

2024 SPONSORSHIP & BENEFIT OPPORTUNITIES



# The Purple Affair

SUNDAY, AUGUST 18, 2024

[THEJAMESMDIXONFOUNDATIONINC.COM/THE-PURPLE-AFFAIR](http://THEJAMESMDIXONFOUNDATIONINC.COM/THE-PURPLE-AFFAIR)





# THE JAMES M. DIXON FOUNDATION FOR ALZHEIMER'S RESEARCH & SUPPORT

Dear Friend and Sponsor,

*The Purple Affair* is The James M. Dixon Foundation's premier fundraising event, uniting advocates, caregivers, and organizations dedicated to Alzheimer's disease and related dementias (ADRD). This gathering brings supporters from across the United States to raise funds for the Foundation's initiatives and provide scholarships for students studying geriatrics, brain health, and neurology.

With almost 7 million Americans impacted by Alzheimer's disease, your sponsorship will contribute to scholarships, established Foundation initiatives, and cutting-edge research. Showcase your commitment to social responsibility and make a lasting impact!

Join us in making a world of impact by becoming a sponsor of *The Purple Affair*! As a sponsor, you'll enjoy prime seating, exclusive recognition, and extensive visibility at the event, as well as, exposure through social media, aligning your brand with a meaningful cause uniting efforts against Alzheimer's nationwide. Make a lasting impact through scholarships, Foundation initiatives, caregiver support, and cutting-edge research with sponsor packages ranging from patron levels to \$50,000.

Thank you for considering sponsorship of *The Purple Affair*. Your support will make a meaningful difference in the fight against Alzheimer's disease and related dementias. Together, we can make a lasting impact and create a brighter future for those affected by these devastating conditions.

Sincerely,

Dr. Lori-Renee Dixon James  
Founder and President





# ABOUT THE PURPLE AFFAIR

## HONORARY CO-CHAIRS

SCARLETT PRESSLEY-BROWN  
CHARMAINE WARD-MILNER

## CO-CHAIRS

EMILY NICHOLS-MITCHELL  
LILA VAUGHN  
WANDA POWE  
TAYLOR JAMES

## PAST AWARD RECIPIENTS

### 2023

Mr. Louis Gossett, Jr.  
Dr. Helen M. Dowdell  
Mrs. Landa Clay Gamble  
Dr. Fayron Resha Epps  
Mrs. Catherine Janice Whitehead  
Mr. Robert Reid

### 2022

Congressman Sanford Bishop  
Dr. Erika T. Brown  
Mrs. Scarlet Pressley-Brown  
Mrs. Tanja Goode  
Dr. Angela J. Johnson  
Sheriff Patrick Labat  
Mrs. Serena McElrath  
Mrs. Phyllis Kitchens Thurmond  
Mrs. Pamela Williams  
Mrs. Carolyn Young

### 2021

Honorable Keisha Lance Bottoms  
Dr. Kyra S. Harvey  
Dr. Kimberly Manning  
Mrs. Athena Caston  
Mrs. Janice Dixon Jones

### 2019

Dr. Rosalind Gregory-Bass  
Mrs. Anita Hawk  
Mrs. Cheryl Jones  
Dr. Monica L. Parker  
Rev. Dr. Rodney K. Turner

**The Purple Affair** is The James M. Dixon Foundation's premier fundraising and major social event where advocates, caregivers, leaders, and organizations are honored. Its goal is to raise public awareness and corporate and individual donations to support the finding of a cure for Alzheimer's disease and related dementias (ADRD), support those living with the disease and their caregivers, and provide scholarships for students studying geriatrics, brain health, or neurology. Hosted by a diverse group of local businesses, corporations, and individuals, it involves celebrities, civic leaders, volunteers, and others who support The James M. Dixon Foundation's mission.

## HOW

Community organizations, associations, and corporations are invited to secure prime seating, extensive recognition, and prominent logo placement and support this event by being a sponsor. Make a lasting impact through scholarships, Foundation initiatives, caregiver support, and cutting-edge research with sponsor and parton packages from \$350 to \$50,000.

