

**WE'RE ON THE
MOVE
TO END ALZHEIMER'S!**

alzheimer's association
memory walk[®]

Nationally presented by
Genworth Financial 



- Alzheimer's disease is an incurable, degenerative, ultimately fatal neurological disease.
- Every seventy-one seconds, someone in the U.S. is diagnosed with Alzheimer's disease.
- By the year 2010, an estimated 80,000 people in South Carolina will be living with Alzheimer's disease or related dementias.

Sponsorship Opportunities

Our vision is a world without Alzheimer's.



We are at a crisis point.

We are at a pinnacle of hope.

*But we have to raise awareness of the condition.
The research that needs to be done takes money.*

David Hyde Pierce
actor and Association spokesperson

Become a statewide sponsor...

and enjoy recognition throughout the state of South Carolina.

Presenting Sponsor

\$25,000

Exclusive opportunity—ask for more information

Front Runner Sponsor

\$10,000

- Logo printed on front of all team captain kits (approx. 500 imprints)
- Logo on all Media Announcements
- Acknowledgment and plaque presented by the Master of Ceremonies at any Memory Walk location(s) of your choice and, if you desire, an internal function held locally by your company
- Recognition in all FootPrint e-newsletters (sent to all registered walkers)
- Company banner (company to provide banner) displayed prominently at walk site(s) of your choice (statewide)
- Logo displayed on all official Memory Walk Fundraising Websites statewide
- Logo printed on top of back of hundreds of Memory Walk t-shirts statewide
- Logo printed on hundreds of Memory Walk posters (statewide)
- Logo printed on Memory Walk brochures (>33,000)
- Opportunity to participate as Walk day exhibitor, sponsoring a table or a booth at the Walk
- Name recognized in chapter newsletter (circulation >33,000)
- Name on Mile Marker sign day of Walk (all locations statewide)

Marathon Runner

\$ 5,000

- Logo displayed on all official Memory Walk Fundraising Websites statewide
- Recognition in all FootPrint e-newsletters (sent to all registered walkers)
- Logo printed on top of back of Memory Walk t-shirts statewide
- Opportunity to display company banner at each Walk Site statewide (company to provide banner)
- Logo printed on hundreds of Memory Walk posters (statewide)
- Logo printed on Memory Walk brochures (>33,000)
- Opportunity to participate as Walk day exhibitor, sponsoring a table or a booth at the Walk
- Name recognized in chapter newsletter (circulation > 33,000)
- Name on Mile Marker sign day of Walk (all locations statewide)

Become a regional sponsor...

and enjoy recognition in one region of South Carolina.
(Upstate, Midlands, or Lowcountry)



Each walk location has local entertainment, door prizes, food, music and activities for children.

Power Walker

\$ 3,000

- Logo displayed on all official Memory Walk Fundraising Websites regionally
- Opportunity to display company banner at Walks regionally (company to provide banner)
- Logo printed on Memory Walk t-shirts across the region of your choice (Upstate, Midlands or Lowcountry)
- Logo printed on hundreds of Memory Walk posters (regionally)
- Logo printed on Memory Walk brochures (>33,000)
- Opportunity to participate as Walk day exhibitor, sponsoring a table or a booth at the Walk
- Name recognized in chapter newsletter (circulation > 33,000)
- Name on Mile Marker sign day of Walk (all locations in 1 region)

Become a local sponsor...

and enjoy recognition at one walk location.

Sprinter

\$ 1,000

- Logo displayed on official Memory Walk Fundraising Website (1 Walk location only)
- Logo printed on back of local t-shirt (1 Walk location only)
- Opportunity to participate as Walk day exhibitor, sponsoring a table or a booth
- Name recognized in chapter newsletter (circulation > 33,000)
- Name on Mile Marker sign day of Walk (2 locations)



Mile marker signs displayed along the walk route let walkers know about your support.

Jogger

\$ 500

- Opportunity to participate as Walk day exhibitor, sponsoring a table at the Walk
- Name listed on the back of t-shirts (1 Walk location only)
- Name recognized in chapter newsletter (circulation > 33,000)
- Name on Mile Marker sign day of Walk (1 location only)

Stroller

\$ 250

- Name recognized in chapter newsletter (circulation > 33,000)
- Name on Mile Marker sign day of Walk (1 location only)



We honor and remember our loved ones who have had Alzheimer's with a special tribute service at each walk.

Leading the state and the nation in Alzheimer's services

The Alzheimer's Association is the leading voluntary health organization in Alzheimer care, support and research. With your help, we can continue to provide compassionate local services while pursuing our goal of one day eliminating the disease through advances in research and advocacy. Your gift makes a difference.

With 8 offices across the state, more than 90 support groups, and a toll-free helpline that is staffed 24-hours/day, 7 days/week all year long, the South Carolina Chapter is here to serve you.

For more information, call 1.800.273.2555 or visit www.alz.org/sc.

alzheimer's  association®



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Your sponsorship benefits at a glance...

	Recognition at all Memory Walk locations statewide							Recognition at Walk locations within region of choice	Recognition at 1 Memory Walk location of choice
	Sponsorship Levels & Benefits								
	\$25,000 Presenting (Only 1)	\$10,000 Front Runner	\$5,000 Marathon Runner	\$3,000 Power Walker	\$1,000 Sprinter	\$500 Jogger	\$250 Stroller		
Logo on Memory Walk billboards statewide	✓								
Walk Grand Marshall (Locations of your choice)	✓								
Logo on front of Memory Walk T-shirt	✓								
Logo printed on Memory Walk letterhead	✓								
Plaque Presented at Walk(s) of your choice	✓	✓							
Inclusion in all Memory Walk Media Releases	✓	✓							
Recognition in FootPrint e-newsletter	✓	✓	✓						
Company Banner at Walk	✓	✓	✓	✓					
Logo on Memory Walk Brochures (statewide)	✓	✓	✓	✓					
Logo on Memory Walk Posters	✓	✓	✓	✓					
Logo on back of Memory Walk T-shirt	✓	✓	✓	✓	✓				
Logo on Memory Walk Fundraising Websites	✓	✓	✓	✓	✓				
Name on Memory Walk T-shirt	*	*	*	*	*	✓			
Booth at Memory Walk	✓	✓	✓	✓	✓	✓	✓		
Recognition in Chapter Newsletter	✓	✓	✓	✓	✓	✓	✓	✓	
Mile Marker Sign	✓	✓	✓	✓	✓	✓	✓	✓	

Choose the sponsorship recognition coverage that is right for your marketing needs. For more information about Memory Walk, please contact Ashton Baker at 1.800.860.1444.