



# SATURDAY EVENING October 6 2018

Birch Aquarium  
2300 Expedition Way  
La Jolla, CA, 92037

## SCHEDULE

6:00 - 10:00 PM

VIP Reception & Media  
with **Rasheda Ali**

Cocktails, Hors D'oeuvres

Dinner

Honorees

Special Guest Speaker  
**Rasheda Ali**

Live Auction

Silent Auction

Live Music

BLACK TIE OPTIONAL

**Parkinson's Association of San Diego ("PASD")** proudly presents its 2018 "Knock-Out" Parkinson's Gala. PASD offers critical resources to an estimated 60,000 individuals who have or are affected by Parkinson's disease in San Diego County. Services provided by PASD include information and resource identification, awareness and communication, support, education and training and other Parkinson's disease service-based programs.



**Rasheda Ali**

The Knock-Out Gala will feature keynote speaker, Ms. Rasheda Ali. Ms. Ali is an internationally known Author, Speaker, and PD Advocate who wrote, *I'll Hold Your Hand So You Won't Fall: A Child's Guide to Parkinson's Disease*, inspired by her children and her father, Muhammad Ali, who suffered from Parkinson's disease.

Your help is critical to sustain our outreach and our ability to serve the community. All contributions remain in San Diego County to help those with PD, their care partners and families. Please consider supporting the Knock-Out Gala.



**Scripps Aquarium  
at UCSD La Jolla, CA**

# SPONSORSHIP LEVELS AND BENEFITS



[www.parkinsonsassociation.org](http://www.parkinsonsassociation.org)

## HONOREES

### Lifetime Achievement Award

Dee Silver, MD



### Special Contributors

Thelma Balbes  
Madonna Bingham

### Support Group Leaders

Paul Dawson  
Max Elden  
Nancy Floodberg  
David Higgins  
Rex McCoy  
Irene Miller  
Jim Paterniti  
Ron Phillips

### Rising Stars

Justin Kaufman  
Nicole Kaufman  
Grace Selecky  
Justin Zhang

### Special Achievement

Dijana Ristic

## \$25,000 "TITLE CHAMPION"

- Acknowledgement on PASD website and social media pages listed as a "Title Champion" of "Knock-out Parkinson's Gala".
- Dedicated email blast to PASD 12,000+ database with links to Title Champions sponsor website.
- Sponsor Name and logo prominently displayed adjacent to Gala logo on all collateral marketing materials (i.e., Title Champion Sponsor presents, "Knock out Parkinson's Gala").
- Three VIP Tables for ten in prime location at Gala (30 tickets).
- Speaking opportunity for Title Champion sponsor representative during the Gala.
- Private meet and greet with Rasheda Ali, along with other high level sponsors.
- Booth in the educational display area of Gala.
- Logo placement on step and repeat backdrop.
- Prominent placement of name and logo in all Gala marketing channels - invitation, program book, website, e-newsletter and signage.
- Logo on publicity banner in the event photos.
- Logo in rotation on all electronic screens throughout the event.
- Full page advertisement in the Gala program book, with prominent placement on inside cover or back of program book.

## \$15,000 "HEAVYWEIGHT"

- Two Premiere Tables at the Gala (20 tickets).
- Private meet and greet for twenty guests with Special Guest Speaker, Rasheda Ali, along with other high-level sponsors.
- Booth in the educational display area.
- Prominent placement of name and logo in all Gala marketing channels - invitation, programbook, website, e-newsletter and signage.
- Acknowledgement on Parkinson's Association of San Diego social media pages before and after the event.
- Logo on publicity banner in the event photos.
- Logo in rotation on all electronic screens throughout the event.
- Full page advertisement in the Gala program book, with prominent placement.

## \$5,000 "CRUISERWEIGHT"

- One Premiere VIP Table to Gala (10 Tickets).
- Private meet and greet for ten guests with Special Guest Speaker, Rasheda Ali, along with other high-level sponsors.
- Name and Logo in all Gala marketing channels - Invitation, program book, website, e-newsletter, signage.
- Booth in the educational display area.
- Logo in rotation on all electronic screens throughout the event.
- Full page advertisement in the Gala program book.

## \$2,500 "MIDDLEWEIGHT"

- Half of a Premiere VIP table to Gala (5 tickets).
- Logo in rotation on all electronic screens throughout the event.
- Booth in the educational display area.
- Name and Logo in all Gala marketing channels - invitation, program book, website, e-newsletter, signage.
- Half Page advertisement in the Gala program book.

## \$1000 "FEATHERWEIGHT"

- Two (2) Tickets to Gala.
- Booth in the educational display area.
- Logo and name in sponsor listing of Program Book.

## \$500 "IN THE RING"

- Half-page advertisement in Gala program book.

## TICKETS

### \$500 "VIP Ringside" Tickets

- One ticket to sit at premiere VIP table AND attend VIP reception with Special Guest Speaker, Rasheda Ali
- Name mention in Program Book

### \$200 "Inside the Ropes" Single Tickets

- One ticket to attend Gala

To purchase a sponsorship or ticket, please go to: [www.parkinsonsassociation.org](http://www.parkinsonsassociation.org) • For additional information please contact: 858.999.5671