PURPLE *gala*

PARTNERSHIP OPPORTUNITIES

SATURDAY, MAY 9, 2026

WINGS OVER THE ROCKIES AIR & SPACE MUSEUM

7711 Academy Blvd., Denver, CO 80230

WWW.PURPLEGALA.ORG

ALZHEIMER'S® ASSOCIATION

Colorado Chapter












THE END OF ALZHEIMER'S BEGINS WITH YOU.











“Sponsoring the Purple Gala gives your business the chance to **support a cause that truly matters** while connecting with an incredible community of Coloradans. Join us in leading the way. Your sponsorship helps fuel **research, awareness, and hope.** ”

Valerie Lombardi | Vice President, Development
Alzheimer’s Association, Colorado Chapter

WHAT TO EXPECT

The Purple Gala is a premier event in Denver, Colorado dedicated to raising awareness and funds for Alzheimer’s research and support in our community. This annual gathering unites families, friends, and supporters to honor those affected by dementia, fostering a sense of hope and solidarity.

- Large crowd of 500+ Coloradans walking in on a glamorous purple carpet
- Dedicated Memory Garden to honor those affected by the disease
- Fundraising: silent auction, paddle raises, live auction, and more
- Full program with endearing stories and captivating videos
- Live music and dance floor

THE IMPACT

- More than 91,000 people are living with Alzheimer’s in Colorado.
- An estimated 178,000 caregivers dedicate 309 million hours of unpaid care.

Through a partnership with the Purple Gala, you help to drive change and provide essential resources for families dealing with Alzheimer’s.

Your brand is presented in front of a large gathering of mission-driven and like-minded guests at an event that shows heart and strengthens the community.

Join us in our fight against this disease and make a difference together!

PURPLE gala

PARTNERSHIP OPPORTUNITIES	PREMIER $50,000	DIAMOND $25,000	GOLD $15,000	SILVER $10,000	MEMORY $2,000
PRE-EVENT RECOGNITION					
Purple Gala Website	LOGO	LOGO	LOGO	LOGO	NAME
Select Pre-Event Press Releases	✓	✓	✓	✓	✓
Colorado Chapter Social Media	10 POSTS	8 POSTS	6 POSTS	4 POSTS	
Chapter E-Newsletter Spotlight	✓	✓	✓	✓	
DURING EVENT RECOGNITION					
Dinner + Gala Seating	20 SEATS	20 SEATS	10 SEATS	10 SEATS	2 SEATS
Printed Programs	✓	✓	✓	✓	✓
Digital Recognition	✓	✓	✓	✓	
Honor A Loved One	✓	✓	✓	✓	NAME
Speaker Opportunity	✓				
POST-EVENT RECOGNITION					
Invitation to 2026 Gala Kick-off	✓	✓	✓	✓	
2027 Gala Kick-off	✓	✓	✓	✓	✓
Exclusive Invitation to Webinars	✓	✓	✓	✓	
Events + VIP Access	✓	✓	✓	✓	

ALZHEIMER'S® ASSOCIATION

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> "Businesses that end up sponsoring the events at the Alzheimer's Association, **benefit a lot more than they initially realized**. There's **brand recognition** involved and the business owners I've talked to post-event often learned that the **relationships they were able to deepen,** because of their involvement, was something they were not expecting."
>
> Jim Callahan, Senior Advisor | JFG Family Office
> Board Member & Sponsor of the Purple Gala

ORDER FORM

CONTACT NAME: _____

ORGANIZATION: _____

EMAIL: _____ PHONE: _____

ADDRESS: _____

ANNUAL COMMITMENT: (CIRCLE ONE) 2026 ONLY 2026 & 2027

CHOOSE PARTNERSHIP LEVEL: (SELECT ONE)

☐ **PREMIER:** $50,000 ☐ **DIAMOND:** $25,000 ☐ **GOLD:** $15,000 ☐ **SILVER:** $10,000 ☐ **MEMORY:** $2,000

PAYMENT TYPE: (SELECT ONE)

☐ **CREDIT CARD**

CARDHOLDER NAME: _____

CARD NUMBER: _____ EXP.: _____ CVC: _____

☐ **CHECK** **PLEASE MAKE CHECKS PAYABLE TO:**
THE ALZHEIMER'S ASSOCIATION, COLORADO CHAPTER

☐ **PLEASE INVOICE ME**

SIGNATURE: _____ DATE: _____

SUBMIT ORDER FORM BY MAIL OR EMAIL:

