



countdown  
for a cure

**PARTNERSHIP OPPORTUNITIES**



countdown  
for a cure

Dear Friend,

I am reaching out to ask for your support for a cause that is extremely important and close to our hearts.

Every 30 minutes, a child is born who will develop a mitochondrial disease by age 10, and 1 in every 3,000 individuals has a mitochondrial disease, or a disease linked to mitochondrial dysfunction.

**Why do mitochondria matter?** Mitochondria are essential to energy production in our cells, and defects in mitochondria are central to a wide range of health issues. These defects are at the root of many common illnesses and conditions, affecting both the young and old in ways that can range from subtle to devastating. Mitochondrial dysfunction is even responsible for the aging process itself. The list of diseases and conditions linked to mitochondrial dysfunction is extensive and continually growing. Research suggests that understanding mitochondrial function may be the key to unlocking the mysteries of numerous diseases, conditions, and the aging process.

The development and function of major systems like the heart, muscles, and brain are deeply affected by mitochondrial health. Mitochondria produce more than 90-percent of the body's energy and perform diverse functions across different tissues, leading to hundreds of various mitochondrial disorders.

### **The Countdown is on!**

Countdown For A Cure is hosting its 2nd annual Evening of Energy Gala to benefit the most promising mitochondrial research for treatments and cures. Mitochondrial research is the gateway to understanding, treating, and defeating mitochondrial diseases and all diseases linked to mitochondrial dysfunction. Last year's sold-out event saw 330 attendees and raised over \$500,000. This year, we anticipate another sold-out success with over 500 influential leaders from Atlanta's social and corporate communities gathering for an elegant black-tie evening. The event will feature bottomless cocktails, delectable food, an informative program, raffles, silent and live auction, and an energetic after-party featuring celebrity and Grammy Award-winning DJ BabeyDrew.

We hope you will join us, Dr. Michael and Kimberly Gottschalk, our 2025 Evening of Energy Co-Chairs, and all our supporters on **Saturday, February 8th, at The St. Regis Atlanta**. Your participation in our Evening of Energy will help us continue funding treatments and cures for the increasing number of children and adults affected by various disorders.

The enclosed materials include detailed information on sponsorship levels and benefits. Your willingness to join us in our relentless pursuit of a cure is a beacon of hope for so many. Together, we can support groundbreaking mitochondrial research that holds the key to transformative change. **The Countdown starts now, and mitochondria matter!**

As Dr. Douglas Wallace, world-renowned geneticist and evolutionary biologist, said, *"Our mitochondria are the most fundamental aspect of being alive, the key to aging, and the root of many diseases like Alzheimer's, Parkinson's, and cardiovascular disease."*

Thank you in advance for your generosity and support in helping everyone's light shine bright, so they have the energy needed to live a healthy and productive life.

