



paintings & pairings

AN INSIGHT GALA

FRIDAY, OCTOBER 4, 2024

WESTFIELDS MARRIOTT | COCKTAIL ATTIRE

5:30 | COCKTAIL RECEPTION

Silent auction, live music, networking, passed hors d'oeuvres and paired wines

7:30 | THREE-COURSE DINNER

Seasonal salad, delicious meal and dessert to enjoy at your table

8:00 | GALA PROGRAM

Sponsor Recognition, Excellence In Memory Care Awards, and Live Auction

"I love attending the Paintings & Pairings Gala each year. It's an opportunity to talk with industry leaders, caregiving colleagues, and long-time friends of Insight. More importantly, it's a fun way to support the fantastic work being done by Insight."

- Arvette Reid, SEIA



SPONSORSHIP OPPORTUNITIES

NETWORK

Connect with over 350 attendees in the aging industry with a passion for memory care, including C-Suite leaders from home care agencies, assisted living communities, care managers, elder care attorneys, as well as state and local representatives.

SUPPORT

Support over 6,000 people in Northern Virginia affected by dementia. Insight Memory Care Center supports individuals in all stages of memory or cognitive impairment their care partners, and the community through day programs, care partner support services, and community education. Tax ID: 52-1361974

ENJOY

A fantastic evening supporting memory care in our community. Bid on a chance to win silent and live auction items such as beautiful paintings, sports memorabilia, concert tickets or wine tastings while sipping on seasonal wines paired with delicious hors d'oeuvres, and a delicious three-course dinner.

2024	 TICKETS Event tickets to enjoy the evening!	 SPEAKING Personal event recognition.	 PROGRAM Advertisement in virtual program.	 PRINT & ADS Event signage and promotions.	 DIGITAL Recognition on web and emails.	 SOCIAL Mentions in event promotion.	 RECOGNITION Extended recognition and benefits.
\$30,000 HOST	30 Three Tables	YOU! Five Minutes	 Color Spread	 Prime Placement	 Link	 Featured	Marriott Suite Sponsor Panel Blog Article IMCC Website
\$20,000 PREMIERE	20 Two Tables	YOU! Two Minutes	 Color Spread	 Prime Placement	 Link	 Featured	Sponsor Panel Blog Article IMCC Website
\$15,000 DIAMOND	20 Two Tables	Verbal Recognition	 Full Page	 LOGO	 LOGO	 Featured	Sponsor Panel Blog Article IMCC Website
\$10,000 PLATINUM	10 One Table	Verbal Recognition	 Full Page	 LOGO	 LOGO	 ✓	Sponsor Panel Blog Article IMCC Website
\$5,000 GOLD	10 One Table	Verbal Recognition	 Half Page	Name	Name	 ✓	IMCC Website
\$2,500 SILVER	5		 Quarter Page	Name	Name		IMCC Website
\$1,000 BRONZE	2				Name		IMCC Website

2024 SPONSORSHIP LEVELS AND BENEFITS

ALL SPONSORSHIP LEVELS INCLUDE:

- Tickets to attend the event! Sponsors can also purchase additional tickets at the discounted early bird rate up until the week of the event.
- Digital recognition on Insight's website and event email promotions. Increase publicity and exposure for your company through our 3,500 engaged email recipients and over 16,500 website visitors during the event season.
- Invitation to attend our exclusive sponsor appreciation event after the gala.

ADDITIONAL BENEFITS CAN INCLUDE:

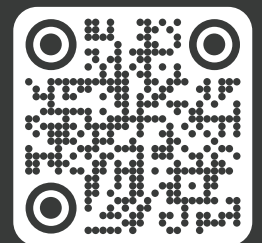
- Increased publicity and exposure for your company through social media placement with reach of 12,500 across our social platforms.
- Opportunity to speak directly to our audience of over 350 senior industry leaders.
- Inclusion in an Insight virtual sponsor panel highlighting the event.
- Recognition in the Positive Aging Sourcebook, reaching the entire DC metro area.

DEADLINES

July 25 for print invitations, August 30 for the event program, and Sept 20 for event signage.

QUESTIONS?

Please contact Ben Werner at 703-204-4664 x112 or ben.werner@insightmcc.org.



SPONSOR TODAY!
InsightMCC.org/GalaSponsor