

SPINE & ALIGN II

The Power Connection

A MEDIA
MARKETING



**BERKLICH
CHIROPRACTIC**
PHYSICAL PERFORMANCE SPECIALISTS
CENTER

CONCEPT

A cultural and sensory journey inspired by the legendary Persian gardens, symbol of paradise, where light, truth, and connection flourish.

The gala becomes an immersive experience: an evening banquet under golden lamps, water fountains, and floral aromas that evoke the grandeur of Persia.

Motto: “Where truth flourishes, connection grows.”



WELCOME TO SPINE & ALIGN II: THE POWER OF THE CONNECTION

We are honored to welcome you this evening — a night inspired by the Persian spirit of gathering, where hearts align and ideas blossom.

As you enter, receive a warm welcome with a curated drink in hand — a small gesture in the tradition of ta'arof, our way of honoring your presence. Take a moment to connect with fellow guests, much like friends meeting under the stars of a Persian garden.

Tonight is a celebration of alignment — not only of minds and missions, but of purpose and growth. Together, we honor the power of community, where each story adds meaning to the whole.

May this evening bring you inspiration, connection, and the beauty of shared intention.



SPONSORSHIP OPPORTUNITIES

THE PAVILION OF ECHOES **\$8,000 (ONLY 3 AVAILABLE)**

- Prime logo placement on the main event backdrop
- Exclusive branding on the Photo Booth experience
- Illuminated logo projection inside and outside the restaurant/venue for maximum visibility
- On-stage recognition ceremony with delivery of a premium award/plaque
- Full feature story highlighting your firm/doctors in the official Spine & Align Magazine
- Exclusive interview published in Spine & Align Magazine (Full Page), distributed across Alpharetta, Roswell, and surrounding communities
- Professional video interview promoted across the event's social media channels
- Premium logo placement on the official event website and all social media promotions
- Featured presence in pre- and post-event press coverage and social posts
- Name branding on custom event cigars
- Logo printed on event drink coasters
- Special live mentions during the event program
- Opportunity to contribute an exclusive article or spotlight in the post-event newsletter
- Opportunity to showcase your brand on-site with company banners, promotional materials, or merchandise displays

SPONSORSHIP OPPORTUNITIES

THE IWAN OF CONVERSATIONS \$5,000

- Prominent logo placement on the event backdrop (shared with other Gold sponsors)
- Logo visibility on the Photo Booth
- Recognition from the stage during the program
- Logo and brand presence on the official event website and social media platforms
- Feature in the official magazine (logo + short profile)
- Mentions in pre- and post-event digital communications
- Logo on drink menus or coasters
- Inclusion opportunity in the official event recap video

THE NICHE OF WHISPERS \$2,500

- Logo placement on the event backdrop (shared level)
- Presence on official social media (1 dedicated post + story)
- Logo featured on the event website
- Logo included on the sponsors' page of the official magazine
- General acknowledgment on stage during the event

SPINE & ALIGN AWARDS

- Truth and Justice Award

Recognizes the lawyer who has stood out most for their leadership, results, and collaboration in the Atlanta professional network. (The “Oscar” of the legal sector).

Phrase on plaque: “In honor of truth and eternal justice.”

- Healing and Light Award

Awards the chiropractor who has had the greatest impact on patient recovery and on building partnerships with lawyers and clinics.

Phrase: “Healing with light as a guide”

SPINE & ALIGN AWARDS

- **Spine & Align Legacy Award**

The most prestigious award of the night: for the professional who embodies the spirit of networking in Atlanta, someone who inspires, connects, and leads by example.

(This would be the equivalent of “Best Picture,” repeated every year).

Phrase: “For enlightening with wisdom and leadership

- **Sacred Connection Award**

A tribute to the the best case manager of the area, unsung hero who connects clients with doctors and lawyers, ensuring a smooth process in every case.

Phrase: “For joining paths with purpose”

EVENING PROGRAM — A NIGHT IN THE GARDEN OF LIGHT

- **6:30 pm – Entrance to the Garden / Ritual of Connection**

Guests arrive to a warm Persian welcome. Step into the garden through the reception and ceremonial Photo Booth, where moments are captured beneath the symbols of light.

- **7:00 pm – Refreshments and bites**

A light selection of drinks and savory bites to welcome and connect.

- **7:30 pm – The Persian Banquet**

A curated buffet across four garden stations, each honoring the flavors and regions of Persia:

- Fin Garden – Mezze Delights: Hummus, labneh, falafel, muhammara
- Shiraz Garden – Flame-Grilled Kebabs: Lamb, saffron chicken, beef
- Kashan Garden – Fragrant Rice Creations: Sabzi polo, adas polo
- Paradise Garden – Sweets of the Ancients: Baklava, faludeh, bastani

- **8:00 pm – Awards Beneath the Garden Light**

The heart of the evening: a ceremony where light, service, and legacy are honored. Join us as we illuminate the path of those who uplift our community.

- **9:00 pm – Light & Sound Finale**

A mesmerizing display of lights and Persian-inspired music to close the evening with beauty, rhythm, and reflection.

- **11:30 pm – Final Toast under the Stars**

Look up: a projection of Persian constellations lights the ceiling. In hand, the Light of Mazda cocktail — a final toast to wisdom, connection, and a luminous journey ahead.

DRINKS PROPOSAL FOR DELBAR ALPHARETTA — INSPIRED BY PERSIAN ELEGANCE

Alcoholic Cocktails — “Injury Theme” Reimagined



Refined Persian-Inspired Name

Suggested Ingredients

Tagline

The Mosaic Verdict

Vodka, pomegranate, lime, saffron syrup

"For illuminating decisions with rare clarity."

The Caravan Flame

Spiced whisky with cardamom and orange

"Igniting the pursuit of truth along every path."

Barberry Shield

Rum, pomegranate, grapefruit juice, warm spices

"Defending with the sweetness of resilience."

Garden of Renewal Fizz

Gin, grapefruit, lemon, mint

"Refreshing healing in every sip."

Persian Dawn Sparkle

Champagne or sparkling wine with a touch of saffron

"Where celebration meets justice's first light."

Saffron Mirage

Tequila infused with pomegranate and chili

"Bold, unexpected—like the desert's heat in bloom."

WEBSITE



<https://spineandalign.com>

THANK YOU!

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