








# Sponsorship Opportunities

2026

## Proposed by:

Act Now Foundation  
Dementia Resource Center  
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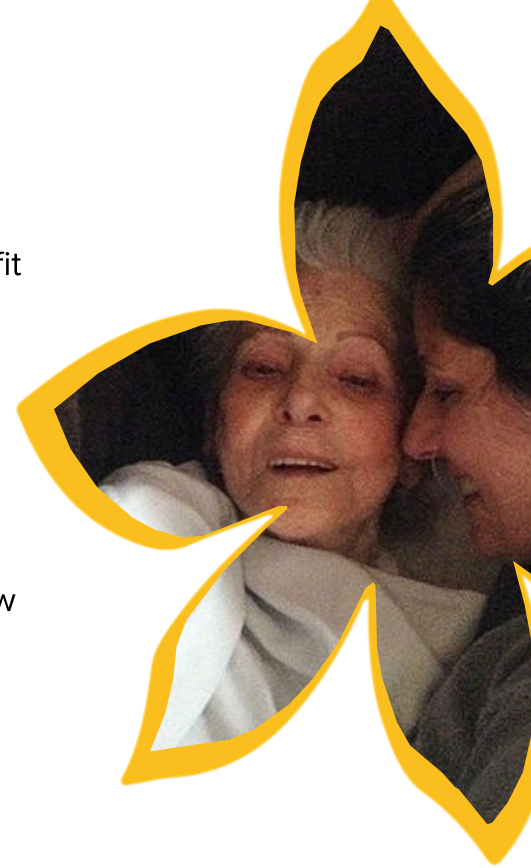
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## About Act Now Foundation

Act Now Foundation is northern New Jersey's leading nonprofit dedicated to dementia awareness, advocacy, and education. Since 2012, we've supported families facing Alzheimer's and related dementias with free services including cognitive assessments, caregiver support, disease education, long-term care planning, and more.

Founded by Kristine Allen and Cary Lopez, caregivers who saw firsthand the lack of local support, the Foundation was born from personal experience and a shared mission: to ensure no family faces dementia alone. Today, we are a trusted community resource, connecting families to care, influencing policy, and building a more dementia-friendly New Jersey.



## Our Mission

Our mission is to empower families, educate communities, and advocate for change so that every individual affected by dementia receives the support, dignity, and care they deserve.

We are committed to creating a dementia-friendly future by providing free services, raising awareness, and championing solutions that reduce the impact of Alzheimer's and related dementias.



## By the Numbers: Our Impact Since 2016

**4,200+  
Screenings**

**1,500+  
Caregivers  
Helped**

**5,600+  
Educated**

**900+  
Families  
Supported**

**2 NJ Laws  
Passed**

## Why Your Support Matters

Alzheimer's is the 7th leading cause of death in New Jersey and 5th for women. Nationally, it ranks 6th. And the numbers are rising.

### The Reality in New Jersey:

New Jersey ranks **8th** in the U.S. for Alzheimer's prevalence among seniors

**185,000+** people are living with Alzheimer's

Supported by **272,000+** unpaid caregivers

Nearly **50%** go undiagnosed, and most lack access to support

The crisis is growing fastest in low-income, urban, and Hispanic communities, where stigma is high and services are scarce. This is where Act Now Foundation steps in, delivering early detection, bilingual education, and life-saving support at no cost to families.

*Incredible support to those going through the painstaking task of seeing loved ones deteriorate. Only those who have gone through this know how difficult it is.*

