BIOGRAPHY

Sharon Stone started her career in New York at the age of 19 as a model. She was discovered by Woody Allen in 1984 when she made her film debut in "Stardust Memories". In 1992 she rose to fame in the blockbuster "Basic Instinct" and in 1995 earned a Golden Globe Award and Academy Award nomination for her role in Martin Scorsese’s "Casino". Other film credits include "The Muse", "Sliver", "Bobby", "The Quick and the Dead", "Irreconcilable Differences", "Alpha Dog" and "Fading Gigolo". For her television work she earned an Emmy Award for her role on "The Practice". In 2014 Stone returned to TV starring in the drama series "Agent X". Stone played a widowed wife of a U.S. Senator who rises up the political ranks and becomes elected the United States first female Vice President. In 1995 while at the Cannes Film Festival for "The Quick and the Dead" Ms. Stone was asked to step in for Dame Elizabeth Taylor at the AmfAR Gala; she has continued her work with the organization for 20 years as the Global Fundraising Chairperson. She has raised hundreds of millions of dollars to find a cure for AIDS with AmfAR all over the world. In 2002 the HRC (Human Rights Campaign) honored Ms. Stone for her contribution to the "fight against AIDS" and she was presented the "Global Institutes Healthcare & Medicine Humanitarian Award" by one hundred of the top doctors in America. In 2013 she was honored by the Nobel Peace Laureates at the Nobel Peace Summit in Poland with the "Peace Summit Award" for her continuous work with HIV/AIDS. She was presented the award by His Holiness, the Dalai Lama.
28th December 2017
Time schedule at Kempinski Grand Hotel des Bains - St Moritz

11.00 am
Press conference to introduce Sharon Stone and the philosophy behind the St. Moritz’s Soul Gala

6.00 pm
Red carpet at Kempinski Grand Hotel des Bains

6.30 pm
VIP-Cocktail with main sponsors

7.00 pm
Welcome cocktail in the hall of the Kempinski Grand Hotel des Bains

8.00 pm
Beginning of the Gala Dinner

8.45 pm
Sharon Stone speech with videos

9.45 pm
Entertainment by selected special guests (to be decided)

10.45 pm
Sharon Stone and the Charity Auction

12.00 pm
Opening of the St. Moritz’s Soul Party
GALA INSPIRATION

St. Moritz is one of the most famous winter sports resorts in the world. For many decades this prestigious ski resort in the Swiss Engadine has been a favorite meeting place for international celebrities from the fields of politics, commerce, sport and culture. The St. Moritz’s Soul Gala aims to exploit its privileged position to create a platform that draws attention to outstanding achievements in the area of charity and humanitarian aid. There is something magical in the air in St. Moritz, which can be seen in the unique colors of nature that mark the changing of the seasons and the gentle passage of time.

The glorious alpine landscape of the Engadine has always been a great source of inspiration for philosophers, authors and travelers. Famous figures such as Friedrich Nietzsche, Hermann Hesse, Thomas Mann and royalty from all over the globe have not just sought out St. Moritz as a holiday resort or a spiritual retreat, but have always been charmed by the magic allure of this high valley in the Swiss Alps. Friedrich Nietzsche’s poetic masterpiece “Also sprach Zarathustra” is supposed to have been heavily influenced by the time he spent in Sils-Maria, and the history of the development of winter tourism in St. Moritz can be traced back to visiting English aristocrats who initially had their reservations about the harsh mountain climate, but were eventually won over and stayed for months.

Several pioneers of aviation completed their first historic flights and landings in this region.

