



My father, the late playwright/director Abe Burrows "Guys and Dolls" was a victim of Alzheimer's disease. Seeing this wordsmith not able to speak was the impetus for me to raise money to fight this horrific disease. Eighteen years ago, I started "A Night At Sardi's" in memory of my Dad.

On March 18, 2010, the eighteenth annual "A Night at Sardi's" gala will be held at the legendary Beverly Hilton Hotel to benefit the California Southland Chapter of the Alzheimer's Association. This year we are presenting a sensational, all-star concert of songs from the musical "and the World Goes 'Round- a tribute to Kander and Ebb." featuring songs from Chicago and Cabaret.

We are honored to announce that on this very special evening, we will present the *Alzheimer's Champions Award* to the **MARSHALL FAMILY – GARRY, PENNY, AND RONNIE** for their relentless outspoken fight to raise awareness and critical funds to fight Alzheimer's disease. We will also be honoring our long time "Sardi's" producer, **SUSAN DIETZ** with the *Humanitarian Award*, for her immeasurable commitment to this event and the fight to end Alzheimer's disease.

"A Night at Sardi's" is our local Alzheimer's Association's most prestigious annual fundraising event, bringing together nearly 1,000 prominent celebrities, business, political, and entertainment industry leaders to raise more than \$1 million dollars. These critical funds help thousands of Alzheimer's-affected families in our community get the care they need when faced with the challenges of this devastating and debilitating disease. These funds also aid hundreds of dedicated researchers in their work to find a cure.

There are more than 5 million Americans living with Alzheimer's disease. Your generosity provides the vital programs and services they need, such as our 24-hour Helpline, care consultations, support groups, caregiver and community education, and the Safe Return Identification Registry. You will have wonderful benefits as a sponsor, but most importantly, you will have the satisfaction of knowing that you have made a significant difference in the lives of so many families living with Alzheimer's disease.

As a result of the current economic crisis, there are significantly less federal and private funds to fight Alzheimer's disease. While this funding has been dramatically cut, the number of people diagnosed and affected continues to climb

We ask that you please take a moment to review the enclosed materials and make a commitment to becoming an Alzheimer's champion. Your sponsorship gift will provide you with unique marketing opportunities including local and national media exposure, and provide you and your guests with premium seating at this spectacular event. The press opportunities for our sponsors are extremely exciting and are detailed further in the attached materials.

More than 5 million Americans have Alzheimer's disease. You may know one of them. On behalf of those families, we thank you for your consideration at this time and we look forward to seeing you on **March 18th** for "A Night at Sardi's!"

Gratefully,

Laurie Burrows Grad
Event chair

Peter Grad
Event co-chair

James Burrows
Honorary co-chair

Alzheimer's Association
Attn: Gina Philips
5900 Wilshire Boulevard, Suite 1100
Los Angeles, CA 90036
T 323.791.6136
gina@sardisla.com
www.sardisla.com