



CINTAS PRESENTS  
Crosstown Shakedown



Saturday, April 14th, 2012

6:00pm

Cintas Center, Xavier Campus

Cincinnati, Ohio

A benefit for: The Brian Grant Foundation & The Gardner Family Center  
for Parkinson's at the UC Neuroscience Institute

Dear Friends,

As an Ohio native and Xavier grad, I'm honored to announce a new fundraising and entertainment event in Cincinnati, the *CrossTown ShakeDown*, on Saturday, April 14, 2012. You may know that I was diagnosed in 2008 with young-onset Parkinson's Disease and my foundation promotes education and awareness to help people affected by Parkinson's live better lives today.



The Brian Grant Foundation is pleased to partner with one of the nation's finest centers of excellence for Parkinson's, located right here in Cincinnati. The James J. and Joan A. Gardner Family Center for Parkinson's Disease and Movement Disorders at the UC Neuroscience Institute focuses its efforts on slowing the disease progression, providing clinical expertise, compassionate care and a variety of educational programs to serve patients and their caregivers in this region.

Joan Gardner, with whom I share the disease, and her daughters Linda Mueller and Peggy Johns, are helping me create the *CrossTown ShakeDown*, to be held at the Cintas Center on the campus of my alma mater. The event features:

- A pre-gala VIP reception for sponsors to mingle with nationally recognized celebrities
- Cocktail reception sponsored by Moët – Hennessy and Dinner created by Jeff Ruby
- Live entertainment – comedian and musical performance
- Brief live auction featuring one-of-a-kind experiences

Event proceeds will equally benefit the Gardner Center and the Brian Grant Foundation. We hope that you will join us for a memorable evening that will further allow patients and their caregivers and families to have more productive and worthwhile lives with Parkinson's disease. On behalf of the Gardner Family, UC Health and Xavier, I thank you in advance for your generosity.

Sincerely,

Brian W. Grant  
Xavier 1990 - 1994; NBA 1994 - 2008

# Cintas presents *CrossTown ShakeDown*

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## **MVP Sponsorship - \$25,000**

A limited number of sponsorship packages are available at this level for select industry leaders contributing \$25,000 (cash and/or in-kind value) to the Gardner Family Center for Parkinson's Disease and Movement Disorders at UC Health and the Brian Grant Foundation's *Shake CrossTown ShakeDown* gala presented by Cintas, in Cincinnati, Ohio, April 14, 2012.

### **Sponsorship benefits include:**

- Pre-event front line advertising, including placement of your company logo on event marketing and promotional materials including:
  - ❖ Websites of both charities
  - ❖ Event invitations (if committed prior to print date)
  - ❖ Digital & Print signage throughout the event (including projected video)
  - ❖ Event Program, including a full page advertisement
- One (1) table in the premier seating area for up to ten (10) guests at the Gala presented by Cintas on Saturday, April 14, 2012, beginning at 6PM.
- The opportunity to host a VIP guest, such as an NBA star or legend, seated at your table.
- On-stage mention/exposure at the Gala with a personal thank you by Brian Grant
- VIP pre-party event participation for up to ten (10) guests, including unique photo opportunities with celebrity guests, beginning at 5:15PM, Cintas Center, Mezzanine Level.
- Guests may walk the red carpet in front of the media from the VIP pre-party into the arena.
- Post-event thank you recognition

The University of Cincinnati Foundation is the private sector fund-raising entity for the University of Cincinnati and its colleges, departments and units. The Foundation is charged to encourage philanthropy for the University and to secure and steward contributions in support of UC's education, research and service goals. The Foundation was established in 1975 as a 501(c)(3) not-for-profit corporation and has the Internal Revenue Service identification number 31-0896555. Gifts to UC through The University of Cincinnati Foundation are tax-deductible to the full extent provided by law.

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## VIP Sponsorship - \$10,000

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### **Sponsorship benefits include:**

- Pre-event front line advertising, including placement of your company logo on event marketing and promotional materials including:
  - ❖ Websites of both charities
  - ❖ Digital & Print signage throughout the event (including projected video)
  - ❖ Event Program, including a 1/2 page advertisement
- One (1) table for up to ten (10) guests at the Gala presented by Cintas on Saturday, April 14, 2012, beginning at 6PM.
- The opportunity to host a celebrity guest seated at your table.
- VIP pre-party event participation for up to ten (10) guests, including unique photo opportunities with celebrity guests, beginning at 5:15PM, Cintas Center, Mezzanine Level.
- Guests may walk the red carpet in front of the media from the VIP pre-party into the arena.
- Post-event thank you recognition

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## Table Sponsorship - \$5,000

Sponsorship packages are available at this level for select industry leaders contributing \$5,000 (cash and/or in-kind value) to the Gardner Family Center for Parkinson's Disease and Movement Disorders at UC Health and the Brian Grant Foundation's *Shake CrossTown ShakeDown* gala presented by Cintas, in Cincinnati, Ohio, April 14, 2012.

### **Sponsorship benefits include:**

- Placement of your company logo on digital & print signage throughout the event, including projected video.
- Company listing in event program
- One (1) table for up to ten (10) guests at the Gala presented by Cintas on Saturday, April 14, 2012, beginning at 6PM.
- Post-event thank you recognition

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