RIVALZ
BLONDES VS BRUNETTES
alzheimer's association®
SPONSORSHIP OPPORTUNITIES

MORE THAN

6 MILLION

Americans are living with Alzheimer's.

1 IN 3 SENIORS

dies with Alzheimer's or another dementia. It kills more than breast cancer and prostate cancer combined.

11 MILLION AMERICANS

provide unpaid care for people living with Alzheimer's or other dementias.

In Texas, there are

400,000

people living with Alzheimer's and

1,079,000

caregivers.

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Blondes vs. Brunettes Houston is driven by passionate, spirited community leaders coming together to support the mission of the Alzheimer's Association.

Blondes vs. Brunettes® was created in Houston in 2005, a flag football event founded by a group of professional women including Houstonians Kate Stukenberg and Meredith Riddle Chastang. Since the inaugural game in 2005, the event has grown to more than 40 cities, raising more than $9 million and bringing thousands of new supporters to the cause. In 2014, to accommodate nationwide growth, "Blondes vs. Brunettes" grew into "RivALZ," empowering participants to choose the rivalry around which to organize their teams.

We invite everyone to join us on the football field to unite as one team in the fight against Alzheimer's. We play for our grandparents, parents and ourselves. We play because, unless we change the course of this disease, it will take a devastating toll on the families of future generations. Game day will come and go, but we will continue to fight Alzheimer's disease until we win.

As an event created and played by women, Blondes vs. Brunettes Houston sends a message of solidarity: we plan to meet this disease with energy and attitude. We are the generation that can provide both the fuel and the spark in this fight. We are Blondes vs. Brunettes and we are a team united to tackle Alzheimer's disease.

ALZHEIMER'S DISEASE IS A GLOBAL CRISIS WITH SIGNIFICANT LOCAL IMPACT.

WHY SUPPORT THE ALZHEIMER'S ASSOCIATION

Currently, more than 6 million Americans are living with Alzheimer's and 16 million individuals are serving as their unpaid caregivers. Right here in Texas, 400,000 families are facing this progressive disease, which is devastating our families, our finances and our future.

As the leading voluntary health organization in Alzheimer's care, support and research, the Alzheimer's Association® addresses this global crisis by providing education and support to the millions who face dementia every day, while advancing critical research toward methods of treatment, prevention and, ultimately, a cure.

WHY YOU SHOULD SPONSOR

Alzheimer's Disease is front and center in the media and public debate. Every 65 seconds someone in the U.S. develops Alzheimer's.
Each sponsor will receive significant recognition, building its image as a corporation that is concerned about the Houston Alzheimer's Community. This is important to your marketing efforts because:

- 78% of consumers would be more likely to buy a product or patronize a business associated with a cause they care about
- 66% would switch brands to support a cause they care about
- 84% believe that cause-related marketing creates a positive company image

RivALZ Blondes vs. Brunettes Sponsorship Opportunities

	Presenting $10,000	Premier $7,000	Team $5,000	White Affair $4,000	VIP Room $3,000	Heisman $2,000	Touchdown $1,000	Quarterback $500
Passes to the VIP Hospitality Suite on Game Day	10	8	8	8	8	4	2	
Tickets to the White Affair	6	4	4	Unlimited	2	2	2	2
Sponsor Table on Game Day	•	•	•	•	•	•	Field Sign	
Logo/Name on Team Jersey	Premier Placement	Logo	Logo					
Logo/Name on Event Signage and Website	Premier Placement	Logo	Logo	Logo	Logo	Logo	Name	
Ad Space in Program	Full Page Color	Half Page Color	Half Page Color	Half Page B/W	Half Page B/W	Half Page B/W	1/4 Page B/W	1/4 Page B/W
Logo on Blondes vs. Brunettes Social Media	•	•	•	•	•	•	•	•
Company Mention in Game Announcements	•	•	•	•	•			
Speaking Opportunity in Opening Ceremony	•							
After Party Sponsor-Responsible for Set Up		•						
Hosts After Practice Gatherings		•						
Sponsor and Host of the White Affair				•				
Host of VIP Hospitality Suite					•			
Number of Sponsorships Available	1	1	2	1-2	3	Unlimited	Unlimited	Unlimited

SPONSORSHIP COMMITMENT FORM

TWO SIDES
ONE TEAM
ONE GOAL
END ALZ

Sponsorships have two components, a mandatory donation to the player of your choice and a non-deductible sponsorship. This amount can be paid in two checks or in one check to be split. Please select the level you would like to commit to below and indicate the player you would like to support.

	Level	Donation	Sponsorship	Total
	Presenting Sponsor	$1,500	$8,500	$10,000
	Premier Sponsor	$1,200	$5,800	$7,000
	Team Sponsor	$1,000	$4,000	$5,000
	White Affair Sponsor	$900	$3,100	$4,000
	VIP Suite Sponsor	$800	$2,200	$3,000
	Heisman Sponsor	$700	$1,300	$2,000
	Touchdown Sponsor	$600	$400	$1,000
	Quarterback Sponsor	$500	$0	$500

In order to receive the full benefits of the partnership and inclusion in any print materials, a signed commitment form must be received prior to March 1, 2023.

Sponsorship may be paid by completing the form below. Please make checks payable to the Alzheimer's Association. Payment deadline is April 1, 2023.

NAME

COMPANY NAME (AS YOU WISH TO BE ACKNOWLEDGED)

PHONE EMAIL ADDRESS

BILLING ADDRESS

CITY STATE ZIP

☐CHECK ENCLOSED ☐PLEASE INVOICE ME PLAYER SUPPORTING

☐AMEX ☐DISCOVER ☐MC ☐VISA

NAME

CARD NUMBER

EXPIRATION DATE CVV CODE SIGNATURE

Please return this form to:
Alzheimer's Association,
Houston & Southeast Texas
Attn: Melody Hughes
6055 South Loop East
Houston, TX 77087

713-314-1344
mthughes@alz.org

This document is a written agreement with the Alzheimer;s Association, Houston and Southeast Texas Chapter, that the above designated business is agreeing to be a RivALZ sponsor. As such, this business will provide company logo and/or print information within two weeks of submission of this form and payment in the amount indicated above to the Alzheimer's Association. Sponsor must comply with the standards of conduct which will be supplied by the Houston and Southeast Texas Chapter upon receipt of the Blondes vs. Brunettes sponsorship form.

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