

S P N S O R

your



EVERYBODY LOVES A HERO! Community members are given the opportunity to nominate their favorite Local Heroes, groups of people who have stepped up during the Covid-19 crisis. The Local Heroes will be asked to participate in a friendly competition with others nominated in their community for prizes and bragging rights - and in the process, they will partner with the Alzheimer's Association to raise funds to provide care and support for the Caregivers of people living with Alzheimer's and related dementias - Heroes in their own right!

WHY SPONSOR?

- » Community outreach
- » Partnership for something good
- » Company recognition in local communities, widespread through social media

Sponsorship Benefits:

- » Awards/prizes for winning Local Heroes Teams (1 per community)
- » Logo/Company name on signs to be displayed at Local Heroes Team locations
- » Logo/Company name on social media posts from Alzheimer's Association
- » Logo/Company name on WHIO banners/social media push

Timing:

June 1–June 7: Nominations accepted via Alzheimer's Association: Miami Valley Chapter Facebook page and webpage (being developed)

June 8–June 15: Contact Local Heroes Teams and set up fundraising websites and strategies

June 16–July 1: Local Heroes Teams conduct online/Facebook fundraisers to determine which community team is the "best" Local Heroes Team! Prizes will be awarded!

- » Local Heroes Teams will receive instruction and ongoing support; fundraiser will be set up and monitored by the Alzheimer's Association
- » Local Media will provide PSAs and encourage traffic to voting sites
- » Social media plan will encourage participation

Interested in nominating a hero?
Contact Meg Rose at msrose@alz.org for more information!