COUNTDOWN PRESENTS

The EVENING *of* ENERGY

January 30, 2027
The St. Regis Atlanta

Advancing Mitochondrial Science.

The only event of its kind dedicated to uniting an entire field and shaping the future of cellular energy and human health.



COUNTDOWN.

COUNTDOWN.

Dear Friends,

In just a few short years, Countdown has grown from an idea and a sense of urgency into a powerful force helping accelerate mitochondrial medicine and the future of health, which begins now. What began as a deeply personal mission has evolved into a growing community united by one belief: Energy is everything.

On January 30, 2027, we will gather for our 4th annual Evening of Energy Gala at The St. Regis Atlanta. More than a celebration, the evening is a catalyst. A moment that brings together leaders across science, medicine, wellness, technology, and philanthropy around one of the most important frontiers in modern medicine: cellular energy, powered by mitochondria.

In just three years, Countdown has helped fund groundbreaking research, supported visionary scientists, elevated awareness around mitochondrial health, and built meaningful partnerships that bridge science with real-world impact. Yet we are still only scratching the surface of what is possible. From rare and chronic disease, women's health, aging, and next-generation diagnostics and therapeutics, the science continues to point toward cellular energy as foundational to how we understand, prevent, and treat disease.

We invite you to join us as a sponsor of this one-of-a-kind evening and play a meaningful role in advancing the future of mitochondrial science and medicine. Your partnership directly supports research, innovation, education, and collaboration at a pivotal moment for the field and this new era of human health.

Thank you for believing in what is possible when purpose-driven people come together around a shared mission. We are deeply grateful for your support and hope you will join us as we continue building momentum for a new era of health rooted in mitochondrial science and cellular energy.

With gratitude and energy,

Mitzi Solomon
Mitzi@JoinCountdown.org

Jeff Solomon
Jeff@JoinCountdown.org



IMPACT

More than a gala

Countdown is not just a gala. It is a growing initiative building the first coordinated ecosystem dedicated to advancing mitochondrial science and a new era of human health. Through strategic partnerships, a flagship fundraising event, and growing momentum across science, medicine, and consumer health, Countdown is bringing cellular energy — and mitochondrial science — into mainstream conversations around health, aging, performance, and disease.

But building a future where mitochondrial health is central to how we understand, prevent, and treat disease will require greater investment and awareness. Despite mitochondria's role across nearly every aspect of human health, **mitochondrial science has historically received less than 1% of philanthropic funding.** Together, we have an opportunity to change that.









THE GAP

Our challenge

A hidden Crisis

Mitochondrial dysfunction sits at the center of a wide range of diseases, including Alzheimer's, Parkinson's, ALS, cancer, and more. It touches every family, yet remains one of the most overlooked and underfunded areas of medicine.

The body isn't a silo

For decades, medicine has advanced organ by organ, disease by disease, yet beneath and upstream from every system is what powers it all: cellular energy, driven by the trillions of mitochondria within our cells.

The funding gap

Nonprofit foundations contribute billions to U.S. medical research each year, yet mitochondrial and cellular energy science has historically received less than 1% of that funding.

> *We shouldn't just be treating disease; we should be funding mitochondrial science and a new era of health, which begins now.*

Mitzi Solomon
Founder and President, Countdown

Our opportunity

A new era of health

Consumer behavior is shifting toward longevity, prevention, and science-backed health solutions, and Countdown — the only organization dedicated to accelerating mitochondrial science and medicine across the full spectrum of human health — is leading a new era of health.

We believe this new era is proactive, personalized, and energy-driven, addressing dysfunction at the cellular level before it appears in labs, scans, and symptoms. As technology, AI, diagnostics, and funding accelerate discovery, mitochondrial science is rapidly moving from the margins to the center of modern medicine.