The Alzheimer's Association, Colorado Chapter
3773 Cherry Creek Drive North, Ste. 700, West Tower
Denver, CO 80209

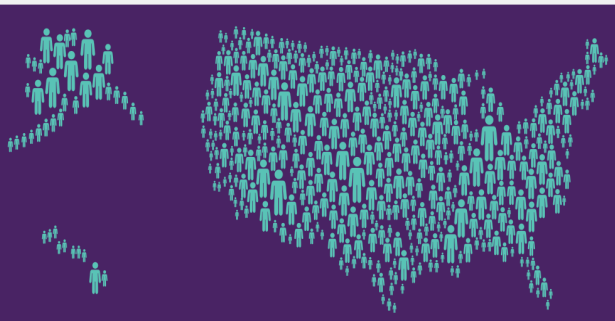
Valerie Lombardi | Vice President, Development
vllombardi@alz.org

TO FURTHER DISCUSS PARTNERSHIP OPPORTUNITIES:

Valerie Lombardi, vllombardi@alz.org

2025 ALZHEIMER'S DISEASE FACTS AND FIGURES





Over
7 MILLION
Americans are living with Alzheimer's

1 IN 3
older adults dies with Alzheimer's or another dementia



IT KILLS MORE THAN
breast cancer + prostate cancer
COMBINED

Between 2000 and 2022 deaths from heart disease have decreased
2.1%

while deaths from Alzheimer's disease have increased
142%

In 2025, Alzheimer's and other dementias will cost the nation
$384 BILLION

By 2050, these costs could rise to nearly
$1 TRILLION

The lifetime risk for Alzheimer's at age 45 is

1 IN 5	1 IN 10
for women	for men



NEARLY 12 MILLION
Americans provide unpaid care for people with Alzheimer's or other dementias

These caregivers provided more than 19 billion hours valued at nearly
$413 BILLION



UP TO 4 IN 5
Americans feel optimistic about new Alzheimer's treatments in the next decade





92%
of Americans would want a medication to slow the progression of Alzheimer's following a diagnosis

MEET THE CO-CHAIRS



Annabel Bowlen

Co-Chair, Purple Gala 2026

“The Purple Gala continues to give me hope and inspiration. **It is a way to honor my parents and all our loved ones touched by the disease by creating new memories and reminiscing old memories.** I believe the support received from those who attend the gala moves us one step closer to the Alzheimer’s Association’s vision.”

Libby Weaver

Co-Chair, Purple Gala 2026

“I don’t know one person not affected by this horrible disease. I lost my best friend, my mother, a few years ago. **The Purple Gala is my way of doing something for her.** I wish I had known about the Alzheimer’s Association during that time and all the wonderful support they provide.”





Rosalina Diecidue

Co-Chair, Purple Gala 2026 & Patron Party 2025

“Alzheimer’s disease is a thief! It slowly and painfully steals your loved ones away from you, one thought at a time. **We are passionate about being a part of the cure.** We are honored to offer our support to the Alzheimer’s Association of Colorado. Their groundbreaking work toward finding a cure and offering support is essential!”

THANK YOU TO OUR 2025 SPONSORS

We appreciate your partnership!

SANDRA WILLIAMS SMITH FOUNDATION

RESEARCH FOR CHANGE

THE CENTER FOR COSMETIC SURGERY

AscentLivingCommunities
elevating senior living

RICHMOND AMERICAN HOMES

givspire™

Eisai

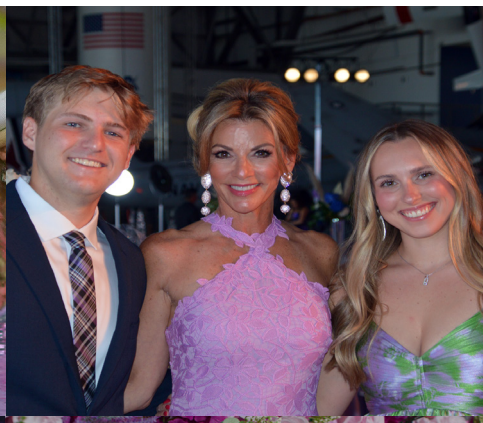
JFG FAMILY OFFICE

KPMG

DIECIDUE FAMILY FOUNDATION











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