



# BRAIN GAIN GALA

A NIGHT ON THE SEINE

Thursday, September 8th, 2016  
*Carnegie Museums in Oakland*

Thank you for your interest in the “**2016 Brain Gain Gala, A Night on the Seine.**” We’re looking forward to an evening of celebrating and supporting the hard work of our teams at the University of Pittsburgh Brain Institute and the UPMC Neurological Institute, which is comprised of the departments of Neurosurgery and Neurology. The proceeds from this event will be used to bring new and innovative science into patient care.

The Gala will kick off with a VIP Champagne Reception in the Carnegie Museums’ Founders Room, where sponsors and patrons have the opportunity to mingle with distinguished scientists and physicians who have dedicated their careers to better understanding and treating neurological conditions. Additional guests will be greeted in the Carnegie Music Hall, where our honorary chairs will deliver some inspirational words and the 2016 Doctors of Distinction awards will be presented.

After the awards, a “Street Scene” party will feature classic European cocktails, light hors d’oeuvres, and entertainment from mimes, musicians, jugglers, stilt walkers, and dancers. A French Bistro dinner will be served in the magnificent Gilt Hall following the cocktail hour, and the night will conclude with dessert and dancing.

We’re looking forward to an enjoyable night and hope you’ll join us for an evening to support neurological research and treatment at the University of Pittsburgh and UPMC.





**BRAIN GAIN**  
**GALA**  
A NIGHT ON THE SEINE

*Support the Event*  
**Corporate  
Sponsorship  
Benefits**

**Event Benefits Include Company Name Logo Placement:**

- On all Brain Gain Gala signage at event
- On all Brain Gain Gala communications during event promotion\*
- In the commemorative program book
- On LHAS website along with company profile
- All radio & TV public service announcements
- All website announcements, e-mails and social media postings
- All printed ads

**\$50,000 | La Tour Eiffel Sponsor**

**Event Benefits:**

- Twenty seats (two tables) at Soiree a la Seine
- VIP Reception - Carnegie Founders Room
- Invitation for 10 to dinner with Leadership (date to be determined)
- Full-page ad on the inside cover of commemorative program book
- Company name on the first page of commemorative program book
- Acknowledgement of La Tour Eiffel Sponsorship at Brain Gain Gala

**\$25,000 | L'Arc de Triomphe Sponsor**

**Event Benefits:**

- Ten Seats (one table) at Soiree a la Seine
- VIP Reception-Carnegie Founders Room
- Full-page ad on back cover of commemorative program book
- Invitation for 10 to a Cocktail hour with Leadership (date to be determined)

**\$10,000 | Musée de Louvre Sponsor**

**Event Benefits:**

- Ten Seats (one table) at Soiree a la Seine
- Half-page ad in commemorative program book

**\$5,000 | Montmartre Sponsor**

**Event Benefits:**

- 4 Seats at the Soiree a la Seine
- Quarter-page ad in commemorative program book

**\$2,500 | Les Bateaux Mouches Sponsor**

**Event Benefits:**

- 2 Seats at the Soiree a la Seine
- Quarter-page ad in commemorative program book

\* If received by August 29, 2016.



# BRAIN GAIN GALA

A NIGHT ON THE SEINE

## Support the Event Underwriting & Sponsorship Benefits



### **Event Benefits Include Company Name Logo Placement:**

- On all Brain Gain Gala signage at event
- On all Brain Gain Gala communications during event promotion\*
- In commemorative program book
- Acknowledgement on LHAS website

### **\$10,000 | Entertainment Underwriter: John Parker Band**

#### **Event Benefits:**

- 10 Seats (one table) at the Soiree a la Seine
- Full-page ad in commemorative program book

### **\$5,000 | Photography Underwriter**

#### **Event Benefits:**

- 4 Seats at the Soiree a la Seine
- Half-page ad in commemorative program book

### **\$5,000 | Fine Wine & Spirits Underwriter**

*(5 opportunities)*

#### **Event Benefits:**

- 4 Seats at the Soiree a la Seine
- Half-page ad in commemorative program book

### **\$5,000 | Valet Parking Underwriter**

#### **Event Benefits:**

- 4 Seats at the Soiree a la Seine
- Half-page ad in commemorative program book

### **\$3,500 | VIP Reception Underwriter**

*(5 opportunities)*

#### **Event Benefits:**

- 2 Seats at the Soiree a la Seine
- Quarter-page ad in commemorative program book

\* If received by August 29, 2016.



