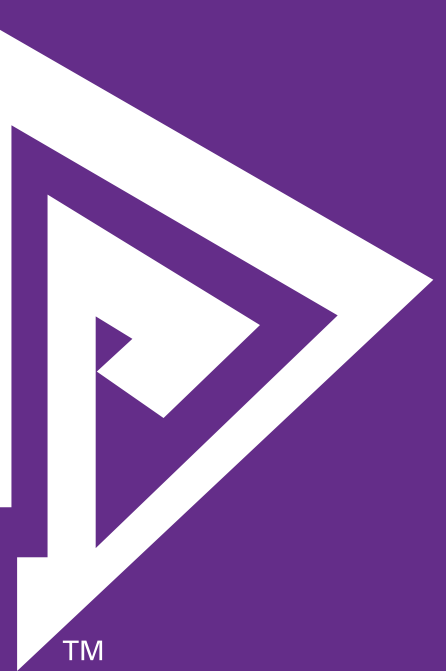


WALK TO END ALZHEIMER'S

alzheimer's  association®



TM

Sponsorship Opportunities

Walk to End Alzheimer's, formerly Memory Walk, is the movement to **reclaim the future** for millions.

Join us.



Together, we are an **unstoppable force** against Alzheimer's.



The Alzheimer's Association Walk to End Alzheimer's™, formerly Memory Walk, is the nation's largest event to raise awareness and funds for Alzheimer care, support and research. Since 1989, this all-age, all-ability walk has mobilized millions to join the fight against Alzheimer's disease, raising more than \$347 million for the cause.

Every 70 seconds, someone in the United States develops Alzheimer's disease. In South Carolina alone, **80,000 people** are living with Alzheimer's disease. Without a breakthrough in research, **10 million baby boomers** will be impacted.

The end of Alzheimer's starts here.

Lead the way as a statewide sponsor

and enjoy recognition at all Walk locations in South Carolina.

Presenting Sponsor

\$25,000

- ▶ *Exclusive opportunity! Call 1-800-860-1444 for more information.*

Front Runner Sponsor

\$10,000

- ▶ Logo on all Media Announcements
- ▶ Acknowledgment and plaque presented by the Master of Ceremonies at any Walk site(s) of choice and/or presentation at an internal company function
- ▶ Company banner displayed prominently at Walk site(s) of choice (company to provide banner)
- ▶ Logo displayed on all official Memory Walk Fundraising Websites statewide
- ▶ Logo printed on top of back of hundreds of Walk to End Alzheimer's t-shirts statewide
- ▶ Logo printed on hundreds of Walk to End Alzheimer's posters statewide
- ▶ Logo printed on Walk to End Alzheimer's brochures
- ▶ Opportunity to have an exhibitor table at each Walk
- ▶ Name recognized in chapter newsletter (circulation >31,000)
- ▶ Name on walk route sign at each Walk

Marathon Runner Sponsor

\$ 5,000

- ▶ Logo displayed on all Walk to End Alzheimer's fundraising websites statewide
- ▶ Logo printed on top of back of Walk to End Alzheimer's t-shirts statewide
- ▶ Opportunity to display company banner at each Walk Site (company to provide banner)
- ▶ Logo printed on hundreds of Walk to End Alzheimer's posters statewide
- ▶ Logo printed on Walk to End Alzheimer's brochures
- ▶ Opportunity to have an exhibitor table at each Walk
- ▶ Name recognized in chapter newsletter (circulation > 31,000)
- ▶ Name on walk route sign at each Walk

Step forward as a regional sponsor

and be recognized at multiple walks within one region of the state.

Power Walker Sponsor

\$ 3,000

- ▶ Logo displayed on regional Walk to End Alzheimer's fundraising websites
- ▶ Opportunity to display company banner at regional Walks (company to provide banner)
- ▶ Logo printed on regional Walk to End Alzheimer's t-shirts
- ▶ Logo printed on hundreds of regional Walk to End Alzheimer's posters
- ▶ Logo printed on Walk to End Alzheimer's brochures
- ▶ Opportunity to have an exhibitor table at each regional Walk
- ▶ Name recognized in chapter newsletter (circulation > 31,000)
- ▶ Name on walk route sign at each regional Walk

Join the movement as a local sponsor

and receive marketing benefits at the Walk location of your choice.

Sprinter Sponsor

\$ 1,000

- ▶ Logo displayed on local Walk to End Alzheimer's fundraising website
- ▶ Logo printed on back of local t-shirt
- ▶ Opportunity to have an exhibitor table at the Walk
- ▶ Name recognized in chapter newsletter (circulation > 31,000)
- ▶ Name on walk route sign day of Walk

Jogger Sponsor

\$ 500

- ▶ Opportunity to have an exhibitor table at the Walk
- ▶ Name listed on the back of t-shirts
- ▶ Name recognized in chapter newsletter (circulation > 31,000)
- ▶ Name on walk route sign day of Walk

Stroller Sponsor

\$ 250

- ▶ Name recognized in chapter newsletter (circulation > 31,000)
- ▶ Name on walk route sign day of Walk

Walk Route Sign Sponsor

\$ 100

- ▶ Name on walk route sign day of Walk

Make an extra impact with teamwork.

In addition to sponsorship, your company can help support the cause by registering a corporate team to help raise funds for Walk to End Alzheimer's. Start a team at www.alz.org/walk, and encourage employees to register online!

2011 Sponsorship Commitment Form

Choose the sponsorship level that is right for your marketing needs:

Statewide – Receive recognition at all locations listed to the right.

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

Regional – Select one South Carolina region listed to the right.

- Power Walker Sponsor (\$3,000)

Local – Select one local Walk location listed to the right.

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

Lowcountry Region

- Beaufort County
- Charleston
- Grand Strand
- Manning

Midlands Region

- Aiken
- Columbia
- Sumter
- Pee Dee

Upstate Region

- Anderson
- Greenville
- Rock Hill
- Spartanburg

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:** _____

Please retain a copy of this form for your records.

Please make checks payable to Alzheimer's Association. Fax completed form to 843-571-6020 or mail to: Alzheimer's Association, Attn: Walk to End Alzheimer's, 2090 Executive Hall Rd, Suite 130, Charleston, SC 29407.

To guarantee all benefits of the sponsorship level selected, please observe the following deadlines:

For sponsorships of \$3,000 or above, commitment form and logo art must be received by May 2, 2011.

For sponsorships of \$1,000, commitment form and logo art must be received by July 1, 2011.

For all other sponsorship levels, commitment form must be received by July 1, 2011.

Payment for all sponsorship levels is expected by September 2, 2011.

For logo recognition, email artwork to cameron.renwick@alz.org.

Preferred file format: 1-color eps, pdf, or high-resolution jpg.



Questions? Contact Cameron Renwick, Lowcountry & Coastal Director of Development, at 1-800-860-1444 or cameron.renwick@alz.org.