## WHEN

**Sunday, August 18, 2024**

## WHERE

**Atlanta Airport Marriott Gateway Hotel**

2020 Convention Center Concourse  
Atlanta, GA 30337

## FEATURING

**3:00 p.m.**

Silent Auction  
Fine Dining  
Live Entertainment

**5:30 p.m.**

After Affair

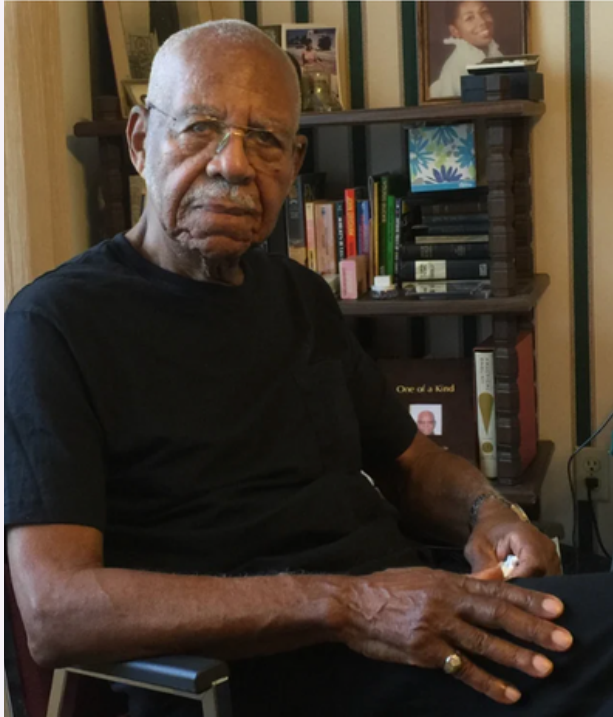
## ATTIRE

After Five





# THE JAMES M. DIXON FOUNDATION FOR ALZHEIMER'S RESEARCH & SUPPORT



## OVERVIEW

**The James M. Dixon Foundation** is a non-profit 501c3 charitable organization established to provide assistance to persons living with Alzheimer's disease, related dementias and their caregivers/partners. The Foundation was established with a primary goal of being a support to Caregivers, especially of those living with Alzheimer's disease or a related dementia.

## MISSION STATEMENT

The James M. Dixon Foundation's Mission is to support research in an effort to eradicate Alzheimer's disease; increase awareness of the disease and its risk factors; provide information on preventative measures; support Caregivers; and enhance the lives of persons living with Alzheimer's disease.

## VISION STATEMENT

The James M. Dixon Foundation visions a world free from Alzheimer's disease. To that end, The Foundation works locally and nationally to increase awareness of Alzheimer's disease and the effects it has on persons suffering from the disease and those who care for them, especially those in underserved areas, through service, strategic giving, community engagement, mindful training, and policy development and support. This vision is being realized through The Foundation's ongoing initiatives, partnerships, and as commitments to The Emory University's Alzheimer's Disease Research Center, Morehouse School of Medicine, and local and national churches and other organizations.





# SPONSORSHIP LEVELS

	Title	Presenting	Major								
	The James M. Dixon Presidential Sponsorship	The Philanthropist Sponsorship	The Legacy Builder Sponsorship	The Memory Guardian Sponsorship	The Dementia Care Partner Sponsorship	The Alzheimer's Advocate Sponsorship	Food Insecurities Patron	Daddy's Closet Patron	Intentional Caregiver Patron	General Ticket	
	\$50,000	\$35,000	\$15,000	\$10,000	\$5,000	\$2,500	\$750	\$500	\$350	\$175	
<b>EVENT BENEFITS</b>											
Tickets for the Scents and Jazz: Perfume Reception on Saturday, August 17, 2024	6	5	4	3	2						
Tickets for The Purple Affair	20	20	10	10	6	4	1	1	1	1	
Champagne for Table at The Purple Affair	✓	✓	✓								
Premium Seating	✓	✓	✓								
Priority Seating				✓	✓	✓	✓	✓	✓		
Number of Sponsor Gifts	20	20	10	10	6	4					
<b>PROMOTIONAL BENEFITS</b>											
Length of Pre-Recorded Video Presentation from CEO to Air During The Purple Affair	1 min	30 sec									
Logo on Step and Repeat at The Purple Affair	✓	✓	✓	✓							
Logo and Company Name on Table, Website Pages, Social Media, and in The Purple Affair Program	✓	✓	✓	✓	✓	✓					
Brand and Sponsor Type Recognition on Press Releases, Virtual Banners, Digital Program, and in The Foundations Annual Report	✓	✓	✓	✓	✓	✓					
Recognition as Sponsor during The Purple Affair	✓	✓	✓	✓	✓	✓					
Recognition in Program Book	✓	✓	✓	✓	✓	✓	✓	✓	✓		
Number of Ads in the Digital Program	2 Full-Page Ads	1 Full-Page Ad 8 1/2 x 11	1 Full-Page Ad 8 1/2 x 11	1 Half-Page Ad 8 1/2 x 5/12	1 Half-Page Ad	Quarter-Page Ad 2 3/4 x 4 1/4	Name listed in program	Name listed in program	Name listed in program		

# OUR IMPACT AT A GLANCE

## THE INTENTIONAL CAREGIVER

The Intentional Caregiver offers dialogue, tools, and resources to elevate the caregiving experience. Participants will discover strategies to simply enrich the caregiving journey. Participants will be able to join workshops, symposiums, support groups, and other offerings to gain valuable insights and skills.

## DADDY'S CLOSET

Daddy's Closet will operate in multiple locations across Atlanta, Georgia with plans to expand to other areas across the United States. It offers essential items for seniors, particularly those with dementia, who may find it challenging to afford or acquire these items. In collaboration with the Atlanta Airport Rotary Club, The Foundation launched the inaugural Daddy's Closet at Asbury Harris Epworth Towers in April 2024, with four additional locations scheduled to open before December 2024.

## TELL ME A BEDTIME STORY

Tell Me A Bedtime Story was created to bring the comfort of bedtime stories to adults with Alzheimer's disease and related dementias. These stories are read aloud, fostering a tranquil, soothing, and mindful environment before bedtime. The program has garnered listeners from over six countries and all age groups.

