



ANNUAL

FOR *Gala*
Hope

FRIDAY, MAY 17, 2019

5:30PM - 11:00PM

HOLIDAY INN CONFERENCE CENTER
6111 FLEUR DRIVE, DES MOINES, IA 50321

5:30PM SOCIAL & SILENT AUCTION VIEWING

CASH BAR AVAILABLE

LIVE MUSIC BY *Tony Bohnenkamp*

7:00PM BEER & WINE GLASS GAME
AND MEAL UPGRADE AUCTION

7:15PM PLATED DINNER

7:45 - 8:45PM PROGRAM

CTE HOPE UPDATE FROM *Brenda Easter*

KEYNOTE: *Thom Darden*

FORMER ALL-AMERICAN DEFENSIVE BACK, UNIVERSITY
OF MICHIGAN & ALL PRO SAFETY, CLEVELAND BROWNS

8:45PM LIVE AUCTION AND
BEER & WINE GLASS GAME

9:00PM SILENT AUCTION ENDS

9:00 - 11:00PM *Tony Bohnenkamp*

SEMI-FORMAL ATTIRE REQUESTED

RESERVED ROOM BLOCK: CTE HOPE



Please make all reservations online at:
www.biddingforgood.com/cte-hope

2019 Hope Gala

(all reservations will be held at the door)

PLATINUM SPONSOR: \$2,500

Table for 10 + website & full page recognition in program + prominent placement at event

GOLD SPONSOR: \$1,750

Table for 10 + website & half page recognition in program + prominent placement at event

SILVER SPONSOR: \$1,250

Table for 10 + website & program recognition + prominent placement at event

BRONZE SPONSOR: \$200

2 seats + recognition in program

GUEST: \$75

Individual ticket to the event

GOLD VIRTUAL SPONSOR: \$1,000

Website & half page recognition in program

SILVER VIRTUAL SPONSOR: \$500

Website & half page recognition in program

OTHER WAYS TO DONATE:

Go to <http://ctehope.com/donate/>
to give a monetary donation.

If you would like to donate items or services
for the live or silent auctions please contact
Alison at aeperson@cte-hope.org

Please visit ctehope.com for more
information on our efforts.



CTE Hope was created in honor of 24-year old

Zac Easter

a young man who took his life after living with and suffering from Chronic Traumatic Encephalopathy (CTE) for six years.

Zac loved football but asked his family and friends to help make football a safer sport. They now devote their time and resources to fulfill Zac's last wish by spreading awareness, implementing research that will help determine when it's safe to return an athlete to play and to the classroom, and providing support to athletes suffering from the symptoms of CTE. CTE Hope aims to educate people on the dangers of concussions, prevent athletes from suffering from the long-term effects of concussions and traumatic brain injuries, develop a certification program for caregivers, and offer resources and support for those already suffering from CTE symptoms. All proceeds from the Gala will go towards these efforts.



"I know there is a kid out there going through something similar....I beg you to get help"

- ZAC EASTER

"The brain tissue of 110 of 111 deceased former NFL players have been positive for CTE. The brain tissue of 87 of 100 former high school or college football players have been positive for CTE."

- BOSTON UNIVERSITY CTE CENTER

WHAT IS CTE?

Chronic Traumatic Encephalopathy (CTE) which can be caused by head traumas and traumatic brain injuries also known as concussions.

Watch the GQ documentary video on Zac's story at:
www.ctehope.com/gq/

CTE HOPE'S FOCUS:

WHAT DOES CTE HOPE DO?

We provide support and hope to those who suffer from early symptoms. We are an advocate, a voice, seeking preventative measures so that athletes, parents, athletic trainers, coaches, and medical providers have the best information at those critical moments to keep athletes safe.

- Developing a point-of-care device to be used at athletic events, in emergency rooms, and medical clinics to measure inflammatory biomarkers in the brain
- Developing better return-to-play and return-to-learn protocols based on physiological and cognitive symptoms
- Increasing awareness about the dangers of concussions
- Developing a certification program to ensure that caregivers have the correct information to accurately treat injured athletes
- Connecting those suffering with symptoms of CTE and their families to support units with resources, support, and hope
- Supporting research that identifies why some athletes are more susceptible to concussions than others

WHY WE CREATED CTE HOPE:

CTE Hope was created in honor of Zac Easter, a young man who took his life at the age of 24, after living with and suffering from CTE for six years. Zac loved football and asked his family and friends to make football a safer sport.