**Yours toward a cure,**



**Mitzi Solomon**  
Mitzi@countdownforcure.org  
(917) 715-2381



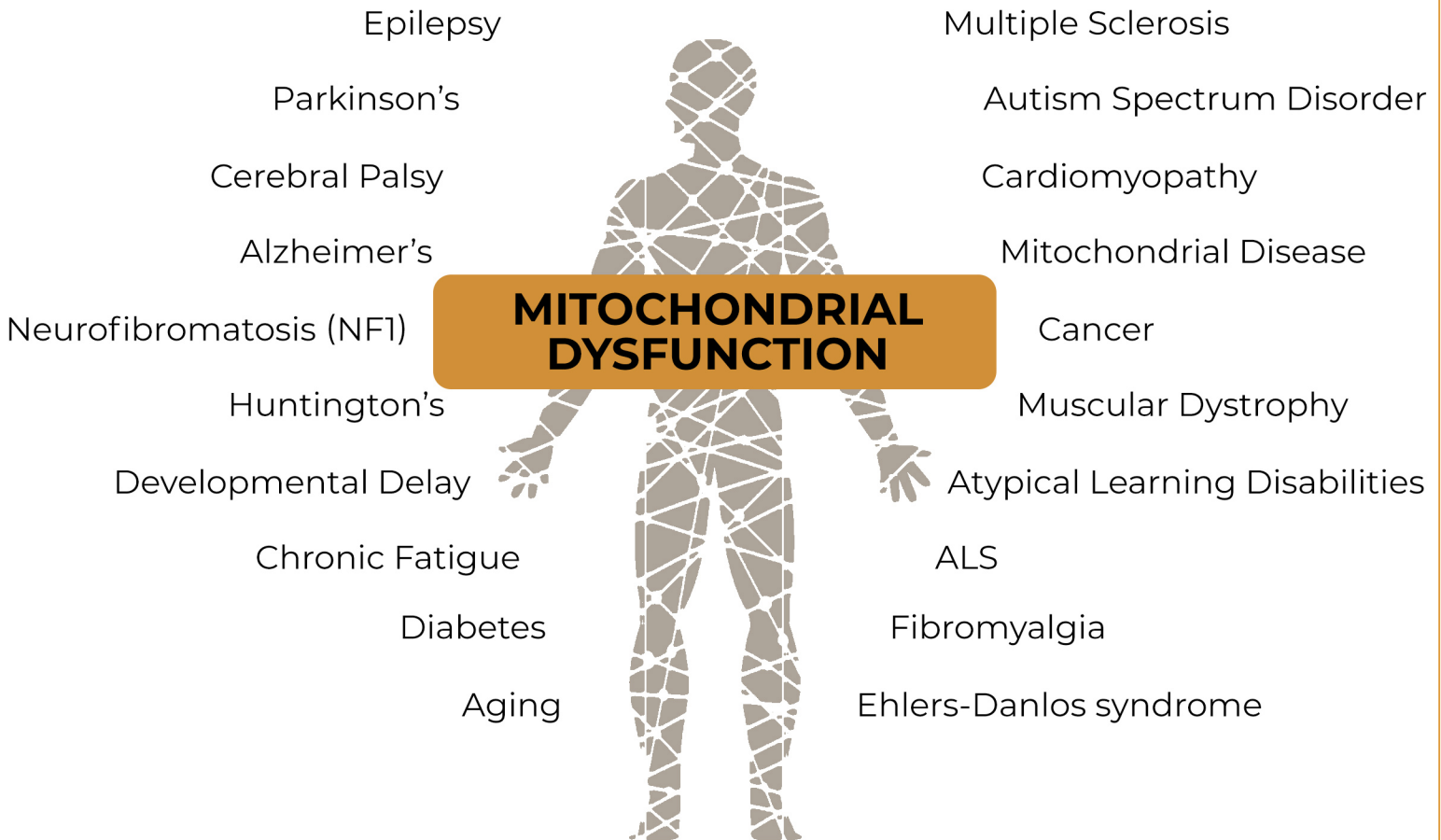
**Jeff Solomon**  
jeff@myguardianlaw.com  
(404) 272-0959

countdown  
for a cure



## #MITOCHONDRIAMATTER

**Mitochondrial dysfunction plays a significant role in a wide range of more commonly known diseases.**



**Mitochondrial-related research could change everything**  
**SO CAN YOU**

# Evening of Energy Sponsorship Opportunities

	HOPE.ENERGY. LIFE.CURE SPONSOR	POWER BUILDER SPONSOR	ENERGIZER SPONSOR	GENERATOR SPONSOR	CURE-ATOR SPONSOR	HOPE FLIES
<b>Commitment</b>	<b>\$50,000</b>	<b>\$25,000</b>	<b>\$12,000</b>	<b>\$6,000</b>	<b>\$3,000</b>	<b>\$1,500</b>
Countdown For A Cure's Evening of Energy Seating	2 Premier tables of 12	2 Premier tables of 10	1 Premier table of 10	Preferred seating for 6	Seating for 4	Seating for 2
Champagne Service or Toast at Evening of Energy	Service for 2 tables of 12	Service for 2 tables of 10	Service for 1 table of 10	Toast for 6		
Overnight Accommodations at The St. Regis Hotel	2 standard rooms	2 standard rooms	1 standard room			
Complimentary Valet	●	●	●	●	●	
Recognition as Presenting Sponsor "Countdown For A Cure's Evening of Energy presented by your company or family"	●					
Logo/Name placement on invitation (committed by November 1st, 2024)	●	●	●	●	●	
Logo/Name placement on Countdown For A Cure's Evening of Energy website	●	●	●	●	●	Name Only
Logo/Name displayed on screens throughout the evening program	●	●	●	●	●	Name Only
Logo/Name displayed on screens and signage throughout cocktail reception and after party	●	●	●	●	●	Name Only
Logo/Name placement on step and repeat	●	●				
Logo/Name displayed on host table(s)	●	●	●			
Logo/Name on post event 'Thank You' materials	●	●	●			
Recognition on social media channels	●	●	●	●	●	
Opportunity for pre-recorded greeting video to be featured on social media	●	●	●	●		
Recognition from podium during evening program	●	●				
Opportunity for a :30 second ad during evening program	●					
Speaking opportunity during evening program	●					



