

alzheimer's association

# memory walk®

## Corporate Sponsorship Opportunities



- In South Carolina alone, an estimated **80,000 people** are currently living with Alzheimer's disease or related dementia.
- **Every 70 seconds**, someone is diagnosed with Alzheimer's disease in the United States.
- Without a breakthrough in research, as many as **16 million Americans** will be living with Alzheimer's by 2050.

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

**Join us in our vision of a world without Alzheimer's.**

**South Carolina Chapter**

# 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
- Opportunity to participate as Walk day exhibitor, sponsoring a table or a booth at the Walk
- Name recognized in chapter newsletter (circulation >31,000)
- 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
- Opportunity to participate as Walk day exhibitor, sponsoring a table or a booth at the Walk
- Name recognized in chapter newsletter (circulation > 31,000)
- Name on Mile Marker sign day of Walk (all locations statewide)

# Become a regional sponsor...

and enjoy recognition in one region of the state. (Upstate, Midlands, or Lowcountry)

## 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 throughout the region of your choice
- Logo printed on hundreds of Memory Walk posters (regionally)
- Logo printed on Memory Walk brochures
- Opportunity to participate as Walk day exhibitor, sponsoring a table or a booth at the Walk
- Name recognized in chapter newsletter (circulation > 31,000)
- Name on Mile Marker sign day of Walk (all locations in 1 region)

# Become a local sponsor □□□ and enjoy recognition at one 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 > 31,000)
- Name on Mile Marker sign day of Walk (1 location)

## 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 > 31,000)
- Name on Mile Marker sign day of Walk (1 location only)

## Stroller

**\$ 250**

- Name recognized in chapter newsletter (circulation > 31,000)
- Name on Mile Marker sign day of Walk (1 location only)

## Walk Route Sign

**\$ 100**

- Name on Mile Marker sign day of Walk (1 location only)

## 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 contribution makes a difference.

With regional 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](http://www.alz.org/sc).



alzheimer's  association<sup>®</sup>

South Carolina Chapter

# 2010 Sponsorship Commitment Form

## Our Memory Walk Sponsorship Commitment is:

### Statewide – recognition at all Walk locations

- Presenting Sponsor (\$25,000) **EXCLUSIVE OPPORTUNITY**
- Front Runner Sponsor (\$10,000)
- Marathon Runner Sponsor (\$5,000)

### Regional – recognition at Walks within region of choice

- Power Walker Sponsor (\$3,000)

### Local – recognition at one local Walk of choice

- Sprinter (\$1,000)
- Jogger (\$500)
- Stroller (\$250)
- Walk Route Sign (\$100)

### ADDED VALUE TO YOUR SPONSORSHIP:

- Yes, our company would like to form a Memory Walk Team!  
 Team Captain Name: \_\_\_\_\_  
 Team Captain Phone: \_\_\_\_\_  
 Team Captain Email: \_\_\_\_\_

\_\_\_\_\_  
 Parent Company Name

\_\_\_\_\_  
 Local Company Name

\_\_\_\_\_  
 Parent Company Contact

\_\_\_\_\_  
 Local Company Contact

\_\_\_\_\_  
 Company Name as you would like it to appear on Walk Route Sign

\_\_\_\_\_  
 Address

\_\_\_\_\_  
 Phone

\_\_\_\_\_  
 Email

**Authorized signature:** \_\_\_\_\_ **Date:** \_\_\_\_\_

To ensure you receive the most value for your sponsorship, an early commitment is essential. For sponsorships of \$3,000 or above, commitment deadline is April 30, 2010. Deadline for all other sponsorships: July 2, 2010. Payment for all sponsorships is expected by September 4, 2010. Please retain a copy of this form for your records.

Mail to: Alzheimer's Association, ATTN: Cameron Renwick, 2090 Executive Hall Rd, Suite 130, Charleston, SC 29407.  
 Email logo to [cameron.renwick@alz.org](mailto:cameron.renwick@alz.org) (high resolution 1-color jpg, pdf, or eps preferred if available).

The Alzheimer's Association—South Carolina Chapter is a non-profit organization under the 501 (c) (3) of the Internal Revenue Service tax code. Alzheimer's Association Tax Identification # 57-0792592.

Select the region or local walk location that you would like to support with your sponsorship:

#### Lowcountry Region

- Beaufort County
- Charleston
- Grand Strand
- Manning

#### Midlands Region

- Aiken
- Columbia Area
- Greenwood Area
- Sumter
- Pee Dee

#### Upstate Region

- Anderson Area
- Greenville Area
- Rock Hill Area
- Spartanburg Area

**Choose the sponsorship recognition coverage that is right for your marketing needs.**  
**Questions? Call Cameron Renwick, Lowcountry Director of Development, at 1-800-860-1444.**