## FOOD INSECURITIES PROGRAM

Addressing food insecurities among caregivers, individuals with Alzheimer's disease and related dementia, seniors, and people with disabilities in Atlanta and the surrounding region has been a priority for The Foundation. Starting in 2022, we initiated efforts to combat food insecurities, particularly among home caregiver and their families. Our commitment to this cause has strengthened in 2024, with plans to significantly expand our reach and serve over 125 individuals and families.

## BRAIN HEALTH & CARE SYMPOSIUM

The Brain Health & Care Symposium is a complimentary event designed to educate caregivers, family members, and individuals impacted by dementia about maintaining health, awareness, prevention, and resources. The Symposium features expert guest speakers, inspirational and useful activities, live Q & A sessions, memory screenings, and more. On May 18, 2024, The Foundation will collaborate with other organizations to present the fourth Brain Health and Care Symposium, welcoming approximately two hundred participants.

## MEDICAL SCHOOL SCHOLARSHIPS

Offering scholarships to medical school students pursuing studies in brain health, gerontology, and neurology.



# SPONSORSHIP FORM

**Unlock a World of Impact: Become a Sponsor of The Purple Affair!** At The James M. Dixon Foundation, we invite you to take center stage in the fight against Alzheimer's disease and related dementias. As a sponsor, enjoy prime seating, exclusive recognition, and extensive visibility at The Purple Affair. With over 6 million Americans impacted by Alzheimer's disease and related dementias, your sponsorship will contribute to scholarships, established Foundation initiatives, and the support of cutting-edge research. Showcase your commitment to social responsibility and make a lasting impact!

## SPONSORSHIP OPPORTUNITIES

I commit to be a sponsor of the 2024 Purple Affair at the following level (check the one that applies):

- \$50,000**  
Title Sponsor
- \$25,000**  
Presenting Sponsor
- \$15,000**  
The Legacy Builder Sponsorship
- \$10,000**  
The Memory Guardian Sponsorship
- \$5,000**  
The Dementia Care Partner Sponsorship
- \$2,500**  
The Alzheimer's Advocate Sponsorship
- \$750**  
Food Insecurities Program Patron
- \$500**  
Daddy's Closet Program Patron
- \$350**  
Intentional Caregiver Program Patron
- Sponsor A Caregiver**  
I would like to sponsor a caregiver to attend The Purple Affair for **\$175**
- I am unable to attend, but would like to make a donation in the amount of \$\_\_\_\_\_

## AD SPECIFICATIONS

- Full-Page Color (with bleed) 7.25"W x 11.25"H**
- Full-Page Color (no bleed) 6.5"W x 10.5"H**
- Half-Page Color 6.5"W x 5.125"H**
- Quarter- Page Color 3.125"W x 5.125"H**
- Trim Size 7" x 11"**
- File Format Press-quality PDF**

## SPONSOR INFORMATION

\_\_\_\_\_  
SPONSOR NAME (BUSINESS, ORGANIZATION, OR INDIVIDUAL)

\_\_\_\_\_  
CONTACT NAME

\_\_\_\_\_  
EMAIL

\_\_\_\_\_  
PHONE

\_\_\_\_\_  
ADDRESS SUITE

\_\_\_\_\_  
CITY STATE ZIP

\_\_\_\_\_  
COUNTRY

## SPONSORSHIP PAYMENTS DUE BY JULY 27, 2024

Please make checks payable to The James M. Dixon Foundation, and send them along with your signed sponsorship form.

**The James M. Dixon Foundation**  
 Lila Vaughn  
 PO Box 311923  
 Atlanta, GA 31131  
 T: 404.263.6380  
 E: lorijames@thepurpleaffair.org



[WWW.THEJAMESMDIXONFOUNDATIONINC.COM](http://WWW.THEJAMESMDIXONFOUNDATIONINC.COM)

## DUE DATE

Each business, organization, or individual must submit their own promotional designs (logos and ads). We will not be able to create any designs. Please email the logos, digital ad, video and guest list, and the completed form to [lorijames@thepurpleaffair.org](mailto:lorijames@thepurpleaffair.org)

- LOGO must be EPS vector format
- AD FOR DIGITAL PROGRAM
- PRE-RECORDED VIDEO
- ENTIRE GUEST LIST

**July 17, 2024**

Your sponsorship and ticket purchases are considered charitable and tax-deductible to the extent documented in the federal tax code.  
Federal Tax Id: 83-1847539

*Thank you!*





PLEASE LIST YOUR GUEST ON THIS PAGE AND  
EMAIL TO [LORIJAMES@THEPURPLEAFFAIR.ORG](mailto:LORIJAMES@THEPURPLEAFFAIR.ORG)

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*The Purple Affair*  
**SCENTS & JAZZ**

PERFUME RECEPTION

HOSTED BY  
NORDSTROM PERIMETER MALL  
THE JAMES M. DIXON FOUNDATION

**FRIDAY, AUGUST 16, 2024 @ 7PM EST**

TICKETS: \$55.00  
SPACE IS LIMITED