- Papo O., Caregiver

## Meet Our Team



**Kristine Allen**  
President &  
Co-Founder



**Cary Lopez**  
Executive Director  
& Co-Founder



**Stacy Hutsell**  
Program Director



**Jessica Vega**  
Program Manager  
Administrative



**Katia Suttile**  
Program Manager  
Programmatic

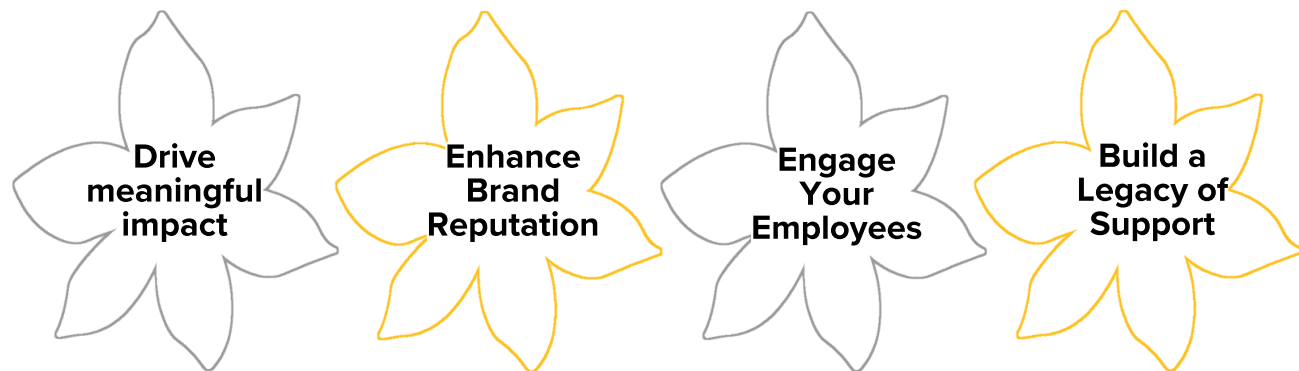


**Linda Lembo**  
Disease Educator  
& Care Coordinator



# Why Partner With Us

Sponsorship with Act Now Foundation isn't just a donation, it's a strategic partnership that drives both social impact and business results. Here's how:



- Your support brings free dementia services directly to families in New Jersey.
- Be recognized as a community leader through events, media, and outreach campaigns.
- Provide purpose-driven opportunities for employees to volunteer and participate, boosting morale, team cohesion, and retention.
- Be recognized as a champion in the fight against dementia. This partnership allows you to build a legacy of support that impacts the community and enhances your corporate social responsibility profile.

## Trusted by Community Leaders and Corporate Partners

*"We are happy to support Act Now Foundation for the good work that they do supporting caregivers, families, and those affected by dementia. It's such an important cause—one we all experience at some point in our lives."*

- Paul Silverman, Co-Founder & Principal at SILVERMAN



**SILVERMAN**  
BUILDING NEIGHBORHOODS



# Signature Programs & Events

Act Now Foundation offers sponsors meaningful ways to make an impact through our flagship programs: the Music & Memories Gala, the Brain Health & Community Resource Fair, and the Virtual Dementia Tour®. Each program reaches diverse audiences, provides community engagement opportunities, and delivers measurable impact for families affected by dementia.



**Music & Memories  
Gala**



**Brain Health &  
Community Resource  
Fair**



**Virtual Dementia  
Tour®**

## Corporate Partnership Program

Support all three signature programs in a single, cost-effective package that provides year-round visibility and maximizes your impact. **Details can be found on page 17.**

**Please note:** Each program also offers unique add-ons and opportunities that are not included in the corporate package, so we encourage you to review them individually.

# Music & Memories Gala

**March 7, 2026 | Valley Regency, Clifton, NJ**

Did you know that music can awaken memories, spark joy, and create connection even in the later stages of dementia? Our Gala celebrates this extraordinary power with an unforgettable evening of live entertainment, fine dining, and heartfelt giving. As our premier annual fundraising event, the Gala directly supports families across New Jersey facing dementia, offering you the chance to make a meaningful impact where it's needed most.