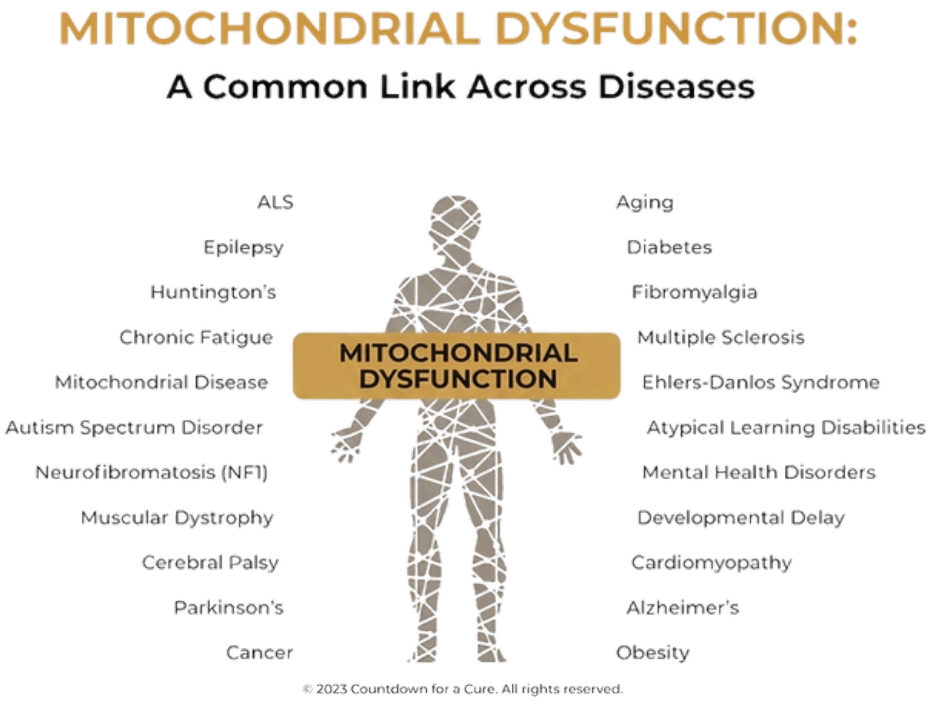
By connecting researchers, clinicians, institutions, philanthropy, brands, and the public, Countdown is transforming fragmented science into real-world impact and accelerating actionable outcomes now, not decades from now.

OUR APPROACH

From siloed to connected

When mitochondrial function declines, the effects can ripple across multiple systems, contributing to fatigue, brain fog, inflammation, accelerated aging, and many of the most pressing diseases of our time.

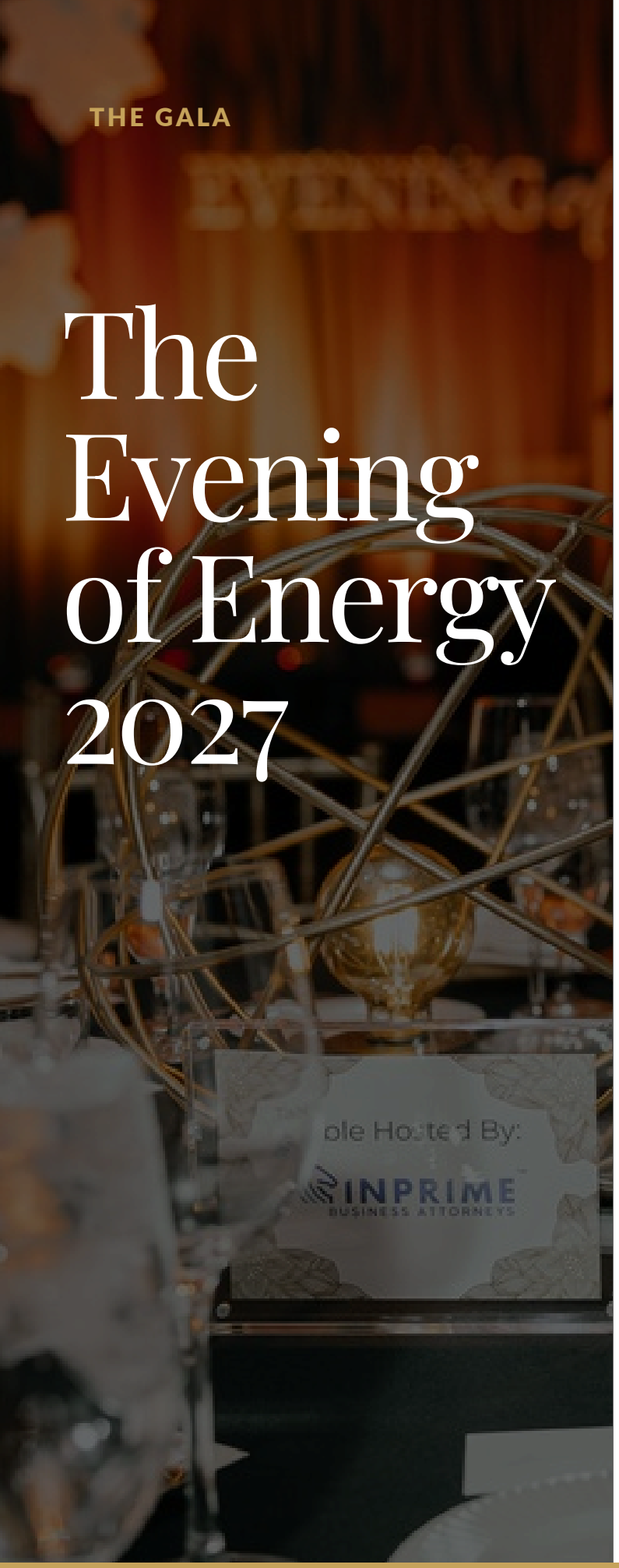
Because this dysfunction begins at the level of cellular energy — upstream from where symptoms appear — it often goes undetected by standard medical testing, which currently lacks the ability to measure mitochondrial health. By accelerating mitochondrial research, we have the opportunity to transform medicine itself, shifting from reacting to disease after it appears to detecting, preventing, and treating dysfunction at its source.



