

INSPIRE
NAPA
VALLEY

May 3-5, 2024

BENEFACTOR
OPPORTUNITIES



INSPIRE NAPA VALLEY COMMITTEE

EVENT FOUNDER & CHAIR

Kerrin Laz

PRESENTING BENEFACTOR

Rolex Watch U.S.A.

HONORARY COMMITTEE

Antonio Galloni

*Founder,
Vinous*

Brad Grimes

*Winemaker,
Abreu Vineyards*

Ray Isle

*Executive Wine Editor,
Food & Wine Magazine*

Françoise Peschon

Winemaker,

VHR - Vine Hill Ranch, Heimark Vineyard, Drinkward Peschon, Cornell Vineyards

Samantha Rudd

*Vintner,
Rudd Estate*

STEERING COMMITTEE

Bettina Bryant, Blakesley Chappellet, Wendi Green, Scott Gould, Juan Mercado, Josh Phelps, Shannon Staglin, Elizabeth Vianello



YOUR SUPPORT MAKES A DIFFERENCE

When wine industry tastemaker 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. By tapping into her passion and personal relationships, in 2017, Kerrin founded Inspire Napa Valley – a world-class fundraising series – to bring together wine enthusiasts, industry and community leaders to help advance research to end Alzheimer's and enhance care and support services for all affected by the disease.

Since its inception, Inspire Napa Valley has raised over \$6 million to support the Alzheimer's Association.

The Alzheimer's Association® is the leading voluntary health organization in Alzheimer's care, support and research. Our mission is to lead 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. Our vision is a world without Alzheimer's and all other dementia.



More than **80%** of Americans know little or are not familiar with **mild cognitive impairment (MCI)**, which can be an early stage of Alzheimer's.





2024 INSPIRE NAPA VALLEY SCHEDULE

Friday

VIP WELCOME DINNER

Intimate, one-of-a-kind evening with the Inspire Napa Valley team featuring some of the most revered wineries in Napa Valley. The night will feature a phenomenal dinner paired with vintages from the host's cellar to be enjoyed exclusively by VIP Weekend guests.

Saturday

VIP ALZHEIMER'S RESEARCH UPDATE & WINE SEMINAR

Following an Alzheimer's research update by Alzheimer's Association Chief Science Officer, Dr. Maria Carrillo, a group of distinguished panelists will discuss and share a hand-picked lineup of compelling wines at this sit-down wine tasting seminar.

Saturday

FOOD & WINE CELEBRATION

Walk-around wine tasting and food bonanza featuring 30 of the most exclusive wineries followed by Inspire Napa Valley's signature live auction and paddle raise.

Sunday

VIP FAREWELL BRUNCH

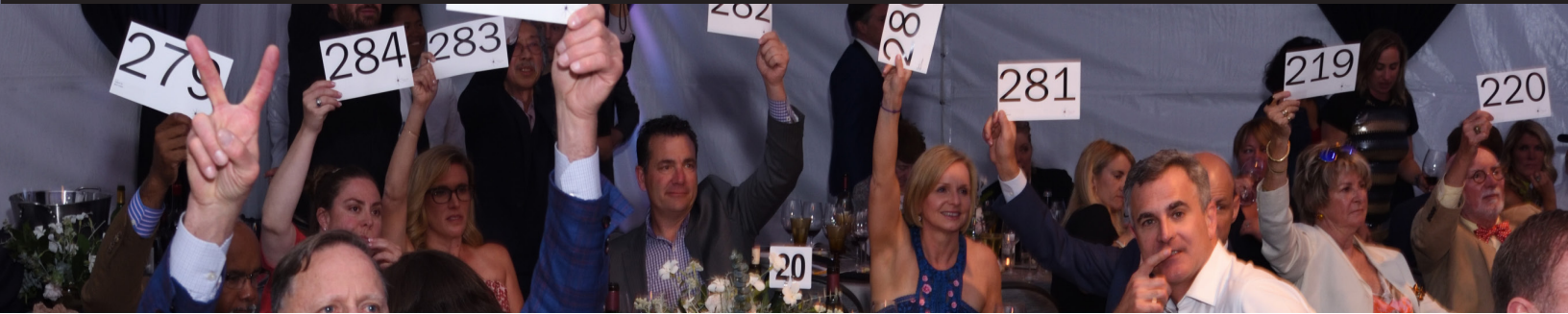
Final weekend wrap-up and sendoff event for VIP guests featuring exceptional seasonal fare and brunch cocktails

