

INDOOR WARRIOR TRIATHLON

SPONSORSHIP OPPORTUNITIES

DASH, MASH & SPLASH ALZHEIMER'S April 7, 2013 • Gold's Gym, Liverpool, NY

The first and only all ages, all abilities indoor triathlon in America to benefit the Alzheimer's Association.

Triathletes and Alzheimer's caregivers share a few things in common. Both put themselves through tremendous physical, mental and emotional stress, and both test their stamina along their journey. The biggest difference is that triathletes choose to run, cycle and swim, while caregivers are thrust into their roles.

The Indoor Warrior is the Syracuse area's only indoor triathlon and the only one of its type sponsored by an Alzheimer's Association chapter. Participants have a set amount of time to complete each event and their total distance will be compiled to determine winners. We will also recognize the top competitors by age group, the top fundraisers and the top teams of competitors.

Event Demographics

- Age range: 16-65.
- Professionals, many from households with more than one income.
- Recreational athletes or beginner to intermediate triathletes.
- Likely to attract participants from Central, Western and the Southern Tier of New York.



alzheimer's association
**INDOOR
WARRIOR**
TRIATHLON

Please print and complete form in full and return to the address at the bottom of the page

Company Name: _____

Contact Name: _____

Address: _____

City, State, Zip: _____

Phone: _____

Fax: _____

Email: _____

Presenting Sponsor (\$2,000)

- **Exclusive level for one company**
- **Naming rights for tournament (i.e. Alzheimer's Association Indoor Warrior Triathlon presented by XYZ Company)**
- Exhibition space in the fitness fair
- Banner recognition in fitness fair area (sponsor to provide)
- Company representative invited to participate on planning committee
- Company representative invited to participate in award ceremony and make remarks on company's behalf
- Logo recognition on sponsor page of the event website
- Logo recognition on event display
- Logo recognition on event t-shirt
- Logo recognition in Chapter e-newsletter that reaches 1,000+ recipients on semiweekly basis. Sponsor appears in 10 issues.
- Logo recognition with callout on Chapter and event Facebook pages, with links to company website

Gold Sponsor (\$1,000)

- **Exclusive level for up to three companies**
- Exhibition space in the fitness fair
- Banner recognition in indoor track area, spin room or pool (sponsor to provide)
- Logo recognition on sponsor page of the event website
- Logo recognition on event display
- Logo recognition on event t-shirt
- Logo recognition in Chapter e-newsletter that reaches 1,000+ recipients on semiweekly basis. Sponsor appears in four issues.
- Logo recognition with callout on Chapter and event Facebook pages, with links to company website

Silver Sponsor (\$500)

- Exhibition space in the fitness fair
- Logo recognition on sponsor page of the event website
- Logo recognition on event display
- Logo recognition in Chapter e-newsletter that reaches 1,000+ recipients on semiweekly basis. Sponsor appears in two issues.
- Logo recognition with callout on Chapter and event Facebook pages, with links to company website

Bronze Sponsor (\$150)

- Exhibition space in the fitness fair
- Logo recognition on sponsor page of the event website
- Logo recognition on event display

Journal Advertisement (\$50)

Full page advertisements only. Specs: 5.5" wide by 8.5" tall. Black and white or grayscale. PDF preferred; JPG accepted. No Microsoft Word files. Companies are encouraged to include coupons or other inducements in their advertisement.

Auction Donation

Donations are also appreciated. We are seeking fitness items that could be used as auction items prizes, as well as bottled water, sports drinks and snack foods that can be distributed to the competitors.

Contact Grant Fletcher at (315) 472-4201 x106 or gfletcher@alz.org to discuss your donation or arrange pickup of items.

Terms and Conditions

- Due to limited space, please let us know if you do not plan to use your exhibition space at the fitness fair
- You assume any and all liability for products, services, and contests conducted or sold at your table
- Vendors at the fitness fair must provide their own tables, power strips, extension cords, if needed
- All sponsors are automatically enrolled in the Alzheimer's Early Detection Alliance (AEDA). Learn more at alz.org/AEDA.

Payment Options

Check is enclosed

Please invoice me (payment must be received by March 1, 2013)

Please make checks payable to Alzheimer's Association, Central New York Chapter. If you wish to pay by credit card, please contact us by phone at 315-472-4201 during business hours and, at the menu, please press 8.

Please Complete and Return This Form and Submit Payment by March 1, 2013

Agreement

Your signature below indicates that you have read this brochure and agree to all terms, conditions and benefits.