

alzheimer's association™

Greater Richmond Chapter

Event & Program Sponsorship Opportunities **2009**



Alzheimer's Association
Greater Richmond Chapter
4600 Cox Road Ste 130
Glen Allen, Virginia 23060
p – 804-967-2580
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www.alz.org/grva

the compassion to care, the leadership to conquer

Alzheimer's Association Greater Richmond Chapter Partnership Opportunities

Why should my company participate?



- Alzheimer's disease is reaching epidemic proportions. More than five million Americans have the disease, and the numbers are skyrocketing year after year.
- One out of every 10 employees has a close family member with Alzheimer's.
- Alzheimer's costs American businesses \$61 billion a year in health care expenses and lost productivity due to caregiver absenteeism.
- Your company would join a prominent team of leading businesses that are committed to eradicating this insidious disease.
- Your company would be recognized by customers, clients, employees and the general public.

"Business leaders currently feel a direct impact from employees' care-giving responsibilities for an aging relative, and see it increasing in the future."

2008 Older Dominion Project Residents' Study and Business Leaders' Study

How can my company participate?

- Give regularly as a corporation.
- Institute an employee matching gifts program.
- Allow for payroll deduction for employee contributions.
- Provide a gift certificate for fundraising events by the Alzheimer's Association (Memory Walk, golf tournament, etc.)
- Participate as a corporation in fundraising events by the Alzheimer's Association (Memory Walk, golf tournament, etc.)
- Encourage employees to volunteer.
- Invite professional staff to conduct workshops for employees at the work location about Alzheimer's disease and maintenance of brain health.
- Provide time and space at your business for a support group.

Business Support enables the Alzheimer's Association to provide services to our community



"Your program was a blessing for me. Taking care of my mom by myself was very difficult at times. Without help I am not sure if I could have handled it."

Mary, caregiver & respite scholarship recipient

Where do the dollars go?

- **Information & Referral** –Includes 24/7 Helpline, newsletter and lending library.
- **Consulting** –One-on-one consultation offered to all caregivers.
- **Education & Training** – Hundreds of caregiver classes and workshops a year, most of which are free to the general public.
- **Support Groups** – 26 support groups in the area that meet monthly. Open to all free of charge.
- **Advocacy** –The Chapter works on the federal and state government levels to advocate for research funding.

More than 25,000 people suffer from Alzheimer's in the Greater Richmond Chapter area. The Chapter serves a 24-county, 5-city region including Richmond, Fredericksburg, Middle Peninsula, Northern Neck, and the Tri-Cities.

We invite you to provide these services for your employees:

- Call us to schedule a lunch-n-learn at your office, such as *'Forgetfulness, When is it a Problem?'* or *'Maintain Your Brain'*.
- Invite us to participate in an employee health fair.
- Provide time and space for an office support group.
- Refer colleagues to our services.

Contact us for more information: 24/7 Helpline 800-272-3900 or www.alz.org/grva

Our vision is a world without Alzheimer's disease.

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Greater Richmond Chapter

Sponsorship Opportunities 2009

Descriptions and dates for the Chapter's 2009 events/programs and sponsorship deadlines are below. Donor benefits for each event are detailed in the pages to follow.

8th Annual Reagan Birthday Bash

February 6, 2009 ♦ Richmond

Deadline for inclusion in printed materials: January 5, 2009

Brought to you by Nicole Riely and Young Adults for Alzheimer's Awareness (YAAA!), this birthday party draws over 150 young adults and those young-at-heart to raise funds for the Chapter and celebrate Ronald Reagan's birthday.

1st Annual 'Reasons to Hope' Breakfast

March 19, 2009 ♦ Westin Hotel, Richmond

Deadline for inclusion in printed materials: February 6, 2009

This one-hour, free breakfast & program will showcase the faces of Alzheimer's – our neighbors and friends. Two hundred or more guests are expected to help raise unrestricted funds through multiple-year pledges to grow much needed programs and raise awareness in the community.