# Exclusive Underwriting Opportunities



## Cocktail Hour Sponsor I \$25,000

- Exclusive placement of corporate logo on cocktail napkins throughout the reception area (deadline applies)
- Signage with company logo on main bar
- Name one of the evening's signature cocktails
- Custom stir stick with company logo for the signature cocktail (deadline applies)
- Recognition from podium during evening program
- Logo/Name placement on step and repeat
- Recognition on event invitation (deadline applies)
- Recognition on event website
- Recognition on social media post
- Four tickets at discounted rate



## Auction Sponsor I \$15,000

- Logo placement on live auction bid cards
- Logo placement on auction item swag bags
- Opportunity for giveaway to be placed in auction item pick up/swag bags
- Welcome text to guests at Evening of Energy
- Logo displayed on mobile bidding site
- Recognition from podium before live auction begins
- Recognition on event invitation (deadline applies)
- Recognition on event website
- Recognition on social media post
- Two tickets at discounted rate



## After Party Sponsor I \$25,000

- Signage with company logo at After-Party
- Custom branded moment
- Exclusive placement of corporate logo on cocktail napkins (deadline applies)
- Branded filter on 360 photo booth
- Invite to After-Party text to guests at Evening of Energy
- Recognition from podium during evening program
- Logo/Name placement on step and repeat
- Opportunity to kick off the After-Party with a celebratory toast
- Recognition from entertainment during The After-Party
- Recognition on event invitation (deadline applies)
- Recognition on event website
- Recognition on social media post
- Four tickets at a discounted rate



## Photography Sponsor I \$15,000

- Logo presence on event photos delivered directly to guests phones
- Logo on Step and Repeat
- Recognition from podium during evening program
- Recognition on event invitation (deadline applies)
- Recognition on event website
- Recognition on social media post
- Two tickets at discounted rate



# Recap of Last Year's Event

Evening of Energy  
Thursday, February 1st, 2024

countdown  
for a cure



## Best First Impression

**THE PARTY** This year's **Coin for A Cure Evening of Energy Gala** was hosted by organization co-founders **Mimi and Jeff Solomon** at the Omni Hotel in Atlanta. Approximately 530 guests experienced a full evening program featuring a cocktail hour, seated dinner, silent and live auctions, fund-a-care, a special program titled **Key for the Cure** and a lively afterparty with DJ Alex Foley. The sold-out event raised funds and support for the United Mitochondrial Disease Foundation cellular function, genetic disorders, aging and various diseases. In its inaugural year in Atlanta, the event raised \$520,699 to the cause. **THE PEOPLE** Guests of the event included **Kevin and Kevin Frasier, Melissa and Kevin Rathbun, Sean Scottini, Janice Overbeck, Michael Buckner, Linda Scharf, Shawne and Steven Jacobs, Douglas Wallace, Ph.D.,** and many more. **THE PINNACLE** The gala left attendees feeling a personal connection to mitochondria, the essence of life. They learned about its pivotal role in health and disease, affecting both young and old. Mitochondrial dysfunction underlies various conditions from subtle to severe, and even influences the aging process.

