

# ANNE ARUNDEL WALK

## SPONSORSHIP OPPORTUNITIES

### Walk to End Alzheimer's

## PROMISE GARDEN SPONSOR



**SOLD**

**\$5,000**

One exclusive Sponsor per Walk

#### EXCLUSIVE BENEFITS

- Company logo placed on ALL flowers distributed at sponsored Walk
- Company representative included in Promise Garden Ceremony at sponsored Walk
- Opportunity for company representatives to distribute flowers to Walkers
- All other Pre-Event, Event Day, and Post-Event Benefits as noted in Sponsor Grid (pg. 4)

## About the Promise Garden

- Walk to End Alzheimer's events across the country feature a Promise Garden – a hands-on, mission-focused experience that allows participants to raise flowers representing their promise to remember, honor, care and fight for those living with Alzheimer's disease and their caregivers.
- Through color, these Promise Flowers represent the diverse motivations of our Walkers:
  - Blue** *I have Alzheimer's/dementia*
  - Yellow** *I am supporting or caring for someone with Alzheimer's/dementia*
  - Purple** *I have lost someone to Alzheimer's/dementia*
  - Orange** *I support the cause and the Alzheimer's Association vision of a world without Alzheimer's*
- Participants have an opportunity to write a personal message on their flower to further show their dedication.
- Participants unite for a heartfelt opening ceremony prior to the commencement of the Walk. Together, the Promise Flowers create a dynamic, colorful and meaningful "garden."

# SPONSORSHIP OPPORTUNITIES

## HEART SPONSOR

**\$5,000** – presence at two Walks

Be a part of two Walks of your choosing and enjoy all Pre-Event, Event Day, and Post-Event Benefits as noted in Sponsor Grid (pg. 4).

## CHAMPIONS TENT SPONSOR

**SOLD**

**\$2,500** - One exclusive Sponsor per Walk

### EXCLUSIVE BENEFITS

- Company-provided banner prominently displayed at Champions Tent
- *Opportunity for company representatives to interact with Top Fundraisers and other VIPs at Champions Tent*
- All other Pre-Event, Event Day, and Post-Event Benefits as noted in Sponsor Grid (pg. 4)



## TEAM PHOTOS SPONSOR

**SOLD**

**\$2,500** - One exclusive Sponsor per Walk

### EXCLUSIVE BENEFITS

- Company-provided banner prominently displayed at Team Photo station
- Company logo on ALZ photo frames
- Opportunity for company representatives to interact with Walkers at photo station
- All other Pre-Event, Event Day, and Post-Event Benefits as noted in Sponsor Grid (pg. 4)



# SPONSORSHIP OPPORTUNITIES

## FORGET-ME-NOT SPONSOR OPPORTUNITIES

**\$1,500** – Opportunity exclusivity

Creative opportunities for visibility and recognition as a corporate supporter of The Walk to End Alzheimer's. Each Corporate Branding option is **exclusive**. Sponsors receive benefits noted on Sponsor Grid (pg. 4).

### CORPORATE BRANDING OPPORTUNITIES INCLUDE ONE OF THE FOLLOWING:

- Pre-Walk Kick-off Party Sponsor
- Pre-Walk Bank Day Sponsor **SOLD**
- Registration Area Sponsor
- Start/Finish Line Sponsor **SOLD**
- Stage/Entertainment Sponsor
- T-shirt Station Sponsor
- Selfie Station Sponsor (on Walk Route)
- Kid's Zone Sponsor
- Canine Zone Sponsor **SOLD**
- Post-Walk Thank You Celebration Sponsor

This list highlights our most popular sponsorship opportunities. We welcome the opportunity to discuss other possibilities.




## PURPLE SPONSOR OPPORTUNITIES - \$1,000

Event Day visibility and recognition as a supporter of The Walk to End Alzheimer's. Sponsors receive benefits indicated on Sponsor Grid (pg. 4).

