



memory
ride
alzheimer's research



On July 14, 2012, 500 riders, 200 volunteers, and hundreds of spectators will gather for the 16th annual Memory Ride, the Alzheimer's Association MA/NH Chapter's largest fundraising event in support Alzheimer's disease research. Cyclists will ride 100, 62, or 30 miles, from Devens, MA (less than one hour from Boston) through beautiful Nashoba Valley and southern New Hampshire, to raise funds and awareness to find a cure. The family ride through Devens proper gives the entire family an opportunity to get involved. The event kicks-off on Friday night with a pasta dinner, and continues into Saturday with a post-ride barbeque featuring live music, children's activities, massages, and an exhibitor's fair. Now in its 16th year, Memory Ride has raised over \$2,700,000 for Alzheimer's disease research.

Our vision is a world without Alzheimer's.

alzheimer's 
association®



2012 Sponsorship Benefits

\$15,000 Titanium Sponsor (Exclusive)

- Recognition as **Titanium Sponsor** in all Memory Ride promotional materials, press releases, public service announcements, and complimentary print media
- Opportunity for product placement
- Speaking opportunity at Memory Ride Kick-off Dinner
- Logo as **Titanium Sponsor** on front of printed program
- Full page ad in four Alzheimer's Association special event program books
- Photo with VIPs at closing ceremony
- Exhibit space at the Greater Boston Walk to End Alzheimer's (Attendance 5,000)
- Logo inside 10,000 Memory Ride brochures*
- Logo on 500 posters*
- Logo on Memory Ride jerseys**
- Logo on Memory Ride T-shirts***
- Logo in Memory Ride handbook
- Registration for ten riders
- **Largest** logo on Memory Ride website
- **Premium** exhibit space at Memory Ride
- Full page ad in Memory Ride printed program
- Listing in Alzheimer's Association annual report
- Customized Sponsorship Benefits

\$7,500 Carbon Sponsor

- Recognition as sponsor in all press releases, public service announcements and complimentary print media
- Opportunity for product placement
- **Exclusive** signage with logo placement at one pit stop
- Exhibit space at the Greater Boston Walk to End Alzheimer's (attendance 5,000)
- Logo inside 10,000 Memory Ride brochures*
- Logo on 500 posters*
- Logo on Memory Ride jerseys**
- Logo on Memory Ride T-shirts***
- Logo in Memory Ride handbook
- Registration for six riders
- Logo on Memory Ride website
- **Premium** exhibit space at Memory Ride
- Full page ad in Memory Ride printed program
- Listing in Alzheimer's Association annual report

\$5,000 Aluminum Sponsor

- Logo inside 10,000 Memory Ride brochures*
- Logo on 500 posters*
- Logo on Memory Ride jerseys**
- Logo on Memory Ride T-shirts***
- Logo in Memory Ride handbook
- Registration for four riders
- Logo on Memory Ride website
- Exhibit space at Memory Ride
- Full page ad in Memory Ride printed program
- Listing in Alzheimer's Association annual report

\$2,500 Steel Sponsor

- Logo on Memory Ride jerseys**
- Logo on Memory Ride T-shirts***
- Logo in Memory Ride handbook
- Registration for three riders
- Logo on Memory Ride website
- Exhibit space at Memory Ride
- Full page ad in Memory Ride printed program
- Listing in Alzheimer's Association annual report

\$1,000 Mile Sponsor

- Logo placement on four route signs, placed in high visibility locations along one-mile route
- Logo on Memory Ride T-shirts***
- Registration for two riders
- Logo on Memory Ride website
- Exhibit space at Memory Ride
- Half page ad in Memory Ride printed program
- Listing in Alzheimer's Association annual report

\$500 Corporate Friend

- Registration for one rider
- Logo on Memory Ride website
- Exhibit space at Memory Ride
- Listing in Memory Ride printed program

\$250 Exhibitor

- Listing on Memory Ride website
- Exhibit space at Memory Ride
- Listing in Memory Ride printed program



* Deadline for posters and brochures is 2/15/12

** Deadline for jerseys is 4/1/12

*** Deadline for T-shirts is 6/1/12

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