THE INTERSECTION OF NEUROSCIENCE, TECHNOLOGY, AND ILLUSION

THEATRE OF THE MIND

CUREPSP - MAYO CLINIC
BRAIN DONATION PROGRAM

THURSDAY, MARCH 26, 2020
ROSEWOOD SAND HILL, MENLO PARK

UNLOCKING THE SECRETS OF BRAIN DISEASE®
About CurePSP  The vision of CurePSP is a world free of neurodegeneration. Our mission is to provide awareness, education, care, and cure for prime of life brain diseases. CurePSP is committed to improving the quality of life for patients and families.

About the Brain Donation Program

This CurePSP Theatre of the Mind fundraising cocktail reception on Thursday, March 26, will benefit the CurePSP Mayo Clinic brain donation program, overseen by Mayo’s eminent pathologist, Dr. Dennis W. Dickson. The Mayo Clinic Brain Bank serves two important purposes:

- The first is that contributions to this fund allow CurePSP to reimburse families for the costs associated with the donation of patient brains, which, for many families, might be impossible without the program. These donations provide an autopsy-verified diagnosis to families, which often differs from the clinical diagnosis they have received.

- The second is that the brain donations serve as an invaluable resource to neuroscientists by providing tissue samples that are essential for much of their research. They are extremely important for developing future therapeutic interventions for neurodegenerative disorders, including Alzheimer’s disease, Parkinson’s disease, progressive supranuclear palsy (PSP), chronic traumatic encephalopathy (CTE), amyotrophic lateral sclerosis (ALS), and others. Researchers from all over the world benefit from brain donations to the Mayo Clinic, which collaborates with many national and international scientists.

By donating a brain to the CurePSP-Mayo Clinic Brain Donation Program, families create their own legacy in science that could be part of a future therapy.

About the Event: Theatre of the Mind

As humans, we experience a breathtaking world of color, tastes, and sounds each day. However, science tells us that, in reality, what we perceive is not always the case. Our impressions of the world and how the world really is can be based on illusions.

Join CurePSP for a magical evening cocktail reception where you will explore the world of illusion, neuroscience, and tech—engaging the imagination more actively than visual theatre.

A highly qualified global audience will attend this event from academia, neuroscience, business, technology, and pharmaceuticals along with CurePSP supporters and families of brain donors.

Why Be a Sponsor of This Event?

Four simple reasons why companies should become sponsors:

1. Recruiting & Retention: Donating increases employee morale and attracts top talent.
2. Marketing: Strategic sponsorship offers diverse marketing opportunities to expand outreach.
4. Branding: Giving back places your brand in a positive light of offering community support.

For further information and to become a CurePSP event sponsor, contact: Jaclyn Zendrian, Vice President—Events zendrian@curepsp.org  347-294-2831
Visionary Sponsor

$30,000 1 opportunity available

Provides support for 30 brain donations
• Logo prominently displayed as the Visionary Sponsor on the front of all event collateral
• Logo and link as the Visionary Sponsor on event website
• In the reprint of the Brain Bank Brochure, your company will have a note of recognition for your contribution.
• Acknowledgment of support in the next CurePSP newsletter
• Full page in reception program
• Verbal recognition of thanks by the MC
• Podium remarks or video by Visionary Sponsor representative for five minutes
• Eight individual reception attendees
• Inclusion of company logo on screens during event
• Inclusion of promotional items in guest gift bags (optional)
• Social media promotion on Twitter and Instagram prior to the event with your organization highlighted

Innovation Sponsor

$15,000 3 opportunities available

Each opportunity provides support for 15 brain donations
• Logo and link as the Innovation Sponsor on event website
• Verbal recognition of thanks by the MC
• Half page in reception program
• Acknowledgment of support in the next CurePSP newsletter
• Six individual reception attendees
• Inclusion of company logo on screens during event
• Inclusion of promotional items in guest gift bags (optional)
• Social media promotion on Twitter and Instagram prior to the event with your organization highlighted

Influencer Sponsor

$10,000 4 opportunities available

Each opportunity provides support for 10 brain donations
• Social media promotion on Twitter and Instagram prior to the event with your organization highlighted
• Logo and link as the Influencer Sponsor on event website
• Verbal recognition of thanks by the MC
• Half page in reception program
• Four individual reception attendees
• Inclusion of company logo on screens during event
• Inclusion of promotional items in guest gift bags (optional)

Tech Sponsorships

Packages Include:
• Social media promotion on Twitter and Instagram prior to the event with your organization highlighted
• Company branding either on signage or objects
• Verbal acknowledgment of sponsorship
• At least four individual reception attendees
• Company logo and link displayed on the event website
• Inclusion of company logo on screens during event
• Inclusion of promotional items in guest gift bags (optional)
• Logo in reception program (optional)
• Half-page program insert (optional)

VR Simulations

$10,000+ 1 opportunity available

People remember experiences that they actually took part in as opposed to just watched. The unique nature of the virtual reality (VR) experience means that what you want to accomplish is more likely to be remembered weeks or even months later. Your brand can be incorporated into a VR experience with our event theme!