*a new note of hope*

## EVENT HIGHLIGHTS

*300+ attendees, including elected officials, healthcare leaders, and philanthropic changemakers.*

***A stylish cocktail reception with open bar***

*A multi-course gourmet dinner in a stunning ballroom*

***Dancing to a 12-piece live orchestra***

*Luxury silent auction, 50/50 raffle, and exclusive prize drawings*



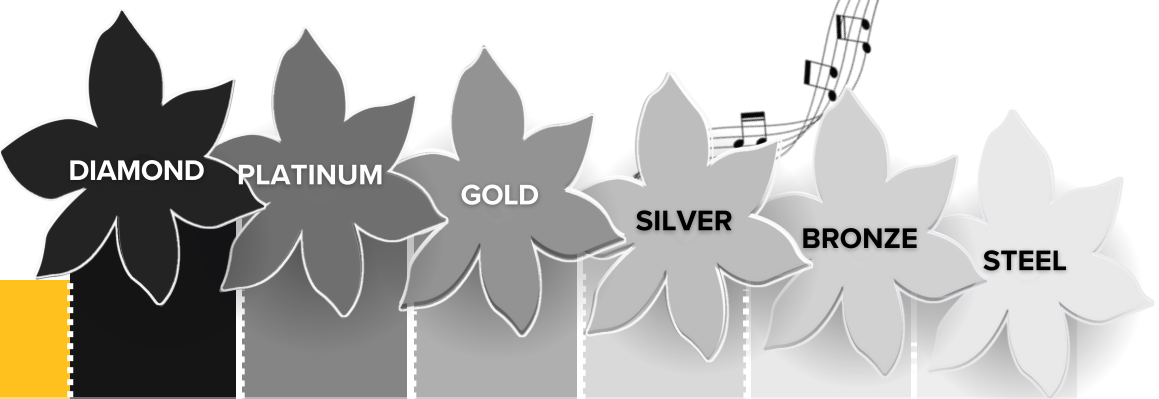
# Music & Memories Gala Sponsorship Benefits

## General Audience Reach


- 8,000+ email subscribers
- 3,000+ social media followers
- 5,000+ unique website visitors annually

## Event-Specific Reach

- 400+ attendees, including elected officials, healthcare leaders, and philanthropic changemakers.



	DIAMOND	PLATINUM	GOLD	SILVER	BRONZE	STEEL
<b>Benefits include but are not limited to:</b>						
Gala Tickets	10	8	5	4	2	2
Logo with backlink on digital ads	✓	✓	✓			
Inclusion in social media and email campaigns as sponsor level	✓	✓	✓	✓	✓	✓
Logo on Gala webpage, invitation link & signage as	Diamond	Platinum	Gold	Silver	Bronze	Steel
Unlimited use of Act Now Foundation logo & name	✓	✓	✓			
Logo on looping event videos during event as	Diamond	Platinum	Gold	Silver	Bronze	Steel
Journal Ad (Full Color)	Full Page – Inside Front Cover	Full Page – Inside Back Cover	Full Page – Interior Page	Half Page – Interior Page	Quarter pg. – Interior	Name listing only
Opportunity to speak on stage	✓					
Logo on printed Gala invitation	✓	✓	✓	✓	✓	✓
On-stage recognition as	Diamond	Platinum	Gold	Silver	Bronze	Steel
Name included in attendee thank-you letters	✓	✓				
Feature in program (print or 30-sec video) — materials supplied by sponsor	✓					





# Music & Memories Gala

## Additional Sponsorship Opportunities

Want to amplify your presence at the Music & Memories Gala? These exclusive à la carte options provide high-visibility branding at our most-attended fundraising event of the year. **Each opportunity can be added to a sponsorship package or customized to meet your marketing and philanthropic goals.**

### BID & WIN SPONSORS

<b>Silent Auction Sponsor</b>	Logo on: bidder boards, bid sheets, event signage, program booklet, and event page
<b>50/50 Raffle Sponsor</b>	Logo on: 50/50 tickets, event signage, program booklet, and event page
<b>Raffle Sponsor</b>	Logo on: raffle tickets, event signage, program booklet, and event page

### EXTRA TOUCH OPPORTUNITIES

<b>Cocktail Napkins</b>	Logo on all cocktail napkins (cocktail hour + bars), signage, program, and event page
<b>Photo Booth Sponsor</b>	Logo on photo booth, signage, program, and event page
<b>Sponsor a Caregiver Table</b>	Be the reason 10 caregivers enjoy the Gala. logo on table sign, signage, program, and event page





