

**Inside RESEARCH.**

Van Andel Institute's signature events directly benefit our biomedical research and K-12 and graduate education initiatives. Your support enables us to explore the underpinnings of health and disease, build collaborative relationships with some of the world's foremost research organizations, establish clinical trials to evaluate promising new therapies and treatments, and make a lasting impact on the future of human health.

1A

**EXPLORING THE ORIGINS OF PARKINSON'S DISEASE**

VAI scientists explore the root causes of Parkinson's, Alzheimer's, dementia with Lewy bodies, depression and other neurological conditions in hopes of contributing to new, improved diagnostics and treatments. By working with collaborators around the world, VAI supports groundbreaking clinical trials to find therapies that slow or stop disease progression in Parkinson's – something no current treatment can do.

3F

**INVESTIGATING THE ORIGINS OF CANCER TO INFORM TREATMENT**

At VAI, scientists investigate how and why cancer begins and the mechanisms that allow it to spread – key steps to developing life-changing ways to better diagnose and treat these challenging diseases. We collaborate with leading organizations and physicians in the U.S. and abroad to move promising new treatments into clinical trials, a vital part of getting better therapies to the patients that need them most.

#6HJ

**UNDERSTANDING HOW METABOLISM AND NUTRITION FUEL HEALTH AND DISEASE**

Metabolism plays a central role in every aspect of human health. Scientists at VAI work toward developing scientifically-driven strategies for promoting health, and preventing and treating disorders such as cancer, Parkinson's and diabetes.

.2B

**HELPING TEACHERS TRAIN TOMORROW'S SCIENTISTS**

Van Andel Institute for Education is dedicated to creating classrooms where curiosity, creativity and critical thinking thrive. Our educators develop inquiry-based approaches for K-12 education to help students and teachers prepare the next generation of problem-solvers. The Institute offers engaging programs for students, as well as transformative professional development and instructional tools for teachers. We are committed to promoting a high-quality education for all children.



# MISSION: MADE POSSIBLE

## HOPE ON THE HILL GALA 2021

## sponsor benefits

### **HERO SPONSOR \$35,000 — SOLD OUT**

- 36 tickets to event and VIP party
- Name or logo prominently displayed at event and throughout the VIP party lounge
- 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 ad featured in event program
- Recognition on VAI's website and in Highlights of Hope newsletter
- Opportunity to give remarks, taped or live, at Hope on the Hill Gala

### **COMMISSIONER SPONSOR \$25,000 — SOLD OUT**

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



### **OPERATIVE SPONSOR \$15,000**

- 16 tickets to event and VIP party
- Name or logo prominently displayed at event and 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 ad featured in event program
- Recognition on VAI's website and in Highlights of Hope newsletter

### **COLLEAGUE 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 ad featured in event program
- Recognition on VAI's website and in Highlights of Hope newsletter

### **LIAISON SPONSOR \$10,000**

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

### **DELEGATE SPONSOR \$7,500**

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

### **INFORMATIVE 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

### **WITNESS 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



HERO SPONSOR

FIFTH THIRD  
PRIVATE BANK

PROCEEDS BENEFITING



# MISSION: MADE POSSIBLE

## HOPE ON THE HILL GALA 2021

### sponsor commitment

We want to make the **MISSION POSSIBLE.**

~~Hero \$35,000 SOLD OUT~~

Colleague \$12,500

Informative \$5,000

~~Commissioner \$25,000 SOLD OUT~~

Liaison \$10,000

Witness \$3,000

Operative \$15,000

Delegate \$7,500

\_\_\_\_\_  
Company Name

\_\_\_\_\_  
Contact Name

\_\_\_\_\_  
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 on \_\_\_\_\_  
Date

\_\_\_\_\_  
Signature

All sponsorships must be committed by Friday, Sept. 4  
to be included on the printed invite.

Email your high-resolution logo to [sarah.rollman@vai.org](mailto:sarah.rollman@vai.org).  
(Please provide .eps and high-resolution .png file  
formats in color and black and white if possible.)

For more information please contact  
Sarah Rollman at 616.234.5712.

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](mailto:sarah.rollman@vai.org).



HERO SPONSOR

**FIFTH THIRD**  
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PROCEEDS BENEFITING