Brainwave Video Mapping

$10,000+ 1 opportunity available

Watch your brainwaves dance on the big screen through the use of an EEG headset. With an audiovisual performance that expresses the practice of meditation to show cognitive and emotional experiences through sound and digital imagery, watch as your geometric avatar is created in real time by a depth-sensing camera. This is an interactive performance driven by meditation and biofeedback.

Audiovisual

$9,000 3 opportunities available

Audiovisual equipment inspires great event experiences. This sponsorship opportunity helps provide the technology that is needed to deliver a dynamic occasion.

Wall Hologram Projection

$10,000+ 1 opportunity available

Futuristic 3D mapping creates a variety of different scenarios. A stunning hologram screen will bring your logo to life juxtaposed with thematic images of the event. This is an exceptional technology act that will leave guests breathless and speechless.

For further information and to become a CurePSP event sponsor, contact: Jaclyn Zendrian, Vice President—Events zendrian@curepsp.org 347-294-2831

THURSDAY, MARCH 26, 2020
MENLO PARK
Ambiance Sponsorships

Packages Include:
- Social media promotion on Twitter prior to the event with your organization highlighted
- Company branding either on signage or objects
- At least four individual reception attendees
- Verbal recognition of thanks by the MC
- Inclusion of company logo on screens during event
- Company logo and link displayed on the event website
- Half-page program insert (optional)
- Inclusion of promotional items in guest gift bags (optional)
- Logo in reception program (optional)

Tables or Furniture
$7,000 multiple opportunities available
Enhance and contribute to the event with unique displays and arrangements. Your brand will be showcased on each table throughout the venue.

Event Décor
$5,000 multiple opportunities available
As the Event Décor Sponsor, your brand will be displayed on every table throughout the venue.

Entertainment Sponsorships

Packages Include:
- Social media promotion on Twitter prior to the event with your organization highlighted
- Company branding either on signage or the objects
- Verbal acknowledgment of sponsorship
- At least two individual reception attendees
- Company logo and link displayed on the event website
- Inclusion of company logo on screens during event
- Inclusion of promotional items in guest gift bags (optional)
- Logo in reception program (optional)

High Tech Magic Show
$10,000 1 opportunity available
An interactive magic show that integrates technology platforms and gadgets we know or use: phones, social networks, GPS, text messaging, digital imagery. We will incorporate a representative from your company into the performance!

Living Zoltar Machine
$6,000 1 opportunity available
An actor will play the role of Zoltar from the movie Big in an arcade machine with your branding dispensing hilarious and sassy fortunes to the delight of guests!

Music
$5,000 1 opportunity available
Set the tone and mood of the event with a DJ or live band! Fully customizable with tailor-made shows!

Strolling Illusionist
$5,000 1 opportunity available
Includes mentalism tricks, mind reading experience, cards, illusions, and audience engagement.

For further information and to become a CurePSP event sponsor, contact: Jaclyn Zendrian, Vice President—Events
zendrian@curepsp.org 347-294-2831
Photo Sponsorships

Packages Include:
• Social media promotion on Twitter and Instagram prior to the event with your organization highlighted
• Company branding either on signage or images
• Verbal acknowledgment of sponsorship
• At least two individual reception attendees
• Company logo and link displayed on the event website
• Inclusion of company logo on screens during event
• Inclusion of promotional items in guest gift bags (optional)
• Logo in reception program (optional)

General Photography
$9,000 1 opportunity available
Provide the guests with an online library of images by sponsoring a professional photographer to capture the imagery and the memories of an experience that won’t soon be forgotten! The photos will also be used promotionally by CurePSP.

Drawing Booth
$2,500+ 1 opportunity available
Drawing Booth provides sophisticated, quick portraits hand-drawn by top artists using the latest technology. Artists mingle in the crowd, adding surprise and excitement, and leaving attendees with a gift they won’t forget! The images are shared using mobile printers and email or texts!

