

# 2017 SPONSORSHIP OPPORTUNITIES



alzheimer's  association®

SATURDAY, JUNE 24, 2017  
DESALES HIGH SCHOOL

TWO TEAMS. ONE GAME. ONE MISSION.

A close-up, high-angle photograph of a football, showing the texture of the leather and the white laces. The football is positioned diagonally across the frame.

# THE JUNIOR COMMITTEE

**The Junior Committee (JC)** was established in 2013 to work in conjunction with the Central Ohio Chapter of the Alzheimer's Association. The JC is an energetic group of individuals in our 20's and 30's with a passionate charge to raise awareness and funds for the cure of Alzheimer's Disease and to support individuals and their families living with the disease. The Junior Committee has a four-tiered approach to serving our community and meeting our mission: education, advocacy, volunteerism and fundraising.

## EDUCATION

Throughout the year our members have the opportunity to take a "Speak Up!" training course provided by the Alzheimer's Association. The training prepares our members to speak knowledgeably at health fairs and other local events. We also spend a few minutes at each of our monthly meetings providing research and educational updates.



## ADVOCACY

We encourage our members to advocate for Alzheimer's disease funding and support services on a State and Federal level. Members of the Committee have the opportunity to paint the Hill purple by attending the National Alzheimer's Forum in Washington, DC and attending Memory day at the State House. Asking for additional research dollars now will help prevent a global financial crisis caused by Alzheimer's in



## VOLUNTEERISM

The Junior Committee spends much of its time volunteering throughout the community. Each month, the Junior Committee spends a night with individuals living with Alzheimer's Disease. The JC also volunteers at other chapter sponsored events including the Walk to End Alzheimer's, the Longest Day, health fairs and speaking engagements. Last year alone, the JC clocked in over 20,000 hours of volunteer hours!



## FUNDRAISING

The JC presents a number of annual fundraising events each year, including our signature fundraising event, Blondes vs. Brunettes (BvB) Columbus held each June. The Junior Committee also plans an annual Casino Night. Throughout the year, the JC will hold mini events to help build awareness and funds through happy hours and mini fundraisers. The JC also supports the Alzheimer's Association's signature events that include the Walk to End Alzheimer's and the Longest Day.



# FACTS AND FIGURES

**1** IN **3**

**SENIORS** dies with Alzheimer's or another dementia



It's the only cause of death in the top 10 in American that, **CANNOT BE PREVENTED, CURED OR SLOWED.**

Alzheimer's disease is the **6<sup>TH</sup> LEADING CAUSE OF DEATH IN THE UNITED STATES.**



By 2050, these cost could rise as high as **\$1.1 TRILLION.**



In 2016, Alzheimer's and other dementia will cost the nation **\$236 BILLION.**

## EVERY 66 SECONDS

SOMEONE IN THE UNITED STATES DEVELOPS ALZHEIMER'S.

Only **45%**

of people with **ALZHEIMER'S** disease or their caregivers report **BEING TOLD OF THEIR DIAGNOSIS.**



More than **90%**

of people with four most common types of **CANCER** have been **TOLD OF THEIR DIAGNOSIS.**



**ALMOST TWO THIRDS** Americans with Alzheimer's disease are **WOMEN.**



# BLONDES VS. BRUNETTES

SATURDAY, JUNE 24, 2017

TWO TEAMS. ONE GAME. ONE MISSION.

## WHAT IS BLONDES VS. BRUNETTES?

The Blondes vs. Brunettes® (BvB) is a volunteer-driven active event for women that bring the passion and spirit of young community leaders together to support the Alzheimer's Association. The event concept is organized around a flag football game in which two participating teams are divided based on the age-old rivalry between blondes and brunettes. Since the inaugural game in Washington D.C., the event has successfully branched out to more than 40 additional cities, raising more than \$5 million and bringing thousands of new supporters to the cause. Over the past 6 years, the Columbus BvB as raised over \$131,000 for the Central Ohio Chapter of the Alzheimer's Association. On the football field we may be Blondes and Brunettes, but together we are UNITED as ONE team in the fight against Alzheimer's.