6th Annual 'A Round to Remember' Golf Tournament

Wednesday, April 29, 2009 ♦ The Hollows

Deadline for inclusion in printed materials: January 31, 2009

More than 180 golfers participate in the Greater Richmond Chapter's Charity Golf Tournament, A Round to Remember, to support Alzheimer's research and programs

Ride to Forget-Me-Not

September 2009 ♦ Tri-Cities

Deadline for inclusion in printed materials: August 1, 2009

Take a beautiful motorcycle ride through the Southside of Virginia while supporting the Alzheimer's Association. This Tri-Cities event includes a two-hour ride, games, lunch, T-shirts and trophies

20th Annual Memory Walk

October 3, 2009 (Richmond) ♦ September 12, 2009 (Fredericksburg & Gloucester)

Deadline for inclusion in printed materials: May 30, 2009

Memory Walk is the *single* most important source of financial support for Chapter programs and services. In 2008, nearly 1,800 walkers and sponsors raised more than \$280,000! National sponsors included Genworth Financial, Brookdale Senior Living, Home Instead Senior Care and Kindred Healthcare.

Annual Education Conference – Research and Care

November 2009 ♦ Richmond

Deadline for inclusion in printed materials: August 1, 2009

Keeping with the Alzheimer's Association's mission of people and science, the Annual Education Conference presents speakers on topics ranging from the latest research to caregiving techniques. More than 200 people attend this important annual program.

National Alzheimer's Month Reception

November 2009 ♦ Virginia Museum of Fine Arts, Richmond

Deadline for inclusion in printed materials: September 30, 2009

This recognition event celebrates National Alzheimer's Disease Awareness Month by celebrating our donors, volunteers, supporters and area caregivers.

Mini-Conferences, Special Topics

March 28, 2009 - African American ♦ spring, 2009 – Early-Onset/Early Stage

Deadline for inclusion in printed materials: 45 days before conference

Many people do not know that Alzheimer's disease is more prevalent in the African-American population, nor do they know that Alzheimer's can affect people as young as 30. These targeted conferences address the special challenges of these specific populations.

Newsletter Sponsorship

Quarterly Deadlines: Mar 15, June 1, Sept 15, Dec 15, 2009

Our quarterly newsletter provides vital information and resources for families coping with Alzheimer's disease. It also raises awareness in the general community. As one of our core services, the issues reach more than 12,000 recipients in our 24-county, 5-city service area.



8th Annual Reagan Birthday Bash

February 6, 2009 ♦ Richmond

Deadline for inclusion in printed materials: January 5, 2009

- \$1,000 Presidential Sponsor**
- Logo or name featured on invitations
 - Recognition as a Presidential Sponsor in all event press releases and print announcements
 - Company banner displayed at event (Banner supplied by company)
 - Company name listed on Sponsor board at the event
 - 8 tickets to event and 2 drink tickets per guest
- \$500 Vice Presidential Sponsor**
- Logo or name featured on invitations
 - Company name listed on Sponsor board at the event
 - 6 tickets to event and 2 drink tickets per guest
- \$250 Cabinet Level Sponsor**
- Name featured on invitations
 - Name listed on Sponsor board at the event
 - 4 tickets to event and 2 drink tickets per guest
- \$100 Congressional Sponsor**
- Name listed on Sponsor board at the event
 - 2 tickets to event and 2 drink tickets per guest
- \$35 Taxpayer Sponsor**
- 1 ticket to event and 2 drink tickets

Presidential and Vice Presidential level sponsors also receive the following benefits:

- May use VIP registration – no lines!
- Company logo featured on the YAAA! website
- Use of Reagan Party logo on company promotional materials (with written approval)
- Name featured in an edition of the Chapter newsletter distributed to 12,000+ homes

Other Opportunities

- In-Kind contributions of beverages, rental expenses, and entertainment services are encouraged and will receive the same level of benefits based on the amount of donation

NEW OPPORTUNITY!