Additional details to be announced in the coming months

PREVIOUS BENEFACTORS & PARTICIPATING WINERIES

Abreu Vineyards
Accendo Cellars
AD VIVUM
Alejandro Bulgheroni Estate
Ally Bank
Aloft Wine
Alpha One Motors
Amuse Bouche Winery
Arbe Garbe Wines
Arista Winery
Arkenstone Winery
Arrow&Branch
Beaulieu Vineyard
Bella Oaks
Bench Vineyards
Black Kite Cellars
Blackbird Vineyards
BOND Estates
BRAND Napa Valley
BRION
Bryant Estate
CAMi Vineyards
Cardinale Winery
Chappellet
Cliff Lede Vineyards
Continuum Estate
Corison Winery
Cornell Winery
Corra Wines
Coup de Foudre Winery
Culinary Institute of America
Dalla Valle Vineyards
Dana Estates
Dark Matter Wines
Delectable
Detert Family Vineyards
Donald & Maureen Green Foundation
Donelan Family Wines
Drinkward Peschon
Eisele Vineyard
Etude Wines
Fantasca Estate & Winery
Favia Wines
Ferren Wines
Flannery Beef
Food & Wine Classic in Aspen
Forman Vineyard
Futo Estate
Gemstone Vineyard
Glodow Nead Communications
Gott's Roadside
Grounded Wine Co.
Hale Foundation
Hanabi Lager
Harlan Estate
Hedonic Terroir-Driven Coffee
Heimark Vineyard
Heitz Wine Cellars
Hobel Wines
Hourglass Winery
Hundred Acre
Impensata
Joseph Phelps Vineyards
K. LAZ WINE COLLECTION
Kelly Fleming Wines
Keplinger Wines
Kinsman Eades
Kongsgaard Wine
Larkin Wines
Larkmead Winery
LAZ Wine
Lokoya Winery
Macauley Vineyard
MAHA Estate
Marston Family Vineyard
The Mascot
Massican Wines
Maxem Wine
Maybach Family Vineyards
Melka Estates
Memento Mori
McDowell Heatherington, LLP
Morlet Family Vineyards
Brian McHenry & Eliza Kraft Olander
The Jessie Barker McKellar Foundation
Myriad Cellars
M7 Wine Solutions
Opus One Winery
O'Shaughnessy Estate Winery
Ovid Napa Valley
Paper Planes Wine
Pas de Cheval
Philip Togni Vineyard
Kerry & Dimitry Philipovitch
Pott Wine
Eric & Patti Poppe
PRESS St Helena
Promontory
Pulido~Walker
RAEN Winery
Realm Cellars
Regiis Ova Caviar
Rewa Vineyards
Riise Wine
Round Pond Estate
Rolex Watch U.S.A.
Roy Estate
Rudd Estate
Scarecrow Wine
Schrader Cellars
Screaming Eagle
Sinegal Estate Winery
Sloan Estate
Dean Slover
Spottswode Winery
Staglin Family Vineyard
Sunrise Senior Living
Switchback Ridge
Tench Vineyards
The Hacienda Mission San Luis Rey
The Watermark at Napa Valley
Thomas Keller Restaurant Group
TOR Wines
Tres Perlas
VHR - Vine Hill Ranch
Vinous

BENEFACTOR OPPORTUNITIES



PLATINUM BENEFACTOR - \$75,000

- Recognition as Platinum Benefactor on applicable print and digital materials
- One VIP Vintner-hosted table of eight (8) at the Saturday evening wine auction, with highest priority choice of vintner host
- Eight (8) VIP tickets to INV events
- Sponsor recognition from the stage during May 2024 Saturday evening wine auction
- Opportunity for literature placement in guest arrival packets
- Full-page ad in May 2024 printed program
- Social media mentions

GOLD BENEFACTOR - \$50,000

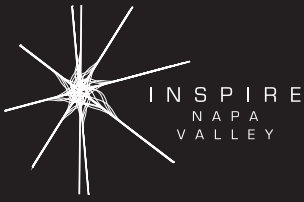
- Recognition as Gold Benefactor on applicable print and digital materials
- One VIP-Vintner hosted table of eight (8) at the Saturday evening wine auction, with priority choice of vintner host
- Six (6) VIP tickets to INV events
- Sponsor recognition from the stage during May 2024 Saturday evening wine auction
- Opportunity for literature placement in guest arrival packets
- Half-page ad in May 2024 printed program
- Social media mentions

SILVER BENEFACTOR - \$25,000

- Recognition as Silver Benefactor on applicable print and digital materials
- One VIP-Vintner hosted table of eight (8) at the Saturday evening wine auction
- Four (4) VIP tickets to INV events
- Sponsor recognition from the stage during May 2024 Saturday evening wine auction
- Quarter-page ad in May 2024 printed program
- Social media mentions

INDIVIDUAL TICKETS

- VIP Ticket - \$5,000 (includes entry to full weekend of events, limited quantity available)
- Saturday Main Event Ticket - \$1,000 (includes entry to just the Saturday evening wine tasting and auction)



COMMITMENT FORM



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*

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
- Platinum Benefactor (\$75,000) Gold Benefactor (\$50,000) Silver Benefactor (\$25,000)
- VIP Ticket (\$5,000) Individual Saturday Main Event Ticket (\$1,000)

BILLING INFORMATION

CREDIT CARD Please charge my: AMEX Discover Mastercard Visa

Name (as it appears on card): _____

Account Number: _____

CVV 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: ANDREW CHRISTY
Email: ajchristy@alz.org | **Phone:** 312-599-2117

ALZHEIMER'S ASSOCIATION | Attn: Inspire Napa Valley
2290 N. 1 Street, Suite 212 | 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.