



## **Second Annual Austin Blondes vs. Brunettes Powder Puff Football Game Tackling Alzheimer's Disease Benefiting the Alzheimer's Association**

### **Fundraising Guidelines**

Last year players, coaches, and volunteers came together for the First Annual Blondes vs. Brunettes Powder Puff Football Game and collectively raised \$28,000 for the Alzheimer's Association, Capital of Texas Chapter.

**Our fundraising goal this year: \$75,000**

How are we going to do it? Well, we've made a few changes to our fundraising plan this year. Each player and coach is required to raise or donate \$500, and each cheerleader is required to raise or donate \$250. All donations must be received by June 12, 2010. This allows everyone up to seven days following the game to gather all donations.

**Raising \$500 is easy! Ask 5 friends for \$100, 10 friends for \$50 or 20 friends for \$25! Ask your employer, family and friends!**

Due to the high number of participants last year who did not reach their fundraising goals, we are asking everyone to guarantee their commitment by providing a credit card, to be charged only if they do not reach their personal requirements.

Your credit card will be charged for any remaining balance, up to \$250 for players and coaches, or up to \$125 for cheerleaders, from the difference between your fundraising commitment and your actual donation total. (So if your goal is \$500 and you raise \$250, you will be charged \$250. If your goal is \$500 and you only raise \$100, you will still only be charged \$250.)

All participants will be given the choice to opt out of their commitment by Sunday, May 16. If a participant has not reached their fundraising commitment by that date, they will have the option to step down from the player level to the cheerleader level, reverting to the \$250 requirement, or from the cheerleader level to a supporter level (no donation requirement).

However, we have complete faith that each participant will be able to easily meet and exceed their commitments, and we hope you will work to raise more than the minimum requirements, to benefit the Alzheimer's Association in providing hope to thousands of individuals – including those diagnosed, their families, and caregivers – facing the daily challenges of Alzheimer's disease.

We know with your help we can reach our overall goal of \$75,000 and tackle Alzheimer's disease!

Each player, coach and volunteer will receive via email an approved donation request letter with information about available sponsorship opportunities, as well as a support commitment form. We encourage you to seek out corporate sponsorships and personal donations. All donations that you acquire, excluding in-kind donations, will count towards your fundraising requirement and your team's bottom line. Donations can be made by credit card online or by check, made out to the Alzheimer's Association.



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Each donor will receive admission to the game based on the sponsorships levels below. There will be a list of donors at the door on game day; no physical tickets will be issued.

Top fundraisers will receive recognition on game day as well as a gift in appreciation of their efforts. Although donations will be accepted through June 12, all prizes will be awarded based on participants' donations collected through June 4.

Your involvement as a coach, player or cheerleader is greatly appreciated! Thank you so much for committing your time and effort to the fight against Alzheimer's disease.

Sincerely,

*Patti Fore*

2010 BvB Event Chair

*Susannah Davis*

2010 BvB Event Co-Chair

### Sponsorship opportunities are as follows:

#### Platinum (\$5,000)

*Premier Sponsor, 1 available*

- ✚ 15 Reserved Seats to game
- ✚ 15 VIP wristbands to after party
- ✚ Premier placement of Business' Logo and name on website and players' jerseys
- ✚ Recognition in Chapter Newsletter
- ✚ Recognition at game and BVB events

#### Gold (\$2,500)

*2 sponsorships available*

- ✚ 10 Reserved Seats to game
- ✚ 10 VIP wristbands to after party
- ✚ Placement of Business' Logo and name on website and players' jerseys
- ✚ Recognition at game and BVB events

#### Silver (\$1,000)

*5 sponsorships available*

- ✚ 6 Reserved Seats to game
- ✚ 6 VIP wristbands to after party
- ✚ Placement of Business' Logo and name on website and players' jerseys
- ✚ Recognition at game and BVB events

#### Bronze (\$500)

*10 sponsorships available*

- ✚ 4 Reserved Seats to game
- ✚ 4 VIP wristbands to after party
- ✚ Placement of Business' name on website and players' jerseys
- ✚ Recognition at game and BVB events

#### Diehard Fan (In-Kind Donation)

- ✚ Recognition and benefit depend on donation value

#### Supporter (\$20+)

- ✚ Admission for one for every \$20 donated

For more information, email [BvB@TXAlz.org](mailto:BvB@TXAlz.org) or visit [www.BvBAustin.com](http://www.BvBAustin.com)

alzheimer's  association®

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