## PROGRAM BOOKLET ADVERTISING

Showcase your organization in our journal, distributed **physically** at the event and available **digitally** via:

- Our website (permanently hosted under the event's page)
- Post-event recap email to attendees and supporters
- On-site access through a prominent QR code

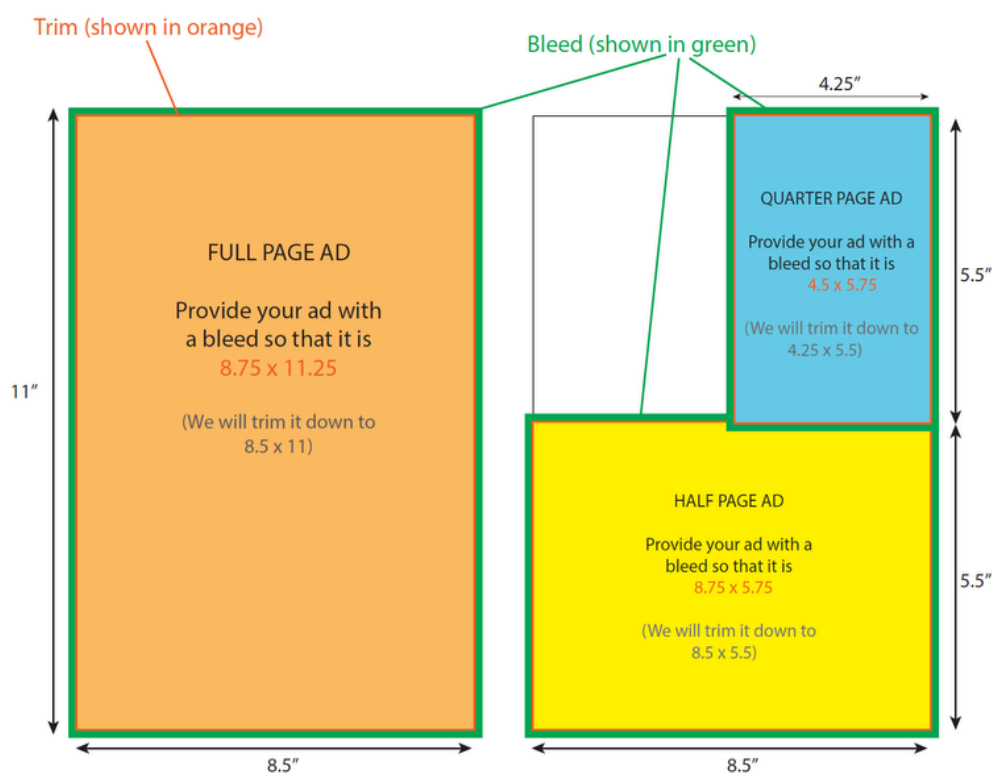
All ads in the digital version are **hyperlinked** to your website or preferred landing page.

<b>Full Page – Back Cover (1 available)</b>	8.75 x 11.25 including a .125 bleed on all sides
<b>Full Page Gold Frame Ad - Interior</b>	8.75 x 11.25 including a .125 bleed on all sides
<b>Full Page Silver Frame Ad - Interior</b>	8.75 x 11.25 including a .125 bleed on all sides
<b>Full Page - Interior</b>	8.75 x 11.25 including a .125 bleed on all sides
<b>Half Page - Interior</b>	8.75 x 5.75 including a .125 bleed on all sides
<b>Quarter Page - Interior</b>	4.5 x 5.75 including a .125 bleed on all sides

Ad Submission Deadline: February 15, 2026

Design/editing assistance available for a \$30 flat fee per ad.

*Ads should be submitted in both PNG (300dpi) or PDF format.*



# Brain Health & Community Resource Fair

Co-Presented with the Hudson County Department of Health & Human Services

**Saturday, June 20, 10AM - 2PM – Lincoln Park, Jersey City**

## *New Jersey's Largest Free Event Focused on Brain Health and Aging*

The Brain Health & Community Resource Fair is the state's largest free public event dedicated to brain health, aging, and dementia awareness. Held annually in the heart of Jersey City, the fair welcomes over 900 attendees and 90+ vendors for a dynamic day of education and engagement.