BY CAROLINE BENTLEY EDWARDS

## insider ON THE SCENE



01 Mimi and Jeff Solomon 02 Ali and Forrest Ho 03 Michael and Maria Brubaker 04 Heather Gupte, Mimi Solomon, Kim Guttschalk and Lauren Schwartz 05 Tom the DJ, Corey and Brian King, Matt and David Levine, with David and Alyssa Grahgan 07 Michèle Buckner and Linda Scharf





# 2025 Commitment Form

Saturday, February 8th  
The St. Regis Atlanta

countdown  
for a cure



## Contact Information

Donor / Company Name \_\_\_\_\_

Contact Name *(if different)* \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Phone \_\_\_\_\_

Email \_\_\_\_\_

## Method of Payment

Check enclosed *(please make payable to Countdown For A Cure)*

Send invoice

Please charge my credit card in the amount of \$ \_\_\_\_\_

Name on card \_\_\_\_\_

Card number \_\_\_\_\_

Exp. date \_\_\_\_\_ CW \_\_\_\_\_

Signature \_\_\_\_\_

## Please Return This Completed Form To:

Countdown For A Cure

Attn: Mitzi Solomon

200 Sandy Springs Pl NE Atlanta, GA 30328

Phone: 917-715-2381 | Email: mitzi@countdownforacure.org

*Thank you for your commitment. Countdown For A Cure is a 501 (c)(3) tax-exempt nonprofit organization Tax ID# 99-3644250*

*Contributions beyond the fair market value of \$200 per ticket for benefits received will be tax-deductable*

## Yes, I/We will Support CFAC at

- \$50,000 Hope.Energy Life.Cure Sponsor
- \$25,000 Power Builder Sponsor
- \$12,000 Energizer Sponsor
- \$6,000 Generator Sponsor
- \$3,000 Cure-ator Sponsor
- \$1,500 Hope Flies Sponsor

## Exclusive Underwriting Opportunities

- \$25,000 Cocktail Reception Sponsor
- \$25,000 After Party Sponsor
- \$15,000 Photography Sponsor
- \$15,000 Auction Sponsor
- Please contact me to customize an underwriting opportunity

# Auction Acknowledgment Form

Saturday, February 8th  
The St. Regis Atlanta

countdown  
for a cure



Please acknowledge my donation by listing my name and/or business as follows:

(This is how your name will appear in all public relations materials.)

---

Address: \_\_\_\_\_

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

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

Description of Donation: \_\_\_\_\_

---

---

Approximate cash value: \_\_\_\_\_

- Gift Certificate Enclosed
- Gift Certificate or Item to Follow
- CFAC to Create Certificate

**Please Date Certificate no earlier than one year after the event date - February 8, 2025.**

**Return Completed Form To:**

Auction Co-chairs Lauren Schwartz and/or Heather Lourie by **January 8, 2025.**

Lauren Schwartz  
LSchwartz214@gmail.com  
(516) 729 - 8914

Heather Lourie  
Hnf602@yahoo.com  
(404) 791 - 3778

Countdown For A Cure is a 501 (c)(3) tax-exempt  
nonprofit organization Tax ID# 99-3644250



# Get In Touch

countdown  
for a cure



## Mitzi Solomon

Founder and President

mitzi@countdownforcure.org  
(917) 715-2381

## Jeff Solomon

Founder

jeff@myguardianlaw.com  
(404) 272-0959

## Diana Cole

Administrative Assistant

diana@countdownforcure.org  
(678) 802-9407

## Kimberly Gottschalk

Gala Co-Chair

smiler225@aol.com  
(407) 716-7000

## Michael Gottschalk

Gala Co-Chair

michael.gottschalk@emoryhealthcare.org  
(214) 796-7364

## Alexandra Eisner

Sponsorship Chair

ali.eisner80@gmail.com  
(678) 644-6847

## Heather Lourie

Auction Co-Chair

hnf602@yahoo.com  
(404) 791-3778

## Lauren Schwartz

Auction Co-Chair

lschwartz214@gmail.com  
(516) 729-8914



## Countdown For A Cure

P: (917) 715-2381 [CountdownForACure.org](http://CountdownForACure.org)  
200 Sandy Springs PI NE Atlanta, GA 30328



Countdown For A Cure is a 501 (c)(3) tax-exempt  
nonprofit organization Tax ID# 99-3644250