

Walk to End Alzheimer's

Fredericksburg, TBA

MPNN, September 15, 2012

Richmond, October 6, 2012

Deadline for inclusion in print materials: May 5, 2012

Walk to End Alzheimer's is the single most important source of financial support for Chapter programs and services. In 2011, over 2,500 walkers and sponsors raised more than \$325,000.

Sponsor Level	\$2,000 Benefactor	\$3,500 Signature	\$5,000 Major	\$10,000 Golden
Included on save-the-date postcard				•
Featured in AlzMatters				•
Company banner at Walk ^o			•	•
Logo on 1,500+ posters			•	•
Included on Walk T-shirts		logo	logo	logo
Included in 12,000+ Walk brochures	name	logo	logo	logo
Name on sponsor banner	•	•	•	•
Included on Walk websites	name	name	logo	logo
Display table (# of Walks)	2	3	3	3
Use of Walk logo ^o	•	•	•	•
Listed in annual report	•	•	•	•

OTHER SPONSOR OPPORTUNITIES

MEDIA SPONSORS

Donate publicity valued at \$5,000 or more.

EXHIBITOR TABLE

Richmond—\$650 • Fredericksburg—\$500 • MPNN—\$250

ROUTE SPONSOR

\$250

- Company name & logo featured on a sign along the Walk route

^o Banner to be supplied by company

• written approval required prior to use

Exclusive Walk to End Alzheimer's Sponsor Opportunities

The following opportunities are available per walk. Please contact Sandy Grady, Walk Manager, at sandy.grady@alz.org or 804 967-2517 for more details and to discuss how your company can help make the Walk experience memorable!

PROMISE GARDEN SPONSOR

Richmond—\$5,000 • Fredericksburg—\$3,000 • MPNN—\$1,500

All registered walkers will receive a promise garden flower which will be used to create the Promise Garden at the Walk.

- Company name/logo displayed on either side of the Promise Garden
- Company name/logo displayed on the Promise Garden tables
- Company employees have the opportunity to interact with walkers at Promise Garden tables
- Company may provide banner for Promise Garden
- Exhibitor table at Walk

T-SHIRT SPONSOR

\$3,500

- Name/logo on shirt sleeve
- Table at all three Walk events
- Name on sponsor banner
- Name on Walk website
- Name in brochure

KICK-OFF EVENT SPONSOR

Richmond—\$3,000 • Fredericksburg—\$2,500 • MPNN—\$1,000

Team captains and participants attend these events to kick off the Walk season, turn in donations and create Walk excitement. The events are usually held in late spring or early summer at restaurants, wineries, sports arenas or other unique establishments.

- Company name/logo prominently displayed at Kick-Off Event (company may provide banner)
- Company name on Kick-Off promotions (flyers, emails)
- Company name on save-the-date postcard
- Opportunity for company spokesperson to speak at Kick-Off event
- Exhibitor table at Kick-off & Walk

KIDZ ZONE SPONSOR

Richmond—\$2,500 • Fredericksburg—\$1,500 • MPNN—\$500

A favorite at all Walks, this designated area includes activities for kids of all ages; activities can include: face painting, clowns, balloon sculpting, bounce-able, and more!

- Company name/logo prominently displayed at Kidz Zone Event (company may provide banner)
- Opportunity to showcase your products at the Kidz Zone
- Exhibitor table at Walk

ENTERTAINMENT SPONSOR

Richmond—\$1,500 • Fredericksburg—\$1,000 • MPNN—\$500

Let's keep the MUSIC rolling on Walk day!

- Company name/logo prominently displayed on banner at stage area.
- Exhibitor table at Walk
- Recognition from stage

TEAM PHOTO SPONSOR

Richmond—\$1,500 • Fredericksburg—\$850 • MPNN—\$500

Help make the day memorable for Walk teams. Teams gather to have their picture taken by the photographers.

- Company name/logo prominently displayed at photo area, on or around balloon arch (company may provide banner)
- Company may provide own photographer
- Exhibitor table at Walk

REFRESHMENT SPONSOR

Richmond—\$1,000 • Fredericksburg—\$750 • MPNN—\$350

Keep the walkers refreshed! Sponsor helps to provide items such as snack bars, popcorn, etc. for walkers.

- Company name/logo prominently displayed at refreshment area (company may provide banner)
- Company employees have the opportunity to interact with walkers while distributing refreshments
- Exhibitor table at Walk

Sponsorship Commitment

Thank You!

LEVEL DOLLAR AMOUNT

Please note the deadlines.

COMPANY

CONTACT TITLE

ADDRESS

CITY, STATE, ZIP

PHONE FAX

E-MAIL

Payment:

- Payment enclosed Please invoice Charge VISA/MC/AMEX/Discover (*circle one*)

NAME ON CARD

CARD NUMBER

EXPIRATION DATE CVV NUMBER (3 OR 4 DIGIT SECURITY CODE)

SIGNATURE

Mail to:

Alzheimer's Association, 4600 Cox Road, Suite 130, Glen Allen, VA 23060

Please contact me about:

- Participating in a lunch-n-learn Participating in an upcoming health fair
 Volunteer opportunities for employees I have other comments or questions to share

For More Information We welcome the opportunity to hear your ideas and are pleased to discuss a specially-tailored benefits package that meets the needs of your business. Please contact: *Ashleigh Moody, Development Director, 804-967-2581 or ashleigh.moody@alz.org.*