1st Annual 'Reasons to Hope' Breakfast

March 19, 2009 ♦ Westin Hotel, Richmond

Deadline for inclusion in printed materials: February 6, 2009

\$10,000

Title Sponsor

- Recognition as a sponsor in event press releases & print announcements
- Your company name prominently displayed on a premier table in the room
- Your company name and logo displayed on the large screen during the event in front of the 200+ guests
- Logo featured on program
- Recognition at the event during the program
- Logo posted on Chapter website for month prior and after

\$5,000

Presenting Sponsor

- Your company name prominently displayed on a premier table in the room
- Your company name and logo displayed on the large screen during the event in front of the 200+ guests
- Name featured on program
- Recognition at the event during the program
- Name posted on Chapter website

\$2,500

Benefactor Sponsor

- Your Company name and logo displayed on the large screen during the event in front of the 200+ guests
- Name featured on program
- Recognition at the event during the program

\$1,000

Patron Sponsor

- Name featured on program
- Recognition at the event during the program

All Sponsorship Levels:

- Name featured in an edition of the Chapter newsletter distributed to 12,000+
- Recognition in Chapter Annual Report

6th Annual 'A Round to Remember' Golf Tournament

Wednesday, April 29, 2009 ♦ The Hollows

Deadline for inclusion in printed materials: January 31, 2009



TO BENEFIT THE

alzheimer's  association

Greater Richmond Chapter

\$10,000 & up Title Sponsor

- Company logo featured in golf brochures distributed throughout the Chapter area
- Recognition as a sponsor in event press releases & print announcements
- Logo on flags for nine holes
- Two foursomes entered in the tournament with four mulligans per team
- Display corporate banner at event (company to supply banner)
- Logo posted on Chapter website for month prior and after
- Recognition at golf awards reception

\$5,000 Back Nine Sponsor

- Company name featured in golf brochures distributed throughout the Chapter area
- Recognition as a sponsor in event press releases & print announcements
- One foursome entered in the tournament with four mulligans
- Display corporate banner at event (company to supply banner)
- Recognition at golf awards reception

\$2,000 Beverage Cart Sponsor

- Company name featured in golf brochures distributed throughout the Chapter area
- Sponsor signage on Beverage Carts
- One foursome in the tournament with four mulligans

\$800 Hole Sponsor with Team

- Sponsor signage on one hole
- One foursome in tournament

\$400 Hole Sponsor

- Sponsor signage on one hole
- Two free green fees

All Sponsorship Levels:

- Name featured in an edition of the Chapter newsletter distributed to 12,000+
- Opportunity to distribute product and literature in golfer gift bags
- Recognition in Chapter Annual Report

\$500 Foursome

\$125 Individual

Ride to Forget-Me-Not

September 2009 ♦ Tri-Cities

Deadline for inclusion in printed materials: August 1, 2009

\$2,500

Rally Sponsor

- Recognition as a sponsor in event press releases & print announcements
- Four riders' entries
- Display corporate banner at event (company to supply banner)
- Recognition at the awards ceremony



\$1,000

Open Road Sponsor

- Recognition as a sponsor in event press releases & print announcements
- Two riders' entries
- Display corporate banner at event (company to supply banner)
- Recognition at the awards ceremony

\$500

Easy Rider Sponsor

- Two riders' entries
- Recognition at the awards ceremony

\$250 & up

In-kind Sponsor

In-kind donors of media coverage, food and/or prizes worth \$250 and up

- Recognition at the awards ceremony

All Sponsorship Levels Above:

- Name featured in an edition of the Chapter newsletter distributed to 12,000+
- Recognition in Chapter Annual Report

\$50

Individual Sponsor

Don't ride? You can still help by supporting the event for just \$50.

