



3122 Nealy Way, Ste 227 | Longview, TX 75605 | 903-230-8001 | www.etxz.org

January 24, 2022

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 **5th Annual Longview Wine Festival benefiting the East Texas Alzheimer's Alliance (ETAA)** at the Longview Arboretum on October 15, 2022, 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 2021, we had over 2,500 attendees and have been selected one of the **Best Area Events by Locals Love Us** for three years and we anticipate an even larger crowd in 2022! 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 provide over 2,000 hours of respite care to local families and caregivers. We brought back our Hope & Help Hour fall 2021 providing valuable resources and education to both personal and professional caregivers. We had the pleasure of having guest speaker, Dr. Tam Cummings, record 6 webinars for us and they are posted on our website for caregiver education. We have partnered with Gregg County Sheriff's Office and Longview Police Department, Harrison County, Marion County, Upshur, and Panola County in bringing Project Lifesaver to our area. To date, we have provided over 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.etxz.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 5th Annual Longview Wine Festival at The Longview Arboretum on October 15, 2022.

Sincerely,

Kristen Ishihara
2022 Longview Wine Festival Sponsor Chair

Dr. Jennifer Smith, DDS
2022 Longview Wine Festival Chair

2021-2022
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Associate Director:
Nona Snoddy



2022 Longview Wine Festival Benefiting East Texas Alzheimer's Alliance

Saturday, October 15 | 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 5th Annual Longview Wine Festival October 15, 2022
Logo/Name Printed on 2022 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
Proud Sponsor Signage at Place of Business

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
3122 Nealy Way, Ste 227
Longview, TX 75605
903.230.8001 office phone/fax

longviewwinefest@etxalz.org

A taste of fall: Longview Wine Festival benefits East Texas Alzheimer's Alliance

- [By Courtney Stern cstern@news-journal.com](mailto:cstern@news-journal.com)
- Oct 17, 2021 Updated Oct 21, 2021



After a year off because of the COVID-19 pandemic, the Longview Wine Festival returned Saturday to the Longview Arboretum and Nature Center.

The event again benefited the East Texas Alzheimer's Alliance.

Pop-up canopies dotted the lawn at the arboretum as guests filed in from the Maude Cobb Convention and Activity Center parking lot. Wine tastings, vendors, silent auctions, raffles, live music and more were available.

"This is great to just be a part of it," said Candace Renee, owner of You and Me Designs.

She said this was her second event selling handmade wood, driftwood and oyster shell designs.

Other vendors at Saturday's event included senior care facilities and organizations, boutiques, artists, bakeries and more.

This is the alliance's biggest annual fundraiser, said Executive Director Beth Godsey.

"It's a beautiful day today," she said. "Hopefully, we'll have a good turnout and raise money."

Among the items in the silent auction were paintings by Alzheimer's patients. On the back of the paintings was a picture of the artist holding their artwork.

Godsey said she loved the paintings and was excited for the auction.

She said 100% of funds raised for the event will stay in East Texas and helps the alliance maintain programs and provide resources to caregivers.

"Even in the midst of the coronavirus pandemic, we were able to provide in-home respite grants and launched Project Lifesaver in Gregg, Harrison, Marion, and Upshur Counties," the East Texas Alzheimer's Alliance said in a statement. "Caregivers were home bound with their loved ones trying to keep them active and healthy, without any support group and rest. We were able to continue to do our best to serve the families affected by Alzheimer's and other related dementias, and our goal is still to provide support to as many families as possible through our in-home respite program, educational series which will start back (this fall)."

This year's festival is considered the fourth annual, as the third was canceled in 2020. In the past, the event was held in the spring in other locations. This is the first fall festival and the first time at the arboretum, said Festival Chair Kristen Ishihara.

"We have over 50 vendors and 13 wineries," Ishihara said. "We are expecting about 1,500 people. It's been a fun event with the last two, and today there's beautiful weather."

One of Ishihara's favorite parts of the event is feeling the community support.

"I think lots of people come because they believe in having a local resource for Alzheimer's patients and families," she said. "We see a lot of the same people and it's just a really fun event. I'm glad that Longview has a wine festival."

https://www.news-journal.com/news/local/a-taste-of-fall-longview-wine-festival-benefits-east-texas-alzheimer-s-alliance/article_77e1f5a6-2eb6-11ec-b915-0b24c91c91c9.html

2022 LONGVIEW WINE FESTIVAL

benefitting

etæ

east texas
alzheimer's
alliance



**SATURDAY • OCT. 15, 2022
NOON - 6PM
LONGVIEW ARBORETUM**

706 W. COTTON STREET

Parking available at Longview Convention Complex / Maude Cobb.

IN CASE OF RAIN, THE LOCATION WILL BE LONGVIEW EXHIBIT CENTER AT 1123 JAYCEE DRIVE

LIVE MUSIC • FOOD • ART VENDORS

ENTRY TO WINE CIRCLE:

GENERAL ADMISSION • \$25

VIP INDIVIDUAL ADMISSION • \$75

 @EASTTEXASALZALLIANCE

SPONSORSHIP OPPORTUNITIES AVAILABLE