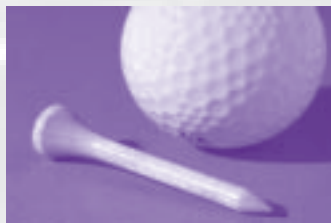


## *Benefits of Sponsorship*

Each year, this event has grown in number of participants and funds raised in the fight against Alzheimer's disease. In its 11<sup>th</sup> year, we will distribute 1,000 invitations to the golf scramble and 200 to the bridge tournament. Two hundred additional invitations will be mailed for the awards banquet and auctions. The Colbert Classic will be featured in the Greater PA Chapter newsletter, which reaches 26,500 people for an additional 66,250 audience impressions. For added visibility, sponsors will appear on the Alzheimer's Association Web site [www.alzpa.org](http://www.alzpa.org), which receives 500 hits per day. This audience is very receptive to the Alzheimer's Association and has been supportive of its sponsors. We estimate event-day promotion will reach 200 golfers and volunteers, 70 bridge players and 100 banquet/auction-only participants, generating thousands of additional impressions.

The most important benefit of sponsoring the Colbert Classic is the help it provides to so many people. Money raised helps the families afflicted with Alzheimer's disease and funds research for prevention, treatments and a cure. This includes work being done at the University of Pittsburgh's Alzheimer Disease Research Center, which is a leader in this field.

**Plan on attending the Colbert Classic, a day of golf, bridge and fun on Monday, June 21 at Allegheny County Club!**



The Alzheimer's Association, Greater Pennsylvania Chapter, is a 501(c)(3) nonprofit organization. The Greater Pennsylvania Chapter is affiliated with the National Alzheimer's Association, the largest voluntary health agency dedicated to this disease. The work of the Greater Pennsylvania Chapter is funded primarily by donors who share our mission. There is no charge for programs we offer to individuals and their families.

### *Our Mission*

We will stand by Pennsylvanians touched by Alzheimer's disease or related dementias by advancing research and assuring that individuals, families and communities have the most useful information, care and support throughout the journey.

ALZHEIMER'S ASSOCIATION  
GREATER PENNSYLVANIA CHAPTER  
100 W. Station Square Drive  
The Landmarks Building, Suite 500  
Pittsburgh, PA 15219

Office: (412) 261-5040  
HelpLine: (800) 652-3370

The official registration and financial information of the Alzheimer's Association, Greater Pennsylvania Chapter, may be obtained from the Pennsylvania Department of State by calling toll-free, within Pennsylvania, 1-800-732-0999.

## *11<sup>th</sup> Annual Colbert Classic*



## *Sponsorship Opportunities*

The Greater Pennsylvania Chapter of the Alzheimer's Association is proud to present the 11<sup>th</sup> Annual Colbert Classic. This day of sports and activities, featuring a golf scramble, bridge tournament, awards dinner and auctions, is scheduled for:

**Monday, June 21, 2004  
Allegheny County Club  
Sewickley, Pennsylvania**

### **To Benefit**



**(412) 261-5040**

# 2004 Colbert Classic Sponsorship Levels & Benefits

All competitions and activities will be held at Allegheny Country Club. This will increase impressions of on-site sponsorships and will further increase the link to the work of the Alzheimer's Association.

## 11<sup>th</sup> Annual Colbert Classic ... a day of golf, bridge and fun!

Monday, June 21, 2004  
Allegheny County Club

### PLATINUM \$10,000 Contribution

---

- Golf and banquet for 8 players
- Banners at golf, bridge and banquet venues
- Corporate Award at banquet
- Corporate logo on program cover and all event materials
- Sponsor logo with link on Greater PA Chapter Web site for five months, 500 hits per day
- Logo and corporate profile on Chapter newsletter with distribution in excess of 26,000
- Full page program ad, premier location
- Sponsor-provided promotional items in participant gift bags
- Right of first refusal to provide golf shirts with corporate logo
- Corporate logo on cocktail napkins at Awards Banquet

### GOLD \$5,000 Contribution

---

- Golf and banquet for 4 players
- Banner at banquet
- Corporate Award at banquet
- Corporate name on event materials
- Logo on Greater PA Chapter Web site for five months, 500 hits per day
- Small logo in Chapter newsletter with distribution in excess of 26,000
- Full page program ad, premier location
- Sponsor-provided promotional items to be included in participant gift bag



### GOLF CART \$3,500 Contribution

---

- Golf and banquet for 4 players
- Corporate logo and sponsor-provided materials in all 70 event carts
- Full-page program ad
- Listing on Chapter Web site, 500 hits per day
- Listing in Chapter newsletter with distribution in excess of 26,000
- Sponsor-provided promotional items in participant gift bags

### GOLF BOX LUNCH \$3,000 Contribution

---

- Golf and banquet for 4 players
- Corporate logo on all lunch boxes
- Full-page program ad
- Listing on Chapter Web site, 500 hits per day
- Listing in Chapter newsletter with distribution in excess of 26,000
- Sponsor-provided promotional items in participant gift bags

### HOLE SPONSOR \$1,500 Contribution

---

- Golf and banquet for 4 players
- Sign on sponsored hole
- Full-page program ad
- Listing on Chapter Web site, 500 hits per day
- Listing in Chapter newsletter with distribution in excess of 26,000
- Sponsor-provided promotional items in participant gift bags

### RANGE \$800 Contribution

---

- Golf and banquet for 2 players
- Sign at practice range
- Half-page program ad
- Listing on Chapter Web site, 500 hits per day
- Listing in Chapter newsletter with distribution in excess of 26,000
- Sponsor-provided promotional items in participant gift bags

### TEE BOX \$300 Contribution

---

- Sign at Sponsored tee box
- Listing in program
- Listing on Chapter Web site, 500 hits per day
- Sponsor-provided promotional items in participant gift bags



### Sponsorship Registration Form

Name \_\_\_\_\_

Company \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Phone \_\_\_\_\_

Email \_\_\_\_\_

Sponsorship Level \_\_\_\_\_

Contribution \$ \_\_\_\_\_

\_\_\_\_\_ Have a representative call me.

**Please make checks payable to  
Alzheimer's Association.**

Return checks and this form to:

Darcey Garda

Alzheimer's Association

100 W. Station Square Drive

Landmarks Building, Suite 500

Pittsburgh, PA 15219