Research pillars

Countdown invests across six research pillars that span the full arc of mitochondrial science: understanding how cellular energy shapes health, detecting dysfunction before disease takes hold, and advancing the treatments of tomorrow.





The Evening of Energy 2027

A celebration of science

The Evening of Energy is Countdown's signature annual gala and fundraising event, bringing together leaders across science, medicine, biotech, wellness, philanthropy, business, and culture for an unforgettable evening centered around one of the most important frontiers in modern medicine: cellular energy, powered by mitochondria.

More than a celebration, the evening honors the people and breakthroughs advancing mitochondrial science and medicine and accelerates a new era of proactive energy-driven health.

Through immersive storytelling, meaningful partnerships, and high-impact fundraising, the Evening of Energy convenes a growing ecosystem united by one belief: Energy is everything.

Gala highlights

- 4th Annual Evening of Energy
- 500+ attendees across science, medicine, wellness, business, and philanthropy
- Engaging hosts and featured speakers
- Live and silent auctions supporting research funding
- Countdown & Powerhouse Award Presentation
- Cocktail reception, seated dinner, program, and after-party
- Exclusive networking with leaders shaping the future of health



Gina Tash

Gina Tash is the co-founder and COO of My Therapist Says, a viral media brand (8.2m followers & 658m monthly views) that blends humor with real insights on mental health, relationships, and modern life. She helped grow the platform into a massive audience by turning everyday emotional experiences into highly shareable content, making conversations around therapy and self-awareness more accessible.



Scott Clary

Scott Clary is an entrepreneur, investor, and author. He hosts the Success Story podcast, where he has candid conversations with some of the most prolific business & thought leaders in the world. The podcast ranks as a Top 10 business podcast, Top 3 Education / Self Development Podcast, has over 100M downloads, and is part of the Hubspot Podcast Network & Cheddar.

The Countdown Award

The Countdown Award honors a trailblazer whose vision, leadership, and groundbreaking contributions have helped advance mitochondrial science and medicine through innovation and discovery while expanding understanding of the critical role cellular energy plays in human health, disease, and aging. This year's award will be presented at the 2027 Evening of Energy gala.



Nick Lane, PhD

A renowned biochemist, author, and one of the world's leading voices in mitochondrial science, Nick Lane, has helped reshape how we understand life, energy, aging, and disease. His groundbreaking work has brought mitochondria from the sidelines of biology to the center of conversations around human health, evolution, and longevity. Through both his scientific research and bestselling books, he has challenged conventional thinking and inspired a new generation of scientists, physicians, and innovators to think upstream at the level of cellular energy. We are honored to recognize Nick Lane as the recipient of the 2027 Countdown Award.