- ✿ **Brain Discovery Zone** – Interactive exhibits that bring brain science to life
- ✿ **Test Your Brain Power** – Games that challenge memory, focus, and logic
- ✿ **Virtual Reality Dementia Tour** – Experience dementia firsthand
- ✿ **Free Health Screenings** – HIV, glucose, blood pressure & more
- ✿ **90+ Resource Vendors** – From healthcare to legal aid to social services
- ✿ **Expert Workshops** – Expert sessions on healthy aging and resources
- ✿ **Fitness Classes** – Movement for a healthier body and mind
- ✿ **Community Activities** – Raffles, giveaways, and fun for all ages



# BH&CRF Sponsorship Benefits

## General Audience Reach

- 8,000+ email subscribers
- 3,000+ social media followers
- 5,000+ unique website visitors annually

## Event-Specific Reach

- 900+ attendees — families & healthcare pros

	DIAMOND	PLATINUM	GOLD	SILVER
<b>Benefits include but are not limited to:</b>				
Marketing Materials (Invitation, signage, flyers, podium banners, etc.)	Top-tier logo placement	Prominent logo placement	Standard logo placement	Logo placement
<b>Digital Recognition (Website + Social Media) as</b>	<b>Platinum</b>	<b>Silver</b>	<b>Bronze</b>	<b>Steel</b>
Event Journal Ad	Full Page – Inside Front Cover	Full Page – Inside Back Cover	Full Page – Interior Page	Half Page – Interior Page
<b>On-Stage Emcee Recognition</b>	✓	✓		
Stage & Podium Banner Recognition as	<b>Platinum</b>	<b>Silver</b>	<b>Bronze</b>	<b>Steel</b>
<b>Speaking Opportunity</b>	<b>Opening Remarks Opportunity</b>			
Exhibit Space	<b>Premier 10' x 20'</b>	<b>Prime 10' x 10'</b>	<b>Deluxe 10' x 10'</b>	<b>Standard 10' x 10'</b>
<b>Post-Event Recognition (Website, social media &amp; email)</b>	✓	✓	✓	✓



# Brain Health & Community Resource Fair

## Additional Sponsorship Opportunities

Enhance your brand's visibility and engage directly with attendees through targeted add-on opportunities. These options complement any sponsorship level and help you make a meaningful impact at New Jersey's largest brain health event.

**Each add-on below is exclusive to one sponsor only. Availability is limited and offered on a first-come, first-served basis.**

### HYDRATION STATION SPONSOR

Keep attendees refreshed and energized with your brand front and center:

- Logo featured on the main stage banner
- Custom-labeled water bottles with your logo on the paper wrap
- Recognition on the event webpage and social media
- Verbal thank-you from the event emcee



### FAN SPONSOR

Help attendees stay cool while showing your support:

- Double-sided hand fans distributed to attendees: one side branded with Act Now Foundation logo, opposite side features your logo and message
- Recognition on the event webpage and social media
- Verbal thank-you from the event emcee



### SMALL BEACH BALL SPONSOR

Add a fun and interactive element to the fair:

- Small beach balls distributed to attendees
- Your logo prominently displayed on each ball
- Recognition on the event webpage and social media
- Verbal thank-you from the event emcee



# Virtual Dementia Tour®

## Featured in an ABC National Special (2025)

The Virtual Dementia Tour® (VDT®) is an immersive, hands-on experience that helps participants understand what it feels like to live with dementia. Using patented sensory-altering tools and realistic scenarios, the program builds empathy, improves communication, and strengthens dementia-friendly care across New Jersey.

**Created by Second Wind Dreams®** – Act Now Foundation is fully certified to deliver this internationally recognized, evidence-based program.