St. Moritz is a location which conjures up magical stories and has had a significant influence on world literature. It has achieved world fame as an ideal spot for activity holidays or simply for relaxing. It inevitably attracts people looking for something special – both in summer and winter. People who themselves have already achieved a lot in life – and continue to do so. Leading lights who have worked hard for their success, but have still managed to keep their feet firmly on the ground. Thus St. Moritz and the Engadine region have always been a source of inspiration for philanthropy and helping the less fortunate in society. In the pristine alpine air, social status and monetary worth tend to lose their importance: no matter how wealthy people are, they are greatly humbled in the presence of the mighty 4000-meter peaks that encompass the valley. This is what fosters free thinking and a free spirit. In this wonderful location, 1800 meters above sea level, the real stars in the spotlight are essentially the mountains, while the water, air and glowing sun are the principal actors on the alpine stage. Celebrities seeking a quiet, relaxing time to recharge their batteries are inspired by what they see around them and instinctively respond to this special environment. Thanks to such immense sources of inspiration, St. Moritz often encourages great ideas and motivates people to do remarkable things. The St. Moritz’s Soul Gala is hoping to revitalize this centuries-old tradition of charitable activity in the region. Despite the many events, fundraising initiatives and award ceremonies that take place in St. Moritz, there has never been an official award that honors socially-committed celebrities who use their privileged position to do good in this world. The St. Moritz’s Soul Gala fills this gap by creating a framework that honors initiatives by public figures in the field of human rights and humanitarian projects. Thus the spirit of the Engadine continues to inspire great acts and motivate people across the globe to aspire to exceptional achievements.
This is Sharon Stone’s very first Charity Gala in Switzerland. She is one of the most famous American actresses, one of the most beautiful and charming women. She has devoted herself to charity, with energy and power. Finally, after years in St. Moritz, we can take back the American jet set, the Hollywood of glamour and elegance, just with her...Sharon Stone. The combination of the St. Moritz location with the gathering of international personalities from all spheres of business, politics and culture will ensure that the event enjoys global recognition right from its inception.

The positioning of your company within the context of an international humanitarian gathering, which is, at the same time, highly attractive socially, represents a unique opportunity. We would be delighted to discuss the various partnership opportunities we can offer in a one-to-one discussion. The following pages provide an initial overview of the sponsorship opportunities available.
BENEFITS

- Printed slogan “SHARON STONE – ST. MORITZ’S SOUL GALA sponsored by”, accompanied by a large-format logo on brochures, invitations, press kits and every other form of marketing and communication before, during and after the event, on paper, videos and the Internet.
- Dedicated stand, to set up a publicity corner during every press conference.
- Information/publicity leaflet(s) about the sponsor in the press kit.
- 3 tables (10 seats each) at the Gala Dinner.
- Dedicated stand in the hall of the Kempinski Grand Hotel des Bains, including a hostess for the duration of the gala evening.
- Commercial shown on mega screens at the beginning of the show.
- Logo at the opening and closing of all promotional commercials for the GALA.
- Logo on the homepage of the ST. MORITZ’S SOUL website and social media.
- Banner (logo) on institutional websites.
- Private, 30-minute meeting with Sharon Stone, including a short photo shoot. These photos may not be used for publicity purposes.
- Introduction of the CEO at the Gala Night, to present/explain the sponsorship.
- Opportunity to personalize gadgets with the ST. MORITZ’S SOUL logo.
- Double page advertisement plus back cover page in the ST. MORITZ’S SOUL GALA magazine.
- Ten hardback copies of the press reviews and a personalized video after the end of the event.

BENEFITS

- Large-format logo on brochures, invitations, press kits and every other form of marketing and communication before, during and after the event on paper, videos and the Internet.
- Dedicated space during every press conference.
- Information/publicity leaflet(s) about the sponsor in the press kit.
- 2 tables (10 seats each) at the Gala Dinner.
- Stand in the hall of the Kempinski Grand Hotel des Bains including a hostess for the duration of the gala evening.
- Logo at the opening and closing of all promotional commercials for the ST. MORITZ’S SOUL GALA.
- Logo on the homepage of ST MORITZ’S SOUL website and social media.
- Banner (logo) on institutional websites.
- Opportunity to personalize gadgets with the ST. MORITZ’S SOUL logo.
- Advertisement page in the ST MORITZ’S SOUL GALA magazine.
- Five hardback copies of the press reviews and a personalized video after the end of the event.
**SILVER SPONSOR**

