

THE PURPLE WHEEL SPONSORSHIP PACKET 2023



The James M. Dixon Foundation for Alzheimer's Research and Support

Dr. Lori-Renee Dixon James, President/CEO

Atlanta, Georgia

404.263.6380

www.thejamesmdixonfoundationinc.com



Dear Supporter,

I hope this letter finds you well. On behalf of The James M. Dixon Foundation, I invite you to participate in the first Annual Purple Wheel: Charity Bike Ride, to raise money for Alzheimer's and dementia support and research.

The James M. Dixon Foundation, a 501c3 charitable organization, was established to assist persons living with Alzheimer's disease and related dementias, and their caregivers. The Foundation's mission and vision are to have a world free from Alzheimer's disease.

As you may know, Alzheimer's disease and related dementias are devastating diseases affecting millions worldwide. In the United States alone, more than 6 million people are living with Alzheimer's disease. Unfortunately, there is no cure for this disease, and research is desperately needed to find more effective treatments and eventually, a cure.

The Purple Wheel Charity Bike Ride is an annual event organized by The James M. Dixon Foundation, dedicated to supporting individuals living with Alzheimer's disease, related dementias, and their caregivers. This inspiring initiative also aims to raise awareness about brain health, self-care, and the disproportionate resources and information in underserved and under supported areas.

The purpose of The Purple Wheel Charity Bike Ride is threefold. Firstly, it seeks to provide financial assistance to support research, treatment, care programs for individuals living with Alzheimer's and related dementias, as well as to endow scholarships for students studying neurology, brain health, and gerontology. The funds raised through the event are channeled towards organizations and institutions that work tirelessly to improve the lives of those affected by these conditions.

The Purple Wheel Charity Bike Ride has a secondary goal of raising awareness about significant research, prevention, and support for the dementia community. It seeks to involve students and community members, fostering a deeper understanding of dementia, its impact on individuals and families, and the best approaches to providing support and care.

Lastly, the event serves as a source of inspiration and solidarity for caregivers who selflessly devote their time and energy to caring for individuals with Alzheimer's and related dementias. The Purple Wheel: Charity Bike Ride recognized the immense challenges faced by caregivers and seeks to provide them with emotional support, resources, and a community of individuals who understand their journey.

We are confident that your company shares our commitment to making a difference in the lives of those affected by Alzheimer's disease and related dementias. We would be honored to partner with you in this critical endeavor. To learn more about The James M. Dixon Foundation, click here or visit <https://thejamesmdixonfoundationinc.com>.

Thank you for considering this request, and we hope to hear from you soon.

Sincerely,

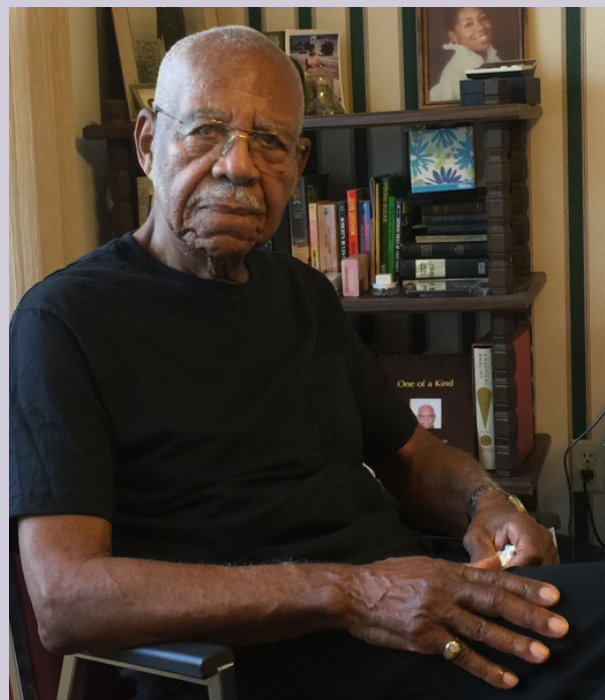
Dr. Lori-Renee Dixon James
Founder and President

THE JAMES M. DIXON FOUNDATION

FOUNDATION 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.

THE JAMES M. DIXON FOUNDATION

2023 IMPACT GOALS

1

Food Insecurities ~ In 2022, The Foundation began tackling food insecurities, especially among home caregivers and their families. We are increasing our efforts in 2023, with plans to more than double the number served to 100+.

2

Daddy's Closet ~ In 2023, Daddy's Closet will serve 10 senior and assisted living facilities in Atlanta, Columbus, and other states across the U.S. Daddy's Closet provides hygiene, cleaning, personal care products, and other items, such as adult bibs, Ensure, bed pads, and more.

3

Awareness ~ In 2023, The Foundation will host its 3rd Annual Brain Health and Care Symposium. Previous community partners include churches, Mount Vernon Baptist Church, Chick-fil-A, Emory University, ALTER, and other organizations that provide information on Alzheimer's disease awareness, prevention, nutrition, elder care law, and many other topics for Caregivers, and those living with dementia.

Caregiver's Annual Luncheon Workshop
The Tell Me A Bedtime Story Series
The Mindful Caring Pampering Box
The Caregiver's Forum
Mindfulness Awareness Program
The Intentional Caregiver's Club
The Purple Wheel
The Purple Chair
The National Caregiver's Support Network
Respite Care Program



4

Dental Care ~ Oral Health Day. In July 2023, in conjunction, with the Annual Brain Health and Care Symposium, The Foundation will launch the Oral Care Project. We are working with two dental offices to provide oral screenings, x-rays and cleanings for caregivers and persons living with Alzheimer's disease and related dementias.

