



April 12, 2021

Dear Community Partner and Friend,

The Board of Directors and I invite you to join with us to support local services for caregivers and families at the **4th Annual Longview Wine Festival benefiting the East Texas Alzheimer's Alliance (ETAA)** at the Longview Arboretum on October 16, 2021, for a celebration of wine, art, music, and food. Wineries from across the state of Texas and the Southwest will showcase their exceptional wines.

In 2019, we had over 2,500 attendees and have been selected one of the **Best Area Events by Locals Love Us** for the third year in a row and we anticipate an even larger crowd in 2021! We believe our attendees are consumers your company would benefit from marketing activity.

ETAA is a non-profit organization dedicated to assisting the 8,000 local families in East Texas living with Alzheimer's Disease or other dementias. We are a local resource for families needing caregiver support or institutional respite care. We have presented workshops about normal vs abnormal aging, hosted conferences, as well as a monthly Hope & Help Hour to navigate local medical and financial resources.

Your generous support has enabled ETAA to have a paid executive director, host more than six local support groups monthly and provide over 1,500 hours of respite care to local families and caregivers. We partnered with the Alzheimer's Alliance of Smith County to host an online conference October 2020 and plan to bring back our Hope & Help Hour this fall providing valuable resources and education to both personal and professional caregivers. We have partnered with Gregg County Sheriff's Office and Longview Police Department, Harrison County, Marion County, and Upshur County in bringing Project Lifesaver back to our area. Our goal is to provide 40 families peace of mind that their wandering loved ones can be found quickly by use of the radio ID bracelet we implement for them. Please check out our resources and local community impact at www.etxalz.org.

Your generous sponsorship of our **signature fundraising event** enables ETAA to advance our mission to assist our neighbors and friends in East Texas, by providing better solutions, creating fresh approaches, and ultimately, the best care and support for families caring for those with Alzheimer's and related dementias.

ETAA will continue to address the needs of local families and your demonstrated belief in the value of our mission will enable us to continue to improve the lives of friends and neighbors.

The board of ETAA is grateful for your generous support in the past and look forward to joining us at the 4th Annual Longview Wine Festival at The Longview Arboretum on October 16, 2021.

Sincerely,

James Sawyer, M.D.
2021 Longview Wine Festival Sponsor Chair

911 NW Loop 281,
Ste 211-40 |
Longview, TX
75604 | 903-230-
8001 |
www.etxalz.org

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2021 Longview Wine Festival Benefiting East Texas Alzheimer's Alliance

Saturday, October 16 | Noon to 6 | The Longview Arboretum
Sponsorship Agreement

Longview Wine Festival HOST Sponsor | \$20,000 | 40 VIP Tickets (ONE AVAIL)

Presenting Sponsor and Host of the 4th Annual Longview Wine Festival October 16, 2021
Logo/Name Printed on 2021 Longview Wine Festival Signature Wine Glass
Exclusive Private Tent for Seating Adjacent to VIP Tent w/Company Signage
Top Level Recognition: Name/Logo on all Promotional Materials, Website, and Social Media
Proud Sponsor Signage at Place of Business

Exclusive TOP Sponsor | \$10,000 | 30 VIP Tickets (TWO AVAIL)

Exclusive Private Tent for Seating Adjacent to VIP Tent w/Company Signage
Top Level Recognition: Name/Logo on all Promotional Materials, Website, and Social Media
Signage at Event with Company Logo | Proud Sponsor Signage at Place of Business

Merlot Sponsor | \$5,000 | 24 VIP Tickets

Private Tent for Seating Adjacent to VIP Tent w/Company Signage
Prominent Recognition on Website and Social Media | Proud Sponsor Signage at Place of Business
Vendor Booth at Event Inside the Wine Circle Upon Request

Pinot Noir Sponsor | \$2,500 | 12 VIP Tickets

Recognition on Website and Social Media | Event Signage with Company Logo
Vendor Booth at Event Inside the Wine Circle Upon Request | Proud Sponsor Signage at Place of Business

Chardonnay Sponsor | \$1,000 | 8 VIP Tickets

Recognition on Website and Social Media | Event Signage with Company Logo
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Blush Sponsor | \$500 | 4 VIP Tickets

Recognition on social media | Proud Sponsor Signage at Place of Business

Sponsor Name to Be Displayed: _____ Contact Name: _____

Mailing Address: _____ Email Address: _____

Phone Number: _____ Check for \$ _____ Enclosed

Please invoice me during the month of _____ I do not wish to be acknowledged _____

