An Evening with
Captain Jim Lovell

Hosted by

UK SANDERS-BROWN CENTER ON AGING FOUNDATION

Thursday, April 7, 2016
Lexington Center Bluegrass Ballroom

Proceeds to benefit

SANDERS-BROWN CENTER ON AGING
Space explorer, Naval officer, and test pilot James Lovell knows what it is like to lead, and succeed, even under extreme adversity.

The Cleveland, OH native was the navigator on the historic Apollo 8 mission, man's first flight to the moon. The first naval officer to reach the moon, Lovell successfully evaluated the capsule's navigation system while looking for suitable landing sites for future missions.

Lovell’s last flight was Apollo 13, the third lunar landing mission, in April, 1970. Two hundred thousand miles from earth, there was an explosion on the spacecraft, which could have left him and his Apollo 13 shipmates, Jack Swigert and Fred Haise, stranded in space.

The crew’s triumphant return to earth was first immortalized in Lost Moon, a book Lovell coauthored in 1994, and the next year in the film Apollo 13, starring Tom Hanks.

Turning challenge into triumph started early for Lovell. A graduate of the U.S. Naval Academy, he trained and worked as a Navy test pilot and trainer. In 1962, he was selected as one of the second group of astronauts for the National Aeronautic and Space Administration (NASA). He spent 11 years with NASA, making four space flights and serving as backup on three more. During that time, he set the world space flight endurance record (with Frank Borman on Gemini 7); conducted 21 medical experiments; and perfected spacecraft docking and other procedures used on later Apollo missions.

On Apollo 13, Lovell was the first person to fly to the moon a second time. During his career, he accumulated over 7,000 flight hours including 4,500 in jet aircraft, 713 in space, and 107 carrier landings. He has received numerous medals and awards including the Congressional Space Medal of Honor; Presidential Medal of Freedom; Navy Distinguished Service Medal; two Navy Distinguished Flying Crosses; NASA Distinguished and Exceptional Service Medals; and the French Legion of Honor.

Lovell’s education prepared him for his career as an explorer and a businessperson. In addition to the Naval Academy, he attended the University of Wisconsin and graduated from the University of Southern California Aviation Safety School and the Harvard Business School’s advanced management program.

His post-space career has also included an appointment as consultant to the President on physical fitness and sports from 1967 to 1978.
The Sanders-Brown Center on Aging was established in 1979, and received funding in 1985 as one of the original 10 National Institute of Health (NIH) Alzheimer’s Disease Centers. Soon after, the University realized that in addition to the support from NIH, private donations would allow the Center to sustain and develop new and innovative clinical research projects and patient and caregiver programs. In 1986, the Center on Aging Foundation was established and immediately went to work obtaining support from corporations, foundations, and individuals to assist in the work of the center. The Foundation is comprised of a Board of Directors representing communities and businesses throughout the Commonwealth of Kentucky, all with a passion to improve the lives of our elderly.

Vision
The Center on Aging Foundation Board is committed to support the Sanders-Brown Center on Aging in their efforts to slow down and eventually find a cure for the diseases of the elderly.

Mission
The mission of the University of Kentucky Center on Aging Foundation is to support the Sanders-Brown Center on Aging in its efforts to improve the health of the elderly in Kentucky and beyond through raising funds, increasing awareness and building external relationships at the local, state and national levels.
Presenting Sponsorship
$25,000
• Exclusive Recognition as Presenting Sponsor
• Pre-Event and onsite publicity
• Logo on promotional materials;
  - Save the Date – Invitations – Onsite Program
• Logo/Name included on event signage
• Special recognition from the stage during the event
• Logo with hyperlink on COA website
• Opportunity for two (2) people to sit at the VIP/keynote speaker table
• Front row seating at dinner for 20 (Two tables of ten)
• 20 tickets to VIP Reception with keynote speaker
• Two (2) drink tickets per guest for reception
• Bottles of wine at each table and wine service
• Opportunity to provide ALL guests with a takeaway item (subject to approval)
• Display opportunity at event
• First right of refusal to sponsor in 2017

Platinum Sponsorship (VIP Reception)
$15,000
• Exclusive Recognition as Platinum Sponsor
• Logo on VIP reception tickets and invitation
• Logo on VIP reception attendees’ photos
• Logo on dinner program
• Logo/Name included on event signage
• Special recognition from the stage during the event
• Logo with hyperlink on COA website
• Front Row Seating at dinner for 10
• Ten tickets to VIP Reception with Keynote Speaker
• Two (2) drink tickets per guest for reception
• Bottles of wine at each table and wine service
• Opportunity to provide VIP guests with a takeaway item (subject to approval)
• Display opportunity at VIP Reception
• First right of refusal to sponsor in 2017
**Sponsorship Opportunities**

**Reception Sponsor**
SOLD – Great Lakes Minerals
- Exclusive Recognition as Reception Host
- Logo on invitation and drink tickets
- Logo on dinner program
- Logo/Name included on event signage
- Special recognition from the stage during the event
- Logo with hyperlink on COA website
- Front row seating at dinner for 10
- Ten tickets to VIP Reception with keynote speaker
- Two (2) drink tickets per guest for reception
- Bottles of wine at each table and wine service
- Display opportunity at event
- First right of refusal to sponsor in 2017

**Gold Sponsorship**
$10,000
- Silver Sponsor Benefits plus:
- Recognition as Gold Sponsor
- Front of house seating for ten
- Ten (10) tickets to VIP reception with keynote speaker
- First right of refusal to sponsor in 2017

**Silver Sponsorship**
$5,000
- Bronze Sponsor Benefits plus:
- Recognition as Silver Sponsor
- Logo included in dinner program
- First right of refusal to sponsor in 2017

**Bronze Sponsorship**
$2,500
- Patron Sponsor Benefits plus:
- Recognition as Bronze Sponsor
- Name included in dinner program
- Printed name included on event signage
- Logo with hyperlink on COA website
- First right of refusal to sponsor in 2017

**Patron Sponsorship**
$1,500
- Table of ten
- Wine Service
- Two (2) drink tickets per guest at reception

**Individual Tickets**
Starting at $175
Advance Purchase $175 / At Door $200
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TO BENEFIT
UK SANDERS-BROWN CENTER ON AGING FOUNDATION

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Sponsorship Contract

Sponsor contact information

Company: _________________________________________________________________
Name: ___________________________________________________________________
Address: __________________________________________________________________
City: _________________________  State: ________ ZIP: __________________________
Contact Name: _______________________________ Title: __________________________
Telephone:  _____________________________ Fax Number: __________________________
Email: _____________________________________________________________________

Sponsor commitment

__Presenting Sponsor
__VIP Reception Sponsor
__Platinum Reception Sponsor
__Gold Sponsor $10,000
__Silver Sponsor $5,000
__Bronze Sponsor $2,500
__Patron Sponsorship $1,500
__Individual Seats ___ x $175 = ___

Form of payment

Check enclosed payable to: UK Sanders-Brown Center on Aging Foundation  Check # ____________
Bill My Company:  (PO#________ )    Invoice in:   __February   __March   __April
Charge to: __VISA  __MasterCard  __AMEX
Card #: _____________________________________________________________________
Security Code: ________  Exp. Date: ____________
Signature (required): ____________________________________________________________

CONTACT INFORMATION:
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If you do not wish to receive future communication from Sanders-Brown Center on Aging, please call 859-323-6302 or toll-free 1-855-470-2163 or email ukmedcenterdev@uky.edu