5

The Dementia Care Training and Support Program will continue to support and equip caregivers with access to opportunities and resources that have not been available to underserved communities, and provide access to more intentional ways to care for persons living with Alzheimer's disease through courses, webinars, and other tools.

THE JAMES M. DIXON FOUNDATION



COMMUNITY IMPACT AT A GLANCE



Daddy's Closet partners with senior facilities to provide personal care and household necessities to residents in need due to lack of income and support.

Participates in the Walk to End Alzheimer's. In the past four years, more than 100 walkers have participated on The Foundation's teams, in order to bring awareness in minority communities.



In 2022, we tackled Food insecurities in underserved communities by providing more than 2,000 pounds of food and serving over 50 families.

Free Annual Brain Health and Care Symposium
Each year, The Foundation partners with various organizations to support caregivers and others through Reached building capacity of more than 250 participants.



The Mindful Caring Pampering Box contains curated items that support caregivers and persons living with Alzheimer's Disease. The Foundation has served more than 250 caregivers and persons living with Alzheimer's disease.

THE PURPLE WHEEL 2023 - SPONSORSHIP LEVELS (limited sponsor space)

DIAMOND LEVEL - \$17,500+

The Diamond Level Includes...

- Registration of 70 cyclists (waiving registration fee)
- Event vendor table at The Purple Wheel
- One (1) table of eight (8) guests at The Purple Affair
- Full page ad in The Purple Affair Program Book
- Sponsorship announcement/recognition during The Purple Wheel
- Company logo printed on event t-shirt provided to all participants
- Company logo on all event media material
- Sponsorship announcement/recognition during The Purple Wheel
- Advertisement in swag bags

RUBY LEVEL - \$10,000+

The Ruby Level Includes...

- Registration of 50 cyclists (waiving registration fee)
- Full page ad in The Purple Affair Program Book
- Sponsorship announcement/recognition during The Purple Affair
- Company logo printed on event t-shirt provided to all participants
- Company logo on all event media material
- Sponsorship announcement/recognition during The Purple Wheel
- Advertisement in swag bags

EMERALD LEVEL - \$7,500+

The Emerald Level Includes...

- Registration of 30 cyclists (waiving registration fee)
- Company logo printed on event t-shirt provided to all participants
- Company logo on all event media material
- Sponsorship announcement/recognition during The Purple Wheel
- Advertisement in swag bags

SAPPHIRE LEVEL - \$3,000+

The Sapphire Level Includes...

- Registration of 15 cyclists (waiving the registration fee)
- Company logo on all event media material
- Sponsorship announcement/recognition during The Purple Wheel
- Advertisement in swag bags

THE PURPLE WHEEL 2023 - TSHIRT DESIGN & LOGO PLACEMENT



Your sponsorship and registration purchases are considered charitable to the extent documented in the federal tax code. You will receive an immediate receipt with your online purchase and further information during and following the event. For your convenience, The Foundation's tax id# is: 83-1847539.

PLEASE INDICATE YOUR LEVEL OF SUPPORT

_____	DIAMOND SPONSOR	\$17,500+
_____	RUBY SPONSOR	\$ 10,000+
_____	EMERALD SPONSOR	\$ 7,500+
_____	SAPPHIRE SPONSOR	\$ 3,000+
_____	DONATION	\$ _____

REQUIRED INFORMATION

NAME _____
 PHONE _____
 STREET _____ CITY _____
 STATE _____ ZIP _____
 EMAIL ADDRESS _____

PAYMENT INFORMATION

ENCLOSED IS A CHECK PAYABLE TO **THE JAMES M. DIXON FOUNDATION**
 FOR \$ _____

Charge my: ___ American Express Card ___ Master Card ___ Visa Card ___ Discover Card
 Account# _____
 Exp. Date _____ CVV _____
 Name on Card _____
 Date _____
 Amount \$ _____ Signature _____

In Memory/Honor of _____

You may also register, become a sponsor, or make a donation online @
<https://thepurplewheel23.swell.gives/>

Please visit The Foundation's website at <https://thejamesmdixonfoundationinc.com>
 If you have any questions, give us a call @ 404.263.6380.

Thank you!

Saturday, August 26th, @ 8:00 am

The **PURPLE** WHEEL

A CHARITY BIKE RIDE
FOR ALZHEIMER'S & RELATED DEMENTIAS



**Scan/Click Above for More
Information & to Register!**

All proceeds go to support Alzheimer's
research, the Alzheimer's/dementia
community, and Scholarships for medical
students studying neurology, gerontology,
and brain health.

\$40 Registration Fee

THE
James
DIXON
FOUNDATION
PRESENTS



The Purple Affair 23

**JOIN US FOR AN
AFTERNOON OF JAZZ,
FINE DINING,
AND CELEBRATION!**

SUNDAY, AUGUST 20, 2023
The Atlanta Airport Marriott
Gateway Hotel

Honorary Chairs
**Ambassador Andrew &
Mrs. Carolyn Young**

Special Salute to
Louis Gossett, Jr.
Actor & Activist

Emcees
J Smiles
Comedian

Jay Reinstein
Radio Personality

Performances by
Keith David
Actor & Jazz Artist
Maria Howell
Actor & Jazz Artist
Noel Freidline
Jazz Pianist

Special Presentation by
Dr. Carl Hill

Chief Diversity, Equity, & Inclusion Officer for The Alzheimer's
Association



Scan or visit

<https://thepurpleaffair.swell.gives>