The Powerhouse Award

The Powerhouse Award honors individuals whose advocacy, leadership, and personal mission are helping shape the future of health through awareness, action, and impact. This year's award will be presented as part of the 2027 Evening of Energy gala.





John Driskell Hopkins & Jennifer Hopkins

Known to many as "Hop," John Driskell Hopkins is a founding member, vocalist, and multi-instrumentalist of the Grammy Award-winning Zac Brown Band. Following Hop's ALS diagnosis in 2021, he and Jennifer transformed adversity into action by launching Hop On A Cure in 2022 to drive awareness, fund innovative research, and help advance the search for effective ALS treatments and ultimately a cure.

Jennifer Hopkins, Co-Founder and Board Vice President of Hop On A Cure, has become a driving force behind the foundation's impact through tireless research, advocacy, collaboration, and community-building. Together, Jennifer and Hop, devoted parents to their three daughters, have brought urgency, compassion, and hope to the ALS community while inspiring others through unwavering perseverance and purpose.

In 2023, Hop On A Cure invested in MitoSense, Inc., supporting pioneering mitochondrial research focused on addressing mitochondrial dysfunction through Mitochondria Organelle Transplantation (MOT™) technology and advancing new possibilities for neurodegenerative disease treatment. We are honored to recognize John and Jennifer as the recipients of the 2027 Powerhouse Award.

PRIOR EVENING OF ENERGY GALAS

A record-breaking year

The 2026 Evening of Energy marked a major milestone for Countdown, raising over $1 million to accelerate mitochondrial research. The evening introduced the inaugural Countdown Award, which was presented to Douglas C. Wallace, PhD, for his groundbreaking contributions to the field. We also recognized Sonya Knebel with the Powerhouse Award, celebrating her resilience as an advocate and mito warrior living with long COVID, Chronic fatigue, and Dysautonomia.



We invite you to explore past year's award recipients, sponsors, and photographs from the evening.

2026 Evening of Energy
*Scan or click here to view

2025 Evening of Energy
*Scan or click here to view

2024 Evening of Energy
*Scan or click here to view

Gala sponsors

We are proud to partner with organizations, brands, and individuals that share our belief in the transformative power of mitochondrial science.



Visionary

$100,000

Our most distinguished level of partnership — a seat at the forefront of one of the most important scientific movements of our time. Visionary sponsors receive our highest recognition across every touchpoint of the evening and throughout the year, including direct access to Countdown's scientific leadership and a voice in the program.

- 24 guests seated at 2 premier tables
- Overnight accommodations at The St. Regis Atlanta, evening of the gala: 2 Standard rooms
- 10 seats at the Founders' Dinner — our intimate, invitation-only evening with scientists, researchers, and brand partners (January 29, 2027)
- 2-minute speaking opportunity from the podium during the evening program
- A dedicated media release on GlobeNewswire
- Private scientific roundtable with Countdown's leadership and Scientific & Medical Advisory Board, a rare, high-level conversation about where the science is headed (held on a mutually agreed-upon date)
- Sponsor Gifting Suite during pre-gala reception
- On-stage recognition during the program
- Premier logo placement on the printed* and digital invitation, step-and-repeat, all event screens, printed program, and host tables
- Digital newsletter and website inclusion
- Logo on guest gift bag + opportunity to include branded item
- 1 collaborative Instagram & Facebook post and 3 stories shared from Countdown's accounts
- Complimentary valet

To be included on the printed invitation, sponsorship must be confirmed by **October 30, 2027. Sponsorships received after this date will still receive full recognition in all other listed areas.*

SPONSORSHIP LEVELS

From Accelerator to Hope Flies, choose your impact.

