimer's Early Detection Alliance corporate program (learn more at www.alz.org/AEDA).

Event Sponsor: \$750 (\$600 for Early Birds!)

- Banner at event (sponsor must supply a banner prior to event).
- Logo placement in alzmail, the Association's e-mail newsletter (sent to over 1,050 people daily). The Association will provide a report of clickthroughs to website from alzmail by request. Sponsor will receive two one-week rotations.
- Sign recognition at venue entrance.
- Full-page ad in the event journal.
- Vendor table at no additional cost.
- Guaranteed inclusion of promotional item for guest goody bag (sponsor must provide 250 pieces).
- Four complimentary tickets.
- Recognition as a sponsor on website and in event journal.
- Enrollment as a member in the Alzheimer's Early Detection Alliance corporate program (alz.org/AEDA).

ALL NEW VENDOR LAYOUT ON TAP

Is Ladies Night Out right for your business? For \$1 per guest, how could you go wrong?

Ladies Night Out provides your organization with certain **return on investment**. Local businesses can join **Ladies Night Out** as a vendor. In addition to supporting our cause, you can attract new clients and customers by showcasing your business. For **\$250**, your business will receive a table and be included in our online vendor list. That's **\$1** for every person expected to attend. If your business is looking to reach more women, you cannot afford to miss **Ladies Night Out 2013!**

PLUS our new location at Hart's Hill Inn allows us to redesign how vendor tables are aligned, improving traffic and flow throughout the room!



GET IN EARLY!

The early bird gets the worm...and the discount

Ladies Night Out 2013 is all about getting the business out of the way so we can all have fun! We provide extra incentive to commit early. Submit your commitment form with payment before the ball drops in Times Square on New Year's Eve 2012 and you can enjoy the following benefits:

- Pay just **\$600** to be an Event Sponsor, a savings of \$150!
- Pay only **\$200** for your vendor table, a savings of \$50!

CALLING ALL ADS!

We are simplifying how we arrange ads in our event journal. We're offering one ad size for 2013. The full-page ad measures five inches wide by eight inches high and costs \$150. Advertising specifications appear the commitment form.

THE WINNING NUMBER IS...

The 2012 raffle was such a huge success that we're bringing back with big plans for 2013. We're seeking a variety of items that appeal to women: jewelry, spa certificates, travel vouchers, and restaurant gift certificates, to name a few of the high-interest items from last year. To donate an item, contact Julie Darling at the phone number or email address below to arrange pickup or delivery of an item.



QUESTIONS?

Contact Julie Darling, associate development director, at (315) 617-4025 x117 or jdarling@alzcn.org. Deliveries can be made, by appointment, to 258 Genesee St., Ste. 509, Utica, NY 13502.

Credit card payments can be made by phone to (315) 617-4025. Press 9 at the menu.