**Sensory Simulation** – Patented tools that replicate cognitive and physical changes

**Daily-Life Scenarios** – Tasks that mirror real challenges of living with dementia

**Guided Debrief** – Certified trainers lead reflection and practical strategies

**Caregiver Support** – Tools to improve patience, communication, and confidence

**Community & Corporate Training** – Ideal for caregivers, healthcare teams, first responders, and organizations





# Virtual Dementia Tour Sponsorship Benefits

## General Audience Reach

- 8,000+ email subscribers
- 3,000+ social media followers
- 5,000+ unique website visitors annually

	DIAMOND	PLATINUM	GOLD	SILVER
<b>Benefits include but are not limited to:</b>				
Exclusive Recognition as VDT Sponsor	1 private VDT + 3 community/caregiver VDTs	3 community/caregiver VDTs	2 community/caregiver VDTs	1 community/caregiver VDT
Logo on VDT Marketing Materials (flyers, emails, training packets)	1 private VDT + 3 community/caregiver VDTs	3 community/caregiver VDTs	2 community/caregiver VDTs	1 community/caregiver VDT
Logo on VDT Webpage	✓	✓	✓	✓
<b>Social Media Recognition</b>	<b>4 posts</b>	<b>3 posts</b>	<b>2 post</b>	<b>1 post</b>
VDTs covered by the sponsorship	1 private + 3 community/caregiver VDTs	3 community/caregiver VDTs	2 community/caregiver VDTs	1 community/caregiver VDT
<b>Name/Logo Displayed at All VDT Sessions Throughout the Year</b>	<b>1 private + 3 community/caregiver VDTs</b>	<b>3 community/caregiver VDTs</b>	<b>2 community/caregiver VDTs</b>	<b>1 community/caregiver VDT</b>
Sponsor Feature in Post-Event Recap Emails	1 private + 3 community/caregiver VDTs	3 community/caregiver VDTs	2 community/caregiver VDTs	1 community/caregiver VDT
<b>Invitation to Observe a VDT Session</b>	✓	✓	✓	
Use of “VDT Program Supporter” Badge	✓	✓	✓	✓
<b>Opportunity to Include Branded Educational Handouts</b>	✓	✓		

# Corporate Partnership Program

**Year-Round Visibility. Lasting Community Impact.**

For organizations seeking to make a sustained and measurable difference in the lives of families facing dementia, Act Now Foundation offers a comprehensive *Corporate Sponsorship Program*.

This annual partnership provides ongoing recognition, engagement, and impact across all major initiatives: the Music & Memories Gala, the Brain Health & Community Resource Fair, and the Dementia Detective Podcast.

By choosing a Corporate Sponsorship Package, your company gains continuous visibility, employee engagement opportunities, and recognition across multiple audiences throughout the year while saving compared to sponsoring each event separately.

Select the level that aligns with your goals and make a lasting impact across every major Act Now Foundation program.

**ALL IN ONE IMPACTFUL, COST-EFFECTIVE PACKAGE.**



# Corporate Sponsorship Benefits

Customized sponsorships available upon request.

	DIAMOND	PLATINUM	GOLD	SILVER
Benefits include but are not limited to:	Platinum	Silver	Bronze	Steel
Includes ____ Level in Gala, Fair, and Virtual Dementia Tour				
Free Educational Seminar for up to 25 Corporate Employees	✓			
Special recognition in the Foundation's Annual Report	✓	✓		
Spotlight Feature in Monthly E-Newsletter	1x annually			
Social Media Partner Spotlight	2x/year + Takeover opt.	1x/year		
Logo on Family Resource Packet	✓	✓	✓	✓
Company flyer or branded insert in Family Resource Packet	✓	✓		
Opportunity to distribute branded giveaways	✓	✓		
Option to co-create a social media awareness post or video testimonial	✓			
Referrals to your business for supportive services (if appropriate)	✓	✓	✓	✓
Year-end impact report showing measurable outcomes	✓	✓	✓	✓
Optional customized thank-you video from staff or families	✓	✓		

**Corporate Partnership Savings:** Choosing a package offers up to 10% savings compared to sponsoring each event individually while providing year-round visibility, engagement, and community impact across all major Act Now Foundation initiatives.