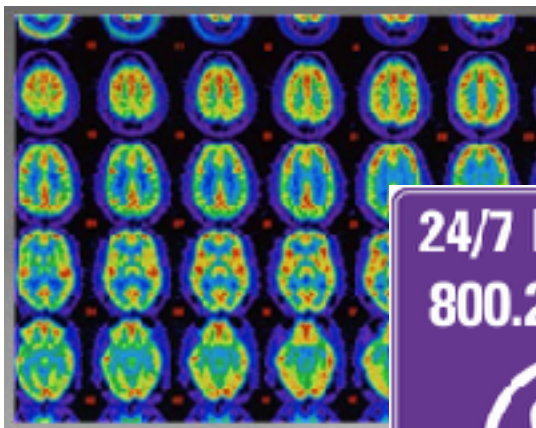
### TWO SIDES... ONE TEAM

***Alzheimer's disease does not choose sides.***

***Alzheimer's disease does not keep score.***

***Alzheimer's disease does not play fair.***

On the football field, we may be Blondes and Brunettes, but together we are UNITED as ONE in the fight against Alzheimer's. We play for our grandparents, parents, friends and ourselves. We play because unless we change the course of this disease, it will take a devastating toll on the families of our future generations. Game day will come and go, but we will continue to fight Alzheimer's disease until we win.



24/7 Helpline  
800.272.3900



## WHERE DOES THE MONEY GO?

Funds support our programs and services, including care consultations and support groups, for people with Alzheimer's and their loved ones in 14 counties in central Ohio. We offer educational programs on the disease, tailored to caregivers, people with dementia and anyone wanting to learn more. Our 24/7 Helpline staff is available to answer any questions that come before or after a diagnosis - including planning and general support. Through our national organization, we also are the single largest nonprofit funder of Alzheimer's research, which we hope will one day lead to a way to end this terrible disease.

# SPONSORSHIP OPPORTUNITIES

- \$5,000 Presenting Sponsor** (Exclusive opportunity)
- \$2,000 MVP Sponsor**
- \$1,000 Gridiron Sponsor**
- \$750 Kick Off Party Sponsor**
- \$750 Post-Game Sponsor**
- \$600 Uniform Sponsor** (Two opportunities)
- \$600 Happy Hour Sponsor**
- \$500 First Down Sponsor**
- \$400 Player Sponsor**
- \$250 Time Out Sponsor**

# PRESENTING SPONSOR

## \$5,000 (Exclusive opportunity)

### Pre-Event Acknowledgement

- Placed as Presenting Sponsor in any marketing materials and press releases. (Example “Blondes vs. Brunettes proudly presented by COMPANY NAME”)
- Sponsor name and logo prominently displayed on the event page of the BvB website
- Sponsor’s name and logo in participant emails distribution to BvB players, coaches, and volunteers.
- Acknowledgement on the official BvB Facebook page, Twitter and Instagram accounts.

### Game Day Acknowledgement

- Company logo prominently featured on the jersey
- Full-page advertisement on front inside cover of event-day program
- Company banner displayed at event (banner provided by sponsor)
- 20 game day tickets
- Game day sponsor acknowledgment
- Company representative conducts pre-game coin toss

### Alzheimer’s Association Acknowledgment

- Recognition in Alzheimer’s Association marketing materials and website
- “About our Presenting Sponsor” recognition on the Alzheimer’s Association website with link to Presenting Sponsor’s website.



# MVP SPONSOR

**\$2,000**

## **Pre-Event Acknowledgement**

- Company logo featured on marketing materials
- Sponsor name and logo prominently displayed on the event page of the BvB website
- Acknowledgement on the official BvB Facebook page, Twitter and Instagram accounts.

## **Game Day Acknowledgement**

- Half-page advertisement in event-day program
- Company banner displayed at event (banner provided by sponsor)
- 10 game day tickets
- Game day sponsor acknowledgment
- Company representative(s) present MVP award to game's Most Valuable Player at the end of the game
- Company representative(s) votes on MVP
- Company name on MVP trophy

## **Alzheimer's Association Acknowledgment**

- Recognition in Alzheimer's Association marketing materials and website

# GRIDIRON SPONSOR

**\$1,000**

## **Pre-Event Acknowledgement**

- Sponsor name and logo prominently displayed on the event page of the BvB website
- Acknowledgement on the official BvB Facebook page, Twitter and Instagram accounts.

