

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



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GREATER RICHMOND CHAPTER Sponsorship Commitment

Company: Contact: Address: City: State: Zip: Phone: Fax: E-mail:

We would like to make a commitment to the success of Memory Walk 2009:

\$10,000 Golden \$5,000 Major \$3,000 Signature \$1,500 Benefactor \$500 Patron In-kind (value/product)

Please send an invoice to the above address for this sponsorship commitment.

For Golden, Major or Signature sponsors:

It is preferred that logo artwork be provided in an electronic format (EPS, PDF or TIF). All logos will be reproduced in one color; therefore, we cannot accept multi-color logos. All artwork is due by May 30, 2009 for the poster and brochure. Artwork may be sent to sherry.peterson@alz.org

Please contact the following regarding artwork:

Contact: Phone: Fax: E-mail:

We are interested in forming a Memory Walk 2009 team. Please send team materials to:

Contact: Phone: Fax: E-mail:

We will walk in: Fredericksburg Gloucester Richmond

Please return to: Alzheimer's Association 4600 Cox Road, Suite 130 Glen Allen, VA 23060 (804) 967-2588 FAX (804) 967-2580 PHONE

Thank you for participating in the 20th Annual Memory Walks! Remember, as a 501C3 non-profit organization, all donations are tax deductible.