ACCELERATOR
$50,000

- 20 guests seated at 2 premier tables
- Overnight accommodations at The St. Regis Atlanta, evening of the gala: 1 Standard room
- 6 seats at the Founders' Dinner — our intimate, invitation-only evening with scientists, researchers, and brand partners (January 29, 2027)
- Sponsor Gifting Suite during pre-gala reception
- On-stage recognition during the program
- Prominent logo/name placement across printed* and digital invitation, step-and-repeat, event screens, printed program, and host tables
- Digital newsletter and website inclusion
- Logo/name on guest gift bag + opportunity to include branded item
- 1 collaborative IG & FB post + 2 stories shared from Countdown's accounts
- Complimentary valet

CATALYST
$25,000

- 12 guests seated at 1 premier table
- Overnight accommodations at The St. Regis Atlanta, evening of the gala: 1 Standard room
- 4 seats at the Founders' Dinner — our intimate, invitation-only evening with scientists, researchers, and brand partners (January 29, 2027)
- Sponsor Gifting Suite during pre-gala reception
- On-stage recognition during the program
- Logo/name placement across printed* and digital invitation, event screens, printed program, and host table
- Digital newsletter and website inclusion
- Logo/name on guest gift bag + opportunity to include branded item
- 1 collaborative IG & FB post + 2 stories shared from Countdown's accounts
- Complimentary valet

POWER BUILDER
$15,000

- 10 guests seated at 1 premier table
- On-stage recognition during the program
- Logo/name placement across printed* and digital invitation, event screens, printed program, and host table
- Digital newsletter and website inclusion
- 1 story shared from Countdown's IG & FB accounts
- Complimentary valet

GENERATOR
$6,000

- Preferred seating for 6 guests
- On-stage recognition during the program
- Logo/name placement on printed* and digital invitation, in printed program, and event screens
- Digital newsletter and website inclusion
- 1 story shared from Countdown's IG & FB accounts
- Complimentary valet

CURE-ATOR
$3,000

- Seating for 4 guests
- On-stage recognition during the program
- Logo/name placement on printed* and digital invitation, in printed program, and event screens
- Digital newsletter and website inclusion
- Complimentary valet

HOPE FLIES
$1,500

- Seating for 2 guests
- On-stage recognition during the program
- Name placement on printed* and digital invitation, in printed program, and event screens
- Digital newsletter and website inclusion
- Complimentary valet

EXCLUSIVE

VALET SPONSOR
$30,000

Make a lasting impression. As the exclusive Valet Sponsor, your brand will be front and center from the moment guests arrive to the moment they depart.

- Exclusive signage placement at guest arrival, check-in, and check-out
- Exclusive opportunity for vehicle display and brand integration inside The St. Regis Atlanta
- Opportunity to include a branded gift placed in each guest's vehicle upon departure
- 4 seats at the Founders' Dinner — our intimate, invitation-only evening with scientists, researchers, and brand partners (January 29, 2027)
- Premier table for 10 guests
- On-stage recognition during the program
- Logo on guest gift bag + opportunity to include branded item
- Logo recognition on printed* and digital invitation, step-and-repeat, across event screens, printed program, and host table
- Digital newsletter and website inclusion
- 1 collaborative Instagram & Facebook post + 2 stories shared from Countdown's accounts

*To be included on the printed invitation, sponsorship must be confirmed by **October 30, 2027.** Sponsorships received after this date will still receive full recognition in all other listed areas.*

SPONSORSHIP LEVELS

At a glance

Every level of support accelerates the mission. All sponsors receive complimentary valet and name recognition in the printed program.