### EVENT DAY LOGO PLACEMENT OPTIONS INCLUDE:

- Water Station
- Short/Long Route
- Thank You Brigade

 WALK TO <b>END</b> ALZHEIMER'S <small>alzheimer's association</small>	PROMISE GARDEN \$5,000  Exclusive	HEART \$5,000  2 Walks	CHAMPIONS TENT/ TEAM PHOTO \$2,500  Exclusive	FORGET- ME-NOT* \$1,500  Exclusive	PURPLE* \$1,000  Non Exclusive
<b>PRE-EVENT BENEFITS</b>					
Recognition in local media placements as available	Logo	Logo	Name	Name	
Recognition in local pre-Walk marketing efforts	✓	✓	✓		
Company Logo on Walk Website	✓	✓	✓	✓	✓
Recognition on social media	✓	✓	✓	✓	
Logo on Walk T-shirt	✓	✓			
<b>EVENT DAY BENEFITS</b>					
Sponsor Team Check-In Area	✓	✓	✓	✓	
Vendor exhibitor space	✓	✓	✓	✓	✓
Listing on Sponsor banner or sign	Banner	Banner	Sign		
Walk Route signage	✓	✓	✓	✓	✓
Listing on Walk program/map	Logo	Logo	Logo	Name	Name
Corporate banner displayed (company provided)	✓	✓	✓	Signage	Signage
Acknowledgement by Master of Ceremony	✓	✓	✓	✓	
Complimentary Walk shirts	5	5	3	2	
Logo included on Walk Day Scavenger Hunt grid	✓	✓	✓	✓	✓
<b>POST-EVENT BENEFITS</b>					
Recognition in Walker Thank You email (7,000+)	✓	✓	✓	✓	✓
Recognition in Post Walk social media acknowledgements	✓	✓	✓	✓	

**\*Forget-Me-Not Sponsor Opportunities** provide exclusive placement for specified Walk Day or Walk Event opportunity. **Purple Sponsor Opportunities** are non-exclusive.



# 2017 ANNE ARUNDEL COUNTY WALK SPONSOR COMMITMENT FORM THANK YOU!

## SPONSOR INFORMATION

Company (as to be printed) \_\_\_\_\_ Date \_\_\_\_\_

Contact Name \_\_\_\_\_

Address \_\_\_\_\_ City/State/Zip \_\_\_\_\_

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

Email \_\_\_\_\_ Website \_\_\_\_\_

## COMMITMENT LEVEL

### I Want To Sponsor:

**SOLD** PROMISE GARDEN  
\$5,000 Sponsor

HEART (2 Walks)  
\$5,000 Sponsor

**SOLD** CHAMPIONS TENT  
\$2,500 Sponsor

**SOLD** TEAM PHOTOS  
\$2,500 Sponsor

### I Will Join You As A:

FORGET-ME-NOT  
\$1,500 Sponsor

(Circle Choice)

- Kick Off

**SOLD** Bank Day

- Registration

**SOLD** Start/Finish

- T-Shirt Station

- Stage/Entertainment

- Selfie Station

- Kids Zone

- Canine Zone

- Thank You Celebration

PURPLE  
\$1,000 Sponsor

(Circle Choice)

- Water Station

- Short/Long Route

- Thank You Brigade

Total Commitment \$ \_\_\_\_\_

Authorized Signature \_\_\_\_\_ Title \_\_\_\_\_

## PAYMENT DETAILS

Please send invoice

Check enclosed

Credit Card

### FOR CREDIT CARD PAYMENT

American Express

Visa

MasterCard

Discover

Card number \_\_\_\_\_ Expiration \_\_\_\_\_ Security code \_\_\_\_\_

Payment Authorization Signature \_\_\_\_\_ Date \_\_\_\_\_

Mail Form/Payment to:

Alzheimer's Association - Accounts Payable  
2017 Walk to End Alzheimer's – Anne Arundel County  
1850 York Road, Suite D  
Timonium, MD 21093

OR Fax Form to:

410.561.3433