



paintings & pairings

AN INSIGHT GALA

FRIDAY, OCTOBER 20, 2023

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 300 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 4,000 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.

	 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 through our network.
2023							
\$30,000 HOST	30 Three Tables	YOU! Five Minutes	 Color Spread	 Prime Placement	 Link	 Featured	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		

2023 SPONSORSHIP LEVELS AND BENEFITS

GALA SPONSORSHIP BENEFITS CAN INCLUDE:

- Increased publicity and exposure for your company through digital placement with reach of 8,500 across our social platforms, 3,000 engaged email recipients, and over 10,000 website visitors during the event season.
- Opportunity to speak directly to our audience of over 300 senior industry leaders.
- Inclusion in an Insight virtual sponsor panel in September highlighting the event.
- Recognition in the Positive Aging Sourcebook, reaching the entire DC metro area.
- Dedicated exposure through a featured blog post on Insight's website.

DEADLINES

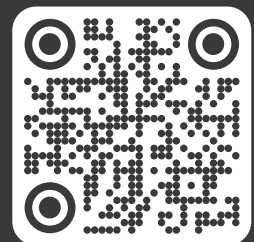
August 1 to be included in print invitations, September 15 for the event program, and October 2 for event signage.

QUESTIONS?

For more information, please contact Robin McGlothin at 703-270-0042 or robin.mcglathin@insightmcc.org.

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insight
MEMORY CARE
CENTER



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