BENEFIT	Visionary $100,000	Accelerator $50,000	Catalyst $25,000	Power Builder $15,000	Generator $6,000	Cure-ator $3,000	Hope Flies $1,500
ACCESS & SEATS							
Guests	24	20	12	10	6	4	2
Premier Gala Table(s)	2	2	1	1	-	-	-
Hotel Room(s) at St. Regis	2	1	1	-	-	-	-
Complimentary Valet	✓	✓	✓	✓	✓	✓	✓
EXCLUSIVE EXPERIENCES							
Founders' Dinner Seats (Jan. 29, 2027)	10	6	4	-	-	-	-
Private Scientific Roundtable	✓	-	-	-	-	-	-
Sponsor Gifting Suite	✓	✓	✓	-	-	-	-
STAGE & SPEAKING							
2-Minute Speaking Opportunity	✓	-	-	-	-	-	-
On-Stage Recognition	✓	✓	✓	✓	✓	✓	✓
BRAND VISIBILITY							
Printed* and Digital Invitation	✓	✓	✓	✓	✓	✓	✓
Event Screens	✓	✓	✓	✓	✓	✓	✓
Gala Program Recognition	✓	✓	✓	✓	✓	✓	✓
Digital Newsletter and Website Inclusion	✓	✓	✓	✓	✓	✓	✓
Host Table	✓	✓	✓	✓	-	-	-
Logo/Product Gift Bag Inclusion	✓	✓	✓	-	-	-	-
Step-and-Repeat Logo	✓	✓	-	-	-	-	-
Dedicated Press Release	✓	-	-	-	-	-	-
SOCIAL MEDIA							
Collaborative IG & FB Post	1	1	1	-	-	-	-
Countdown IG & FB Stories	3	2	2	1	1	-	-

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INVITATION ONLY

Founders' Dinner

January 29, 2027 | The St. Regis Atlanta

An intimate, invitation-only evening for Countdown's most dedicated supporters, scientific, medical and strategic leadership, funded researchers, and leaders from top health, longevity, and wellness brands.

- Enjoy an intimate five-course dinner with curated wine pairings
- Meet Countdown-funded scientists, hear first about newly funded projects, and our robust research pipeline of high-impact mitochondrial research and innovation
- Engage with members of the Scientific and Medical Advisory Board
- Connect with leaders from top health, longevity, and wellness brands partnering with Countdown
- Participate in conversations exploring how advances in mitochondrial science are shaping the future of consumer health, wellness, and innovation
- Featuring a special musical performance

*Our 2026 Fall Founders' Dinner took place at Lionshead Private Club, with wine provided by Amizetta Estate Winery.

Exclusive Founders' Dinner sponsorship opportunity available. Contact Sponsor@JoinCountdown.org for more information.

CONTACT

Be Part of What's Next

The Evening of Energy is more than a gala. It is a catalyst for the new era of human health.