## **Game Day Acknowledgement**

- Quarter advertisement in event-day program
- 8 game day tickets
- Game day sponsor acknowledgment
- Company banner displayed at game day

## **Alzheimer's Association Acknowledgment**

- Recognition in Alzheimer's Association marketing materials and website



# KICK OFF & POST GAME SPONSOR

**\$750**

## Pre-Event Acknowledgement

- Placed as Kick Off Party Host or Post-Game Host on marketing materials and social media
- Sponsor name and logo prominently displayed on the event page of the BvB website
- Acknowledgement on the official BvB Facebook page, Twitter and Instagram accounts.
- Company banner displayed at events

## Game Day Acknowledgement

- Quarter advertisement in event-day program
- 6 game day tickets & game day sponsor acknowledgment

# UNIFORM SPONSOR

**\$600 (Two Opportunities: Blondes or Brunettes)**

## Pre-Event Acknowledgement

- Sponsor name and logo prominently displayed on the event page of the BvB website
- Acknowledgement on the official BvB Facebook page, Twitter and Instagram accounts.

## Game Day Acknowledgement

- Logo on every player's jersey for the respective sponsored team
- Quarter advertisement in event-day program
- 5 game day tickets
- Game day sponsor acknowledgment
- Company banner displayed at game day





# HAPPY HOUR SPONSOR

## \$600

### Pre-Event Acknowledgement

- Placed as Happy Hour Sponsor on marketing materials and social media
- Sponsor name and logo prominently displayed on the event page of the BvB website
- Acknowledgement on the official BvB Facebook page, Twitter and Instagram accounts.
- Company banner displayed at events

### Game Day Acknowledgement

- Quarter advertisement in event-day program
- 5 game day tickets
- Game day sponsor acknowledgement
- Company banner displayed at game day



# FIRST DOWN SPONSOR

## \$500

### Pre-Event Acknowledgement

- Sponsor name and logo prominently displayed on the event page of the BvB website
- Acknowledgement on the official BvB Facebook page, Twitter and Instagram accounts.

### Game Day Acknowledgement

- Quarter advertisement in event-day program
- 3 game day tickets
- Game day sponsor acknowledgment
- Company banner displayed at game day

# PLAYER SPONSOR

**\$400**

## Pre-Event Acknowledgement

- Sponsor name and logo prominently displayed on the event page of the BvB website
- Acknowledgement on the official BvB Facebook page, Twitter and Instagram accounts.



## Game Day Acknowledgement

- Quarter advertisement in event-day program
- 2 game day tickets
- Game day sponsor acknowledgment

# TIME OUT SPONSOR

**\$250**

## Pre-Event Acknowledgement

- Sponsor name and logo prominently displayed on the sponsorship page of the BvB website
- Acknowledgment on the official BvB Facebook page, Twitter and Instagram accounts.

## Game Day Acknowledgement

- Quarter advertisement in event-day program
- 2 game day tickets
- Game day sponsor acknowledgment
- Company banner displayed at game day



# SPONSORSHIP COMMITMENT FORM

Organization Name: \_\_\_\_\_

Organization Address: \_\_\_\_\_

Organization City/State/Zip: \_\_\_\_\_

Organization website: \_\_\_\_\_

Name: \_\_\_\_\_

Email: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

**Yes! My company would like to sponsor the Blondes vs. Brunettes at the following level:**

Presenting Sponsor     MVP Sponsor     Gridiron Sponsor     Kick Off Party Sponsor

Post-Game Sponsor     Uniform Sponsor     Happy Hour Sponsor

First Down Sponsor     Player Sponsor     Time Out Sponsor

Sorry, we cannot participate as a sponsor this year, but would like to support the Blondes vs. Brunettes game with this tax-deductible gift of \$\_\_\_\_\_

Amount Enclosed: \$\_\_\_\_\_

Please make check payable to the *Alzheimer's Association, Central Ohio Chapter*

Credit Card Options (*circle*): VISA    MC    DISC

Credit Card Number: \_\_\_\_\_ Exp. Date: \_\_\_\_/\_\_\_\_/\_\_\_\_

Signature: \_\_\_\_\_

*Thank you for sponsoring the 2017 Blondes vs. Brunettes to help find a cure for Alzheimer's Disease.*

*The Alzheimer's Association Helpline provides reliable information and support to all those who need assistance. We are here 24/7 to serve people with memory loss, caregivers, health care professionals and the public. 1.800.272.3900*

**Please send completed form & high-resolution logo to: [bvbcolumbusalz@gmail.com](mailto:bvbcolumbusalz@gmail.com)**

*For more information or questions, please contact either co-chair:*

*Jena Callahan 419-303-4956 or Kaitlin Watterson 843-422-1419*

*Tax ID Number: 31-0996236*