Interactive High-Tech Photo Booth
$8,000 1 opportunity available
Today’s photo booths boast immersive technological experiences—like virtual reality—which are sure to keep attendees talking. Branded photo booths and social-sharing software allow people at the event to have pictures of themselves engaging with your brand and immediately share them on social media. The picture will be branded with your company logo, and then with a few clicks, they can share the photos on Facebook, Instagram, and Twitter. This is a potentially strong source of viral marketing for your company. This can be done using the following platforms:
• Virtual reality
• Slow motion
• Green screens
• Light painting
• Animated GIF
• Morphing
• 360° experiences
• Portable photography

For further information and to become a CurePSP event sponsor, contact: Jaclyn Zendrian, Vice President—Events
zendrian@curepsp.org  347-294-2831

Food and Beverage Sponsorships

Packages Include:
• Social media promotion on Twitter prior to the event with your organization highlighted
• At least two individual reception attendees
• Verbal recognition of thanks by the MC
• Inclusion of company logo on screens during event
• Company logo and link displayed on the event website
• Inclusion of promotional items in guest gift bags (optional)
• Logo in reception program (optional)

“The Neuroscience of Cocktails” Bar
$20,000 1 opportunity available
Your organization is guaranteed to get noticed when you are the bar sponsor! Complete with custom bar logo, branded beverage napkins, and signature drink of your choice! Entertaining flair bartender available upon request!

Living Food and/or Beverage Display Service
$3,000 1 opportunity available
With interactive models wearing branded skirts made of champagne flutes or nibbles for the crowd! Create an unforgettable experience for the evening!

Nitro Pop
$2,000 1 opportunity available
The latest in unique desserts that will give guests a truly memorable experience. They’ve transformed the familiar tastes and textures of popcorn into a new experience that uses liquid nitrogen for a surprising result. By heating corn and freezing it with liquid nitrogen, they present deep frozen, smoky popcorn that’s available in an array of tantalizing flavors. The effect is often called Dragon’s Breath because guests breathe out smoke.

Aerial Champagne
$3,000 1 opportunity available
An aerial bartender will pour bubbly from above, wowing guests with her contortions!
Other Sponsorships

**Wine Pull Raffle Sponsor**

**$1,500  1 opportunity available**

The wine pull raffle is a blind draw where every raffle ticket buyer wins a bottle of wine. Each person who buys a wine pull raffle ticket then selects a number that corresponds to a bottle. A $20 raffle ticket may win a $75 bottle of wine or a $15 one.

*Package Includes:*
- Company name and logo on the wine pull event signage and promotional materials, including the reception program
- Company name on all bottles of wine
- Two individual reception attendees
- Company logo and link or donor name displayed on the event website (optional)
- Verbal recognition by the MC
- Inclusion of promotional items in guest gift bags (optional)

**Auction Sponsor**

**$7,500  1 opportunity available**

*Package Includes:*
- Social media promotion on Twitter and Instagram prior to the event with your organization highlighted
- Two individual reception attendees
- Early receipt of the Mobile Auction Catalog
- Naming rights for the auction portion of the evening
- Your brand will be displayed throughout the auction stations with your logo displayed on all auction signage highlighting each individual auction item.
- Exclusive auction recognition by MC
- Podium remarks or video to the audience by a representative for two minutes
- Projected acknowledgments throughout the evening
- Mobile bidding site recognition
- Company logo and link or donor name displayed on the event website
- Inclusion of promotional items in guest gift bags (optional)
- Half-page ad in the event program with your company profile (optional)
- Logo or donor name in reception program (optional)

**Gift Bag Sponsor**

**$3,000  2 opportunities available**

As the Gift Bag Sponsor, your brand will be displayed on the outside of every gift bag that is given to our attendees.

*Package Includes:*
- Social media promotion on Twitter prior to the event with your organization highlighted
- Two individual reception attendees
- Verbal recognition of thanks by the MC
- Inclusion of company logo on screens during event
- Company logo and link displayed on the event website
- Inclusion of promotional items in guest gift bags
- Logo in reception program (optional)

**Registration Ticket Sponsor**

**$2,000  1 opportunity available**

As the Registration Ticket Sponsor, your brand will be displayed on each ticket that is printed for the event.

*Package Includes:*
- Social media promotion on Twitter prior to the event with your organization highlighted
- Verbal recognition of thanks by the MC
- Two individual reception attendees
- Company logo and link displayed on the event website
- Inclusion of promotional items in guest gift bags (optional)
- Logo in reception program (optional)

**Name Badge Sponsor**

**$1,500  multiple opportunities available**

Visibility has never been better than this! By sponsoring the name badges, you will ensure that your reach extends to every single attendee and partner at the event. Your company logo will be included alongside the CurePSP logo on the lanyard.

*Package Includes:*
- Two individual reception attendees
- Company logo and link displayed on the event website (optional)
- Inclusion of promotional items in guest gift bags (optional)
- Logo in reception program (optional)
Brain Donation Sponsor

$1,000 multiple opportunities available

The examination of brain tissue is vital to research and provides families with a sure postmortem diagnosis to confirm or further clarify clinical findings. Valuable information attained from this sponsorship will improve the quality of life for future generations.