## Specifications

# Program Recognition

Please forward this information to your marketing representative or graphic designer.

**Recognition deadline is Monday, August 29, 2016**

### Recognition Submission

Please provide all submissions electronically to Ethel Gelman at [lhasoffice@gmail.com](mailto:lhasoffice@gmail.com). We suggest that your submissions be designed in the spirit of this fundraising event.

Please note that we cannot guarantee the recognition of a sponsorship or underwriting support if materials are not received by Monday, August 29, 2016.

### Format & Guidelines

- All submissions should be black and white with no bleeds.
- High-resolution, print-quality electronic artwork only (minimum 300 dpi).
- All submissions must be in PDF format

### Sizes

The finished program booklet is 5.5" wide x 8.5" high.

**Full page (vertical) recognition | \$1,000 value**  
5" wide x 8" high

**Half page (horizontal) recognition | \$500 value**  
5" wide x 3.875" high

**Quarter page (vertical) recognition | \$200 value**  
2.375" wide x 3.875" high

Please direct any additional questions to:  
Ethel Gelman at [lhasoffice@gmail.com](mailto:lhasoffice@gmail.com) or 412-648-6106



RSVP BY AUGUST 29TH

# Sponsorship Form

Please mail this form by August 29th to the Ladies Hospital Aid Society, 3459 Fifth Avenue, Pittsburgh, PA 15213-3241, or call 412-648-6106.



A NIGHT ON THE SEINE

**Yes! I/We would like to support the Brain Gain Gala.**

Please list me/us in the event program as: (Ex. Carol and David E. Smith)

NAME(S) \_\_\_\_\_

ADDRESS \_\_\_\_\_

DAYTIME PHONE \_\_\_\_\_ EMAIL \_\_\_\_\_

## Corporate Sponsorship

- La Tour Eiffel Sponsor (\$50,000)
- L'Arc de Triomphe Sponsor (\$25,000)
- Musée de Louvre Sponsor (\$10,000)
- Montmartre Sponsor (\$5,000)
- Les Bateaux Mouches Sponsor (\$2,500)

## Underwriting Sponsorship

- Entertainment Underwriter: John Parker Band (\$10,000)
- Photography Underwriter (\$5,000)
- Fine Wine and Spirits Underwriter (\$5,000)  
*5 opportunities*
- Valet Parking Underwriter (\$5,000)
- VIP Reception Underwriter (\$3,500)  
*5 opportunities*

## Program Advertisement

- Full Page Advertisement (\$1,000)
- Half Page Advertisement (\$500)
- Quarter Page Advertisement (\$200)

## Tickets

- Individual Ticket (\$275)

Please print clearly the first and last names of each of the individuals who will be attending the Brain Gain Gala on behalf of your organization.

1. \_\_\_\_\_  
 2. \_\_\_\_\_  
 3. \_\_\_\_\_  
 4. \_\_\_\_\_  
 5. \_\_\_\_\_

6. \_\_\_\_\_  
 7. \_\_\_\_\_  
 8. \_\_\_\_\_  
 9. \_\_\_\_\_  
 10. \_\_\_\_\_

## Payment Information

**Check** (Payable to: Ladies Hospital Aid Society)

### Credit Card

- Visa  Master Card  Discover  AmEx

NAME \_\_\_\_\_

COMPANY \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_

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

ACCT # \_\_\_\_\_ EXP \_\_\_\_\_

SIGNATURE \_\_\_\_\_

\$ TOTAL ENCLOSED \_\_\_\_\_

The official registration and financial information of Ladies Hospital Aid Society may be obtained from the Pennsylvania Department of State by calling toll free, within Pennsylvania, 1-800-732-0999.





**SIGHTS & SCENES**  
*from recent events*

