Inspire Napa Valley (INV), benefiting the Alzheimer’s Association, is committed to inspiring change in Napa Valley by bringing wine enthusiasts and industry leaders together to advance research to end Alzheimer’s and dementia and enhance care for those living with the disease. INV raises critical funds to help families in Northern California struggling with Alzheimer’s care and fund cutting-edge research nationwide.

**EVENT FOUNDER & CHAIR**
Kerrin Laz

**PRESENTING BENEFACtor & CO-CHAIR**
Bettina Bryant
*Proprietor & President, Bryant Estate*

**HONORARY COMMITTEE**
Antonio Galloni
*Founder, Vinous*

Brad Grimes
*Winemaker, Abreu Vineyards*

Ray Isle
*Executive Wine Editor, Food & Wine Magazine*

Samantha Rudd
*Vintner, Rudd Estate*

Fran Tarkenton
*NFL Hall of Fame Quarterback and Founder, Tarkenton Financial*

**STEERING COMMITTEE**
Scott Gould
Wendi Green
Elizabeth Marston Leahy
Jamie Leahy
Juan Mercado
Shannon Staglin
Elizabeth Vianello
When wine industry leader Kerrin Laz’s mother was diagnosed with early onset Alzheimer’s in 2014, she knew that she had to do something to help fight this disease. In 2017, Kerrin founded Inspire Napa Valley to raise critical funds and awareness of Alzheimer’s disease in Napa Valley, with proceeds directed to support the Alzheimer’s Association. Join us in tackling the sixth-leading cause of death in the United States and the only disease in the top ten causes of death without a way to prevent, cure, or slow its progression. Every 65 seconds, someone in the United States develops the disease.

**YOUR SUPPORT MAKES A DIFFERENCE**

- **5.7 MILLION**
  - Americans are living with Alzheimer’s
- **1 IN 3**
  - seniors dies with Alzheimer’s or another dementia
- **14 MILLION**
  - BY 2050, this number is projected to rise to nearly
- **IN 2018, Alzheimer’s and other dementias will cost the nation**
  - **$277 BILLION**
  - BY 2050, these costs could rise as high as
  - **$1.1 TRILLION**

It kills more than breast cancer and prostate cancer combined.
Friday, May 3, 2019

VIP WELCOME DINNER
Intimate VIP Oakville Neighborhood Block Party at Rudd Estate, featuring wine from Rudd and their neighbors and dinner prepared by Abreu Vineyard’s winemaker Brad Grimes as our guest chef, leading a culinary team including PRESS Restaurant’s executive chef and renowned winemakers, vintners and viticulturists in the outdoor kitchen.

Saturday, May 4, 2019

VIP SEMINAR & TASTING
VIP wine seminar, featuring a group of distinguished panelists including Executive Wine Editor of Food & Wine Magazine Ray Isle and moderated by Vinous founder Antonio Galloni at The Napa Valley Reserve in St. Helena.

WINE TASTING, DINNER & AUCTION
Evening primary event at The Estate Yountville, which includes: Walk-around wine tasting highlighting 30 of the most legendary wineries in California, seated dinner, live auction, paddle raise and after party.

Sunday, May 5, 2019

VIP FAREWELL BRUNCH
VIP Farewell Brunch featuring seasonal brunch fare, along with Bloody Marys and Mimosas at Ad Hoc + Addendum garden in Yountville.
# Previous Benefactors & Participating Wineries

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<td>Cornell Winery</td>
<td>Brian McHenry &amp; Eliza Kraft Olander</td>
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<td>Culinary Institute of America</td>
<td>Ovid Napa Valley</td>
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<td>Dalla Valle Vineyards</td>
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PRESENTING BENEFACTOR – $100,000 SOLD

• Exclusive Presenting Benefactor recognition on all applicable print and digital materials, electronic communications and press releases
• Logo inclusion on website, step and repeat and event signage
• One VIP vintner-hosted table of ten (10) at the May 2019 Saturday evening wine auction, with first choice of vintner host
• Ten (10) VIP tickets to all INV events
• Sponsor recognition from the stage during the May 2019 Saturday evening wine auction
• Opportunity for literature placement in guest arrival packets
• Full-page ad in May 2019 printed program
• Social media mentions

GOLD BENEFACTOR - $50,000

• Recognition as Gold Benefactor on applicable print and digital materials
• One prime vintner-hosted table of ten (10) at the May 2019 Saturday evening wine auction, with priority choice of vintner host
• Six (6) VIP tickets to INV events
• Sponsor recognition from the stage during May 2019 Saturday evening wine auction
• Opportunity for literature placement in guest arrival packets
• Half-page ad in May 2019 printed program
• Social media mentions

PLEASE CONTACT: KORY KENDRICK, kkendrick@alz.org, 312.604.1672
BENEFACTOR OPPORTUNITIES

SILVER BENEFACIOR - $25,000
• Recognition as Silver Benefactor on applicable print and digital materials
• One vintner-hosted table of ten (10) at the May 2019 Saturday evening wine auction
• Four (4) VIP tickets to all INV events
• Sponsor recognition from the stage during May 2019 Saturday evening wine auction
• Opportunity for literature placement in guest arrival packets
• Quarter-page ad in May 2019 printed program
• Social media mentions

INDIVIDUAL TICKETS & TABLES AVAILABLE FEBRUARY 2019
• VIP Ticket $5,000 (includes entry to full May 2019 weekend, limited quantity available)
• Table of Ten (10) - $10,000 (Individual table at the May 2019 Saturday evening wine auction & tasting reception)

PLEASE CONTACT: KORY KENDRICK, kkendrick@alz.org, 312.604.1672
Company Name:____________________________________________________________________________

Contact Person*:_____________________________________ Email:_________________________________

Phone: _______________________ Mobile: _________________________ Fax:________________________

Mailing Address:____________________________________________________________________________

City: ___________________________________  State: _____________  Zip:___________________________

*The contact person listed above is responsible for supplying the names of the guests seated at the
hosted table and entree choices as applicable.

Name(s) as you wish to be listed on printed and applicable materials

☐ We are unable to attend; please accept our gift of $_______ to benefit the Alzheimer’s Association

☐ Presenting Benefactor ($100,000) SOLD  ☐ Gold Benefactor ($50,000)

☐ Silver Benefactor ($25,000)

* Individual tickets and tables for Inspire Napa Valley will be available in February 2019

BILLING INFORMATION

CREDIT CARD  Please charge my: □ AMEX   □ Mastercard   □ Visa

Name (as it appears on card):_________________________________________________________________

Account  Number:___________________________________________________________________________

3-Digit Code on Back [4-Digit in front for AMEX]:______________________   Exp Date:_______________

Billing Address:_____________________________________________________________________________

Cardholder Signature: _______________________________________________________________________ 

CHECK: Enclosed is my check for $_______________ made payable to the Alzheimer’s Association

Please return to:   Email: kkendrick@alz.org

 Alzheimer’s Association

        Attn: Inspire Napa Valley

              2290 N. 1 Street, Suite 101

              San Jose, CA 95131

All contributions in excess of this evening’s dinner and entertainment ($300/person) are tax-deductible. Alzheimer’s Association is a 501(c) (3) non-profit organization (Tax ID# 13-3039601). *Please note: If you are considering paying through a donor advised fund or community foundation, please check with your tax advisor or the donor advised fund administrator.