



## 2012 SPONSORSHIP OPPORTUNITIES

Contact:

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alzheimer's  association®

Central & Western Virginia Chapter



# 2012 Sponsorships

Alzheimer's disease is the largest underfunded public health threat facing our nation today and it's growing at an epidemic rate. Today, more than half of all Americans know someone with Alzheimer's. Soon, no one will be left untouched.

## WALK TO END ALZHEIMER'S.

Help to change the course of this disease by walking. Since 1989, we've mobilized millions of Americans in the Alzheimer's Association Memory Walk®; now, we ask you to register for Walk to End Alzheimer's, the nation's largest event to raise awareness and funds for Alzheimer's care, support and research. Together, we can end this disease — the nation's 6th cause of death.

Walk to help our grandparents, parents, spouses, partners, brothers, sisters and friends living with the disease. To support millions of caregivers emotionally and financially. To speak up on behalf of all those affected.

Be a sponsor of Walk to End Alzheimer's™.

## Premier Sponsor - \$7,500

- Recognition in all media releases, radio and TV PSAs
- Logo on all Walk registration websites (8)
- Prominent logo placement on T-shirts under national team logos
- Logo on front panel of brochure
- Logo on all Walk print materials
- Company banner at all Walk locations (company provides)
- Reserved exhibitor table at all (8) Walks
- Company representative to speak at Walk sites of choice
- Recognition in Walk day of programs at all Walks
- First opportunity for Premier Sponsorship for 2013 Walks



# 2012 Sponsorships

Deadline for sponsorships that include logo or name on print materials - May 1

Deadline for sponsorships that include logo or name on T-shirt - June 29

Sponsorship Benefits	Promise Garden*	Gold \$2,000	Silver \$1,000	Route Sponsor***	T-shirt Sponsor \$3,500	DJ/ Music \$500	Doggie Dugout \$750	Walk Day Refreshments**	Team Week Sponsor \$500
Recognition in all media releases, PSAs									
Logo on Walk website for (1) Walk									
Logo on back of T-shirt									
Recognition in day of Walk program									
Logo on Walk poster, brochure									
Exhibitor table at one (1) Walk									
"Thank you" sign w/ company logo at Promise Garden table									
2 Promise Garden signs with company logo									
Company Logo on sleeve of T-shirt									

### Promise Garden\*

\$2,500 - Charlottesville and Roanoke  
 \$1,500 - Harrisonburg, Lynchburg, Staunton  
 \$1,000 - Blacksburg, Culpeper, Danville

### Walk Day Refreshments\*\*

\$1,000 - Charlottesville and Roanoke  
 \$750 - Harrisonburg, Lynchburg, Staunton  
 \$500 - Blacksburg, Culpeper, Danville

### Route Sponsorship\*\*\*

\$150 - Charlottesville and Roanoke  
 \$100 - Harrisonburg, Lynchburg, Staunton  
 \$75 - Blacksburg, Culpeper, Danville



# 2012 Sponsorships

Deadline for sponsorships that include logo or name on print materials - May 1

Deadline for sponsorships that include logo or name on T-shirt - June 29

Sponsorship Benefits	Promise Garden*	Gold \$2,000	Silver \$1,000	Route Sponsor***	T-Shirt Sponsor \$3,500	DJ/Music Sponsor \$500	Doggie Dugout \$750	Walk Day Refreshments**	Team Week Sponsor \$500
Company name listed on back of T-shirt									
Company name listed on Walk poster, brochure									
Company name on sign along Walk route									
Ability to place company brochure at one (1) Walk									
Company named in all Team week email communications for (1) walk									
Bandanas for dogs to include company logo									
Opportunity to distribute other items for dogs and brochures									

**Promise Garden Sponsorship\***  
**\$2,500 - Charlottesville and Roanoke**  
**\$1,500 - Harrisonburg, Lynchburg, Staunton**  
**\$1,000 - Blacksburg, Culpeper, Danville**

**Walk Day Refreshments Sponsorship\*\***  
**\$1,000 - Charlottesville and Roanoke**  
**\$750 - Harrisonburg, Lynchburg, Staunton**  
**\$500 - Blacksburg, Culpeper, Danville**

**Route Sponsorship\*\*\***  
**\$150 - Charlottesville and Roanoke**  
**\$100 - Harrisonburg, Lynchburg, Staunton**  
**\$75 - Blacksburg, Culpeper, Danville**



## 2012 Walk to End Alzheimer's SPONSORSHIP AGREEMENT

### Sponsorship Opportunities

- |  |   |
|--|---|
| <ul style="list-style-type: none"> <li><input type="checkbox"/> <b>Premier Sponsor \$7,500</b></li> <li><input type="checkbox"/> <b>T-shirt Sponsor \$3,500</b></li> <li><input type="checkbox"/> <b>Gold \$2,000</b></li> <li><input type="checkbox"/> <b>Silver \$1,000</b></li> <li><input type="checkbox"/> <b>Doggie Dugout \$750</b></li> <li><input type="checkbox"/> <b>DJ/Music \$500</b></li> <li><input type="checkbox"/> <b>Team Week \$500</b></li> <li><input type="checkbox"/> <b>Route Sponsorships</b></li> <li><input type="checkbox"/> \$150 –Charlottesville, Roanoke</li> <li><input type="checkbox"/> \$100 – Harrisonburg, Lynchburg, Staunton</li> <li><input type="checkbox"/> \$75 – Blacksburg, Culpeper, Danville</li> </ul> | <ul style="list-style-type: none"> <li><input type="checkbox"/> <b>Promise Garden</b></li> <li><input type="checkbox"/> \$2,500 - Charlottesville and Roanoke</li> <li><input type="checkbox"/> \$1,500 - Harrisonburg, Lynchburg, Staunton</li> <li><input type="checkbox"/> \$1,000 – Blacksburg, Culpeper, Danville</li> <li><input type="checkbox"/> <b>Walk Day Refreshments</b></li> <li><input type="checkbox"/> \$1,000 – Charlottesville and Roanoke</li> <li><input type="checkbox"/> \$750 – Harrisonburg, Lynchburg, Staunton</li> <li><input type="checkbox"/> \$500 – Blacksburg, Culpeper, Danville</li> </ul> |
|--|---|

Company Name: \_\_\_\_\_ (As it should appear in all publicity)

Contact Person: \_\_\_\_\_

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

City: \_\_\_\_\_ Zip Code: \_\_\_\_\_

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

Location of Walk : \_\_\_\_\_

### Payment:

- My check is enclosed  My check will be mailed w/in 30 days
- Please invoice me at the above address and check will be mailed w/in 30 days of invoice
- Please charge my Credit Card

Name on Card: \_\_\_\_\_

Card #: \_\_\_\_\_ CCV#: \_\_\_\_\_

Expiration Date: \_\_\_\_\_ / \_\_\_\_\_

Type of Card:  Visa  MasterCard  Discover

Signature: \_\_\_\_\_ Title \_\_\_\_\_

Date: \_\_\_\_\_ / \_\_\_\_\_ / \_\_\_\_\_

**Deadlines: Sponsorships that include logo or name on print materials – May 1, 2012**  
**Sponsorships that include logo or name of T-shirts – June 29, 2012**

**Make checks payable to: Alzheimer's Association Central & Western VA Chapter**  
**Mail, Fax or Email Form to:**

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