\$25

Rider

20th Annual Memory Walk

October 3, 2009 (Richmond)

September 12, 2009 (Fredericksburg & Gloucester)

Deadline for inclusion in printed materials: May 30, 2009



Nationally presented by

Genworth Financial 

\$10,000 & up Golden Sponsor

- Logo featured on three mile markers on the Memory Walk route
- Company logo featured on the Greater Richmond Chapter Memory Walk website
- Recognition as a Memory Walk sponsor in event press releases and print announcements
- Company logo featured on 1,000 posters distributed throughout the Chapter area
- Company logo featured on all Memory Walk t-shirts distributed to participants
- Company banner displayed at walk sites (banner to be provided by company)
- Company logo featured in Memory Walk brochures distributed throughout the Chapter area
- Company logo displayed on Memory Walk website

\$5,000 Major Sponsor

- Recognition as a Memory Walk sponsor in event press releases & print announcements
- Company logo featured on 1,000 posters distributed throughout the Chapter area
- Company logo featured on all Memory Walk t-shirts distributed to participants
- Company banner displayed at walk sites (banner to be provided by company)
- Company logo featured in Memory Walk brochures distributed throughout the Chapter area
- Company logo displayed on Memory Walk website

\$3,000 Signature Sponsor

- Company logo featured on all Memory Walk t-shirts distributed to participants
- Company banner displayed at walk sites (banner to be provided by company)
- Company logo featured in Memory Walk brochures distributed throughout the Chapter area
- Company logo displayed on Memory Walk website

\$1,500 Benefactor Sponsor

- Company name listed in Memory Walk brochures distributed in service area
- Company logo displayed on Memory Walk website

\$500 Patron Sponsor

- Company name listed on sponsor board at Walk site the day of the event

All Sponsorship Levels:

- Company name listed on sponsor board at Walk site the day of the event
- Opportunity to set up display table/booth showcasing company services/products
- Use of the Memory Walk logo on promotional materials (with written approval)
- Name featured in an edition of the Chapter newsletter distributed to 12,000+
- Recognition in Chapter Annual Report

Other Opportunities

- Refreshment Sponsor - donation of food and/or beverages for 500+ walkers
- Prize Sponsor - donation of a prize, with a value of \$250 or more, for top money raisers

Annual Education Conference – Research and Care

November 2009 ♦ Richmond

Deadline for inclusion in printed materials: August 1, 2009

\$10,000 & up Title Sponsor

- Recognition as a sponsor in event press releases & print announcements
- Company logo featured in conference brochures distributed throughout the Chapter area
- Company name featured on the conference registrant bags
- Registration, continental breakfast and lunch for two attendants
- Company banner displayed at conference (banner to be provided by company)
- Logo prominently featured on back of program
- Logo posted on Chapter website for month prior and after conference

\$5,000 Speaker Sponsor

- Recognition as a sponsor in event press releases & print announcements
- Opportunity to speak for 5 minutes and introduce speaker
- Company logo featured in conference brochures distributed throughout the Chapter area
- Company name featured on the conference registrant bags
- Registration, continental breakfast and lunch for two attendants
- Company banner displayed at conference (banner to be provided by company)
- Logo featured on program

\$2,000 Presenting Sponsor

- Recognition as sponsor in event press releases and print announcements
- Opportunity to speak for 5 minutes and introduce speaker
- Company logo featured in conference brochures distributed throughout the Chapter area
- Company name featured on the conference registrant bags
- Registration, continental breakfast and lunch for two attendants
- Company banner displayed at conference (banner to be provided by company)
- Recognition in the conference program and on signage at the conference

\$1,000 Workshop Sponsor

- Company logo featured in conference brochures distributed throughout the Chapter area
- Company name featured on the conference registrant bags
- Registration, continental breakfast and lunch for two attendants
- Recognition in the conference program and on signage at the conference

\$750 Refreshment Sponsor

- Sign with company name/logo indicating today's refreshment sponsor
- Listing in the conference brochures distributed throughout the Chapter area
- Registration, continental breakfast and lunch for one attendant
- Company name listed on conference program

