

A Night in Wonderland

HOPE ON THE HILL® GALA 2019

OCTOBER 24, 2019



Impact of Your Sponsorship

Signature special events such as the Hope on the Hill® Gala directly benefit Van Andel Institute's cancer and Parkinson's disease research, as well as the Institute's innovative science education initiatives. Your support enables the Institute to build collaborative relationships with other leading organizations, establish clinical trials and make a lasting impact on the future of human health. The Institute is making a difference in areas including cancer, Parkinson's, metabolism and education.

VAN ANDEL RESEARCH INSTITUTE—STAND UP TO CANCER (VARI-SU2C) EPIGENETICS DREAM TEAM — NEW CLINICAL TRIALS FOR CANCER

The Van Andel Research Institute—Stand Up To Cancer (VARI-SU2C) Epigenetics Dream Team continues to foster collaborations between several of the world's most respected research and clinical organizations in an effort to translate scientific discoveries into new standards of patient care.

This impressive team has established a number of clinical trials that might one day lead to new therapies for acute myeloid leukemia (AML), myelodysplastic syndrome (MDS) and chronic myelomonocytic leukemia (CMML), non-small cell lung cancer, bladder (urothelial) cancer and liver, pancreatic, bile duct and gallbladder cancers.

Currently, there are more than 500 men and women enrolled in clinical trials that were the result of this powerful collaborative partnership.

APPENDIX IDENTIFIED AS A STARTING POINT FOR PARKINSON'S DISEASE

In 2018, VARI scientists published a groundbreaking study outlining the role of the appendix as a potential starting point for Parkinson's disease.

Dr. Viviane Labrie, the study's senior author, and her colleagues discovered that the appendix serves as a major reservoir for alpha-synuclein proteins, which are closely linked with Parkinson's onset and progression. Scientists believe that this protein could travel from the appendix and the nerves in the gut to the brain via the body's longest nervous system pathway, the vagus nerve.

This study holds new and exciting clues regarding the origins of Parkinson's, how it progresses, and how it might be stopped using new, targeted therapies that target these proteins in the appendix and the gut.

VAN ANDEL RESEARCH INSTITUTE'S METABOLISM AND NUTRITION PROGRAM

Metabolism plays a central role in every aspect of human health and disease. That's why in 2018 the Institute launched the most comprehensive research program in metabolism and nutrition of its kind. Aimed at developing scientifically-driven strategies for promoting health, and preventing and treating disorders such as cancer, Parkinson's and diabetes.

The new program connects metabolism, nutrition, epigenetics, immunology, and dozens of other fields, such as molecular biology, genetics, biochemistry, structural biology, imaging, diagnostic development and modeling.

VAN ANDEL EDUCATION INSTITUTE'S SCIENCE ON THE GRAND CONFERENCE

In 2018, more than 130 educators, school administrators and educational specialists visited the Institute for Van Andel Education Institute's (VAEI) inaugural Science on the Grand conference. The two-day, teacher-focused event brought educational professionals from across the country to the Institute and gave them the opportunity to gain practical, purposeful new ways to incorporate inquiry-based science education instruction into their teaching.

Those in attendance collaborated with other educators, learned new ways to improve classroom culture and learned practical applications and new ways to create classrooms where curiosity, creativity and critical thinking thrive.

TITLE SPONSOR



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Sponsorship Opportunities

Title Sponsor \$35,000

- 36 tickets to event and VIP party
- Name or logo prominently displayed at event
- Name or logo used in all event printed materials
- Prominent recognition throughout evening
- Reserved seating during entertainment
- Private lunch and tour of Van Andel Institute
- Full-page black and white ad featured in event program
- Recognition on VAI's website and in Highlights of Hope newsletter
- Recognition in Hope on the Hill® Benefactors Society
- Opportunity to give remarks, taped or live, at Hope on the Hill® Gala

Entertainment Sponsor \$25,000

- 26 tickets to event and VIP party
- Name or logo prominently displayed at event
- Name or logo printed in invitation and program
- Verbal recognition before stage time
- Reserved seating during entertainment
- Private lunch and tour of Van Andel Institute
- Half-page black and white ad featured in event program
- Recognition on VAI's website and in Highlights of Hope newsletter
- Recognition in Hope on the Hill® Benefactors Society

VIP Party Sponsor \$15,000

- 16 tickets to event and VIP party
- Name or logo prominently displayed throughout the VIP party lounge
- Name or logo printed in invitation and program
- Verbal recognition during VIP party
- Reserved seating during entertainment
- Private lunch and tour of Van Andel Institute
- Half-page black and white ad featured in event program
- Recognition on VAI's website and in Highlights of Hope newsletter

Diamond Sponsor \$12,500

- 12 tickets to event
- Name or logo prominently displayed at event
- Name or logo printed in invitation and program
- Reserved seating during entertainment
- Quarter-page black and white ad featured in event program
- Recognition on VAI's website and in Highlights of Hope newsletter

Platinum Sponsor \$10,000

- 10 tickets to event
- Name or logo prominently displayed at event
- Name or logo printed in invitation and program
- Quarter-page black and white ad featured in event program
- Recognition on VAI's website and in Highlights of Hope newsletter

Gold Sponsor \$7,500

- 8 tickets to event
- Name or logo prominently displayed at event
- Name or logo printed in invitation and program
- Eighth-page black and white ad featured in event program
- Recognition on VAI's website and in Highlights of Hope newsletter

Silver Sponsor \$5,000

- 6 tickets to event
- Name or logo prominently displayed at event
- Name or logo printed in invitation and program
- Recognition on VAI's website and in Highlights of Hope newsletter

Bronze Sponsor \$3,000

- 4 tickets to event
- Name or logo prominently displayed at event
- Name or logo printed in invitation and program
- Recognition on VAI's website and in Highlights of Hope newsletter

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Sponsorship Commitment

WE WOULD LOVE TO SPONSOR AT THE FOLLOWING LEVEL:

- | | |
|---|--|
| <input type="checkbox"/> SOLD Title Sponsor \$35,000 | <input type="checkbox"/> Platinum Sponsor \$10,000 |
| <input type="checkbox"/> SOLD Entertainment Sponsor \$25,000 | <input type="checkbox"/> Gold Sponsor \$7,500 |
| <input type="checkbox"/> VIP Party Sponsor \$15,000 | <input type="checkbox"/> Silver Sponsor \$5,000 |
| <input type="checkbox"/> Diamond Sponsor \$12,500 | <input type="checkbox"/> Bronze Sponsor \$3,000 |

COMPANY NAME _____
(As you would like it to appear in printed materials)

CONTACT PERSON _____

ADDRESS _____

CITY / STATE / ZIP _____

PHONE _____ FAX _____ EMAIL _____

Our check is enclosed and made payable to Van Anandel Institute.

Please invoice us at the above address.

SIGNATURE _____

Please return your gift and this completed form to:

Van Anandel Institute
c/o Hope on the Hill Gala®
333 Bostwick Ave. NE
Grand Rapids, MI 49503

or email your response to sarah.rollman@vai.org

All sponsorships must be committed by Friday, September 6 to be included on the print invite.

Email your high quality resolution logo to sarah.rollman@vai.org.

(Please provide .eps and high-resolution .png file formats in color and b/w if possible.)

MORE INFORMATION

Please contact Sarah Rollman at 616.234.5712.

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