

*The*  
**FORGET ME NOT BALL** *at the*  
**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<sup>®</sup>**  
**ASSOCIATION**

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**Colorado Chapter**



THE END OF  
ALZHEIMER'S  
BEGINS  
WITH YOU.



“Sponsoring the Forget Me Not Ball at 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 | Executive Director  
Alzheimer’s Association, Colorado Chapter

## WHAT TO EXPECT

The Forget Me Not Ball at 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 Forget Me Not Ball at 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!



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**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**



**Speaker Opportunity**



NAME

**POST-EVENT RECOGNITION**

**Invitation to 2026 Gala Kick-off**



**2027 Gala Kick-off**



**Exclusive Invitation to Webinars**



**Events + VIP Access**



 **ALZHEIMER'S<sup>®</sup>**  
**ASSOCIATION**

**Colorado Chapter**

“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:

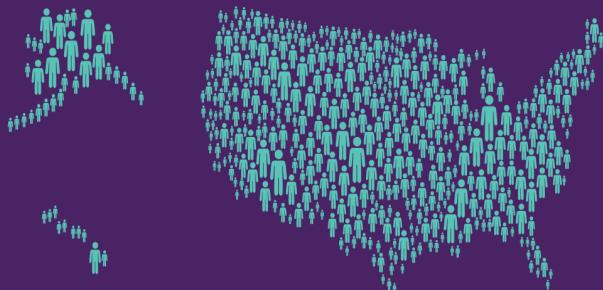
The Alzheimer’s Association, Colorado Chapter  
3773 Cherry Creek Drive North, Ste. 700, West Tower  
Denver, CO 80209

Valerie Lombardi | Executive Director  
vlombardi@alz.org

### TO FURTHER DISCUSS PARTNERSHIP OPPORTUNITIES:

Valerie Lombardi, vlombardi@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**

for  
women

**1  
IN  
10**

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 Forget Me Not Ball at 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 Forget Me Not Ball at 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!*



THE CENTER  
FOR COSMETIC  
SURGERY



[www.purplegala.org](http://www.purplegala.org)

Valerie Lombardi  
Executive Director  
vlombardi@alz.org