GENERAL INQUIRIES

JoinCountdown.org

Info@JoinCountdown.org

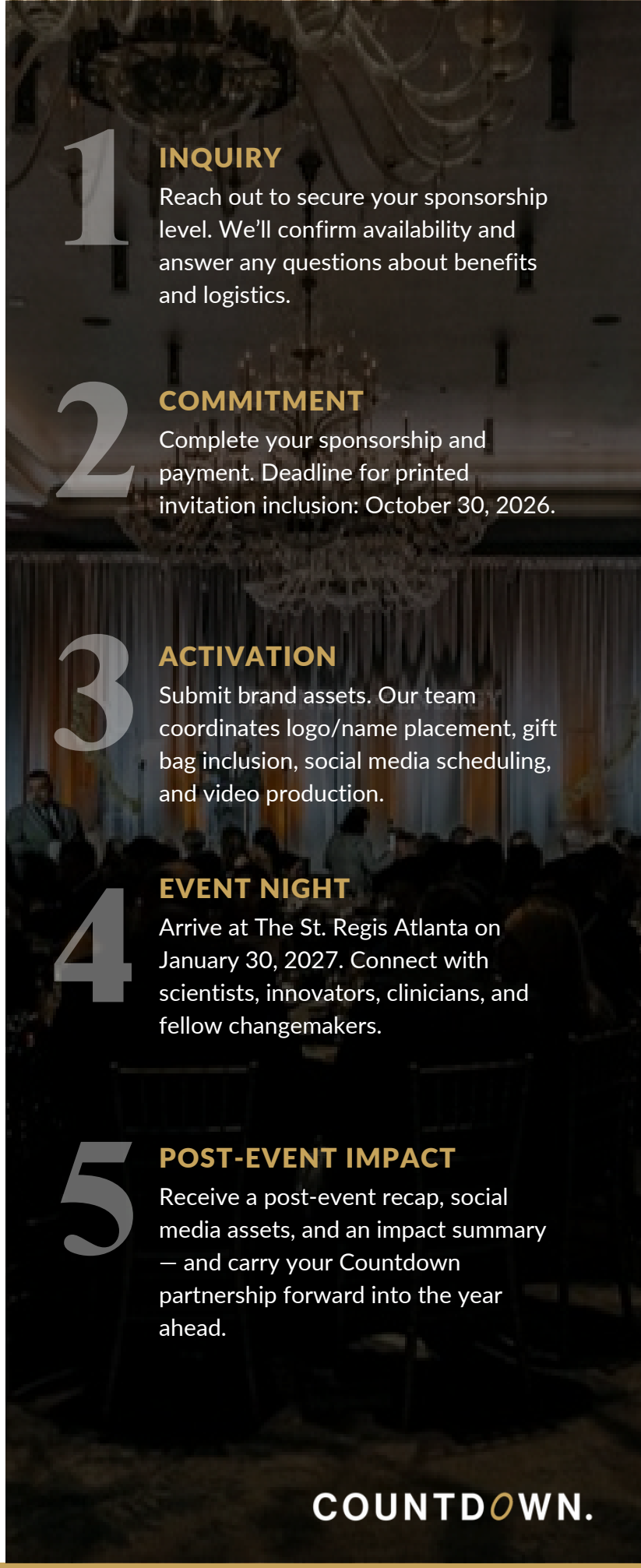
SPONSORSHIP CONTACT

Mitzi Solomon, Founder & President

Sponsor@JoinCountdown.org

FOLLOW COUNTDOWN

Countdown operates as a 501(c)(3) nonprofit organization. All investments are structured as charitable contributions and are tax-deductible to the extent allowable by law.



1 INQUIRY

Reach out to secure your sponsorship level. We'll confirm availability and answer any questions about benefits and logistics.

2 COMMITMENT

Complete your sponsorship and payment. Deadline for printed invitation inclusion: October 30, 2026.

3 ACTIVATION

Submit brand assets. Our team coordinates logo/name placement, gift bag inclusion, social media scheduling, and video production.

4 EVENT NIGHT

Arrive at The St. Regis Atlanta on January 30, 2027. Connect with scientists, innovators, clinicians, and fellow changemakers.

5 POST-EVENT IMPACT

Receive a post-event recap, social media assets, and an impact summary — and carry your Countdown partnership forward into the year ahead.

COUNTDOWN.

2027 Sponsor Form

Saturday, January 30, 2027
The St. Regis Atlanta

COUNTDOWN.

Contact Information

Donor / Company Name _____

Contact Name (if different) _____

Address _____

City _____ State _____ ZIP _____

Method of Payment

☐ Check *(please make payable to Countdown For A Cure, Inc.)*

☐ Send invoice

☐ To pay via ACH or wire transfer, please email Sponsor@JoinCountdown.org for instructions.

☐ Please charge my credit card in the amount of $ _____

Name on card _____

Card number _____

Exp. date _____ *CVV* _____

Please Return This Completed Form To:

Countdown
ATTN: Mitzi Solomon
200 Sandy Springs Pl NE Atlanta, GA 30328
Email: Sponsor@JoinCountdown.org

SUBMIT SPONSOR FORM

Thank you for your commitment. Countdown 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-deductible

Yes, I/We will Support Countdown at

☐ $100,000 Visionary Sponsor

☐ $50,000 Accelerator Sponsor

☐ $25,000 Catalyst Sponsor

☐ $15,000 Power Builder Sponsor

☐ $6,000 Generator Sponsor

☐ $3,000 Cure-ator Sponsor

☐ $1,500 Hope Flies Sponsor

Exclusive Sponsorship Opportunity

☐ $30,000 Valet Sponsor

SPONSORSHIPS

Auction Acknowledgment Form

Saturday, January 30, 2027
The St. Regis Atlanta

COUNTDOWN.

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
- ☐ Countdown to Create Certificate

Please Date Certificate no earlier than one year after the event date - January 30, 2027.

Return Completed Form by December 28, 2026, to:

Auction Chair: Lisa Koehler

Email: Auction@JoinCountdown.org

Phone: 404-990-2017

SUBMIT AUCTION FORM

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