NON-EXCLUSIVE SPONSOR OF THE EVENT

**BENEFITS**

- Logo on brochures, invitations, press kits and every other form of marketing and communication before, during and after the event, on paper, videos and the Internet.
- Information/publicity leaflet(s) about the sponsor in the press kit.
- 1 table [10 seats] at the Gala Dinner.
- Possibility to present promotional material during the Gala Evening.
- Logo at the opening and closing of all promotional commercials for the ST. MORITZ’S SOUL GALA.
- Logo on the homepage of the ST. MORITZ’S SOUL website and social media.
- Banner (logo) on institutional websites.
- Opportunity to personalize gadgets with the ST. MORITZ’S SOUL logo.
- Advertisement page in the ST MORITZ’S SOUL GALA magazine.
- One hardback copy of the press reviews and a personalized video after the end of the event.

**SPONSOR**

NON-EXCLUSIVE SPONSOR OF THE EVENT

**BENEFITS**

- Logo on brochures, invitations, press kits and every other form of marketing and communication before, during and after the event, on paper, videos and the Internet.
- Two seats at the Gala Dinner.
- Logo at the closing of all promotional commercials for the ST. MORITZ’S SOUL GALA.
- Logo on the homepage of the ST. MORITZ’S SOUL website and social media.
- A half page advertisement in the ST. MORITZ’S SOUL GALA magazine.
- One hardback copy of the press reviews and a personalized video after the end of the event.
The St. Moritz’s Soul Magazine is a top-class publication that accompanies the presentation of the St. Moritz’s Soul Gala and meets the high demands of the organizers and guests, regarding their social positions, glamour, the spirit of St. Moritz and the international nature of the intended target groups.

For the partners and sponsors of St. Moritz’s Soul Gala, the Magazine provides a unique platform that reaches an extremely interesting global target audience, including those who belong to the groups known as High Net Worth Individuals (HNWI) and Ultra High Net Worth Individuals (UHNWI).

On account of its international orientation, the St. Moritz’s Soul Magazine is published exclusively in English.

ADVERTISEMENT PRIZES:

- 1/1 page inside: Euro 5,000
- 2/1 page inside: Euro 4,000
- 1/1 page back cover: Euro 10,000
- 1/1 page 2nd cover page: Euro 8,000
- 1/1 page 3rd cover page: Euro 8,000
THE FOUNDATION
WE SUPPORT

We focus our attention on children. Children are the future, and everyone should learn and grow. We would like to introduce a special cause:

PLANET HOPE

Founded by sisters Kelly and Sharon Stone, Planet Hope is a charitable, non-profit organization. We provide resources to homeless and abused mothers and their children as well as outreach to terminally ill children.

Over the last 25 years, Planet Hope has provided a variety of programs to children and their families including medical and dental, back to school clothes and shoes, job fairs, summer camps and much more.

Planet Hope has provided nearly two hundred thousand toys to children living in homeless shelters who fear that Santa will not find them. Each gift is carefully chosen and wrapped with each child’s name by our volunteers. Planet Hope depends solely on your generosity and the kindness and generosity of people like you to help us fund and preform what needs to be done.

THE SWISS FOUNDATION
WE SUPPORT

SKI FOR ALL

We would like to give the possibility to everyone to feel the sensation “sliding on the snow.” It is almost three years we are waiting on this project. Our ski instructors transmit with all their passion, professionalism, education to believe nothing is impossible. They reached by specific equipments, to sky, feeling free without barriers. In this life everyday we have limits but it is not fair to block the possibility to people, children with handicap to not try the sensation, doing winter sports. A happy person, a happy child is our goal! We really hope you could join us in this project.

Thank you

Sincerely
Ski for All Team