\$500 Conference Sponsor

- Company name listed on conference program

\$350 Exhibitor

- Opportunity to set up display table/booth showcasing company services/products

All Sponsorship Levels:

- Name featured in an edition of the Chapter newsletter distributed to 12,000+
- Opportunity to set up display table/booth showcasing company services/products
- Recognition in Chapter Annual Report

National Alzheimer's Month Reception

November 2009 ♦ Virginia Museum of Fine Arts, Richmond

Deadline for inclusion in printed materials: September 30, 2009

\$5,000

Host Sponsor

- Recognition as a sponsor in event press releases & print announcements
- Company logo on reception invitation sent to 500+ donors & community leaders
- Company banner displayed at reception (banner to be provided by company).
- Logo featured on program
- Recognition at the reception

\$2,500

Benefactor Sponsor

- Recognition as a sponsor in event press releases & print announcements
- Company name on reception invitation sent to 500+ donors & community leaders
- Company banner displayed at reception (banner to be provided by company)
- Company name featured on program
- Recognition at the reception

\$1,000

Patron Sponsor

- Recognition as a sponsor in event press releases & print announcements
- Company name featured on program
- Recognition at the reception

\$500

Advocate Sponsor

- Company name featured on program
- Recognition at the reception

\$250

Provider Sponsor

- Recognition at the reception

All Sponsorship Levels:

- Name featured in an edition of the Chapter newsletter distributed to 12,000+
- Recognition in Chapter Annual Report

Mini-Conferences, Special Topics

March 28, 2009 - African American ♦ spring, 2009 – Early-Onset/Early Stage

Deadline for inclusion in printed materials: 45 days before conference

- \$500 Presenting Sponsor**
- Recognition as a sponsor in event press releases & print announcements
 - Registration for two attendants
 - Recognition in the conference program and on signage at the conference
- \$250 Refreshment Sponsor**
- Sign with company name/logo indicating today's refreshment sponsor
 - Company name listed on conference program
 - Registration for one attendant
- \$100 Exhibitor**
- Opportunity to set up display table/booth showcasing company services/products

All Sponsorship Levels:

- Name featured in an edition of the Chapter newsletter distributed to 12,000+
- Opportunity to set up display table/booth showcasing company services/products
- Recognition in Chapter Annual Report

Newsletter Sponsorship

- \$10,000 Annual Sponsor (4 issues)**
- Company name and logo prominently featured in each issue (12,000+ distributed)
 - Recognition as annual sponsor on website with link to your company (if desired)
 - Article about your company in spring or fall issue
 - Recognition in Chapter Annual Report
- \$2,500 Single Issue Sponsor**
- Company name and logo prominently featured on issue (12,000+ distributed)
 - Recognition in Chapter Annual Report

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Greater Richmond Chapter

Event & Program Sponsorship Opportunities 2009

Total Commitment for 2009: \$ _____

Event or Program Name: _____ Sponsorship Level: _____

Event or Program Name: _____ Sponsorship Level: _____

Event or Program Name: _____ Sponsorship Level: _____

Company: _____

Contact: _____

Title: _____

Address: _____

City: _____ **State:** _____ **ZIP:** _____

Phone: _____ **Fax:** _____ **E-Mail:** _____

Please make note of the deadlines listed on the Sponsorship Opportunities 2009.

_____ Payment enclosed

_____ Please invoice

_____ Please send information about Alzheimer's Association programs

Please send your completed form to:

Alzheimer's Association Greater Richmond Chapter ■ 4600 Cox Road, Suite 130, Glen Allen, VA 23060 ■
Phone 804-967-2580, Fax 804-967-2588 ■ www.alz.org/grva

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:

Alyssa McBride, Development Director ■ Phone 804-967-2581 ■ alyssa.mcbride@alz.org

Thank you!