Please make check payable and return to:



East Texas Alzheimer's Alliance
911 NW Loop 281, Ste 211-40
Longview, TX 75604
903.230.8001 office phone/fax

longviewwinefest@etxalz.org

https://www.news-journal.com/news/local/wine-festival-draws-more-vendors-bigger-crowd-supporting-alzheimer-s/article_3b0e9010-692b-11e9-a65d-f7014dbbc77a.html

Wine Festival draws more vendors, bigger crowd supporting Alzheimer's Alliance

By Ken Hedler khedler@news-journal.com Apr 28, 2019

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Chrissy Ramsey, Cathy Young, and Reba Griffith visit the White Fox Vineyard booth Saturday during the Longview Wine Festival benefiting the East Texas Alzheimer's Alliance

Michael Cavazos/News-Journal Photo

Mother and daughter Robin Curley of Longview and Sierra Wells of Vicksburg, Mississippi, apparently sought the right place to celebrate Curley's 59th birthday Saturday.

They attended the second annual Longview Wine Festival sponsored by the East Texas Alzheimer's Alliance at The Green.

They were not disappointed.

"It's a great one," Curley said. "There is such a variety of different flavors of wine."

They were among 1,500 people who'd arrived as of 3:45 p.m. at a gathering that started at noon, according to Kristen Ishihara, who co-chaired the event. It concluded at 6 p.m.

A year ago, she said, the festival raised \$100,000 for the alliance. She was hopeful Saturday's second annual event would raise \$150,000. It featured 75 vendors and 17 wineries, up from 50 vendors and nine wineries a year ago.

Event volunteer Misti O'Keefe said she was excited to see the festival grow, adding, "We have a very supportive community."

Proceeds from the sale of tickets for wine tasting as well as purchase of other merchandise benefit the alliance, which was founded in 2017.

It provides support for families and Alzheimer's patients through education and respite care, said Dr. Stacey Holder, treasurer of the alliance's board of directors and medical director of HeartsWay Hospice.

Alzheimer's was close to home for some attendees. That was the case for Sue Sunstrum, an Allen resident whose uncle, Jack Pentecost, was an Alzheimer's patient who died a year ago at age 88.

"I think it is a cruel disease," she said.

Her brother, David Spellings of Nesbitt, said he is a friend and neighbor of Altus Koegelenberg, one of the owners of Enoch's Stomp Vineyard and Winery in Harleton.

Spellings attended the event in 2018, as did Taylor Ray Richardson and his wife of three months, Taylor Michelle Richardson, of Longview.

"We both like wine," Taylor Ray Richardson said. He developed an appreciation for wines while serving in Italy with the 173rd Airborne Division.

Wine vendor Rebecca Petty of Texas Legato in Lampasas said she thought she signed up for the Longview Wine Swirl, which will take place June 8 downtown. But she was happy with how things went Saturday. Her family business promoted five wines: two dry and sweet wines and a blueberry/blackberry blend.

"It's gone really well," Petty said. "Lots of people have come through."

The wine festival also featured a live band and vendors selling T-shirts, cedar furniture, jewelry, skin-care products, jewelry and other merchandise.

There was even something for the children: a small petting zoo with a goat and miniature horses.

Jade Killingsworth of Longview brought son Finley, 2, and daughter Amelia, 3, to the petting zoo.

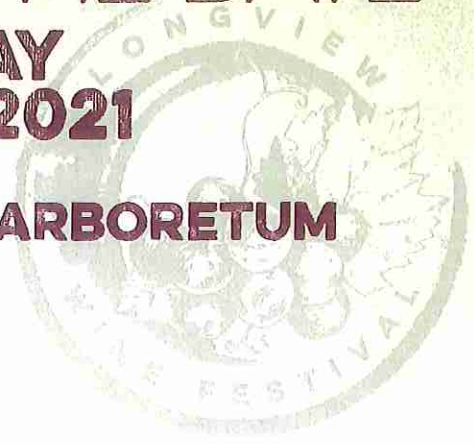
"They're cute," Amelia said about the animals.

However, her brother was speechless as he ate a scoop of ice cream.

SAVE THE DATE

**SATURDAY
OCT. 16, 2021**

**NOON-6PM
LONGVIEW ARBORETUM**



2021
LONGVIEW
WINE
FESTIVAL

benefitting

EAST TEXAS
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