Package Includes:

• Two individual reception attendees
• Company logo and link or donor name displayed on the event website (optional)
• Logo or donor name in reception program (optional)

Gift Bag Promotional Item

$750 multiple opportunities available

Add your swag to our gift bags! Guests always love gifts from our sponsors!

Package Includes:

• One individual reception attendee
• Logo or donor name in reception program (optional)

Match the “Text to Give” Opportunity

1 opportunity available

For each person who donates over the “text to give” platform, your organization matches that amount fully or partially.

Package Includes:

• Company logo and link displayed as the “Text to Give” Matching Gift Sponsor on the event website
• Verbal recognition by the MC
• Podium remarks by your representative during the dedicated “text to give” call out
• Two individual reception attendees
• Inclusion of company logo on screens during event
• Full page in the reception program
• Inclusion of promotional items in guest gift bags (optional)
• Social media promotion on Twitter and Instagram prior to the event with your organization highlighted

In-Kind Sponsorships

Items for the silent auction are needed! We are looking for products, services, trips, etc. valued at $200 and above. You will be recognized in the reception program. Auction items can include but are not limited to:

• Two cases of various wine for the wine pull
• Vacation packages
• Spa days
• Airline vouchers
• Sports memorabilia or equipment
• Gift baskets
• Tickets
• Portable tech (tablets, GoPro cameras, smart watches, laptops, etc.)
• Time with a personal assistant
• Insider tours
• High-end accessories or luggage
• Golf outings
• Helicopter or hot air balloon rides
• Private chef/dinner date
• Classes or lessons
• Gift cards
• Subscription box services
• Home improvement services

For each item you arrange to have donated, you will receive your logo or donor name in reception program (optional).

Tailored Sponsorship Packages

Any budget is welcome, and the above are examples of the potential level of branding and exposure that we offer. From speaking to branding to supporting a networking reception, there’s something for your company, and every package can be tailored to your specific organizational development needs!

In-Kind Sponsorships

Items for the silent auction are needed! We are looking for products, services, trips, etc. valued at $200 and above. You will be recognized in the reception program. Auction items can include but are not limited to:

• Two cases of various wine for the wine pull
• Vacation packages
• Spa days
• Airline vouchers
• Sports memorabilia or equipment
• Gift baskets
• Tickets
• Portable tech (tablets, GoPro cameras, smart watches, laptops, etc.)
• Time with a personal assistant
• Insider tours
• High-end accessories or luggage
• Golf outings
• Helicopter or hot air balloon rides
• Private chef/dinner date
• Classes or lessons
• Gift cards
• Subscription box services
• Home improvement services

For each item you arrange to have donated, you will receive your logo or donor name in reception program (optional).

*All sponsorships are tax deductible and do not constitute CurePSP endorsement. All submissions to the program are subject to CurePSP approval. Any funds raised beyond the cost of the event will go toward funding the CurePSP Brain Bank.
Host Committee

Solna Braude
The Braude Foundation
Santa Clara, CA

Ryan Cartwright
Armory
San Mateo, CA

Adriana Goericke
Monarch Pathway
Santa Cruz, CA

Margaret Orseth
Bain & Company
San Francisco, CA

Nancy Stagliano, PhD
New Leaf Venture Partners
Menlo Park, CA

Board of Directors

Board Chair
Bill McFarland
CCG Catalyst Consulting Group
Dallas, TX

Board Vice Chair
Amy Branch
New York, NY

Chair Emeritus
John T. Burhoe, Sr.
Dallas, TX

Treasurer
Justin Shea
Hammes Partners
River Hills, WI

Chair for the
CurePSP Patient & Carepartner
Advocacy Committee
Ileen McFarland
Dallas, TX

General Counsel
Russell Gardner
Gardner Employment Solutions, LLC
Baltimore, MD

John Burhoe, Jr.
Great American Insurance Group
Cincinnati, OH

Everett R. Cook
Pouschine Cook Capital Management
New York, NY

Jeffrey S. Friedman, MD, PhD
Friedman Bioventures
San Diego, CA

Stephen S. Goldman, PhD
Derwood, MD

Lawrence D. Levien
Akin, Gump Strauss Hauer & Feld LLP
Washington, D.C.

James G. McClellan, CPA/PFS
Sugar Land, TX

Margaret Orseth
Bain & Company
San Francisco, CA

For further information and to become a CurePSP event sponsor, contact: Jaclyn Zendrian, Vice President—Events zendrian@curepsp.org 347-294-2831

THURSDAY, MARCH 26, 2020
MENLO PARK