

2017 DAVID E. RUTLEDGE CHARITY GOLF OUTING | EVENT FACT SHEET

WHAT:

The David E. Rutledge Charity Golf Outing is one of the area's longest-standing golf outings, entering its 21th year this spring. Chaired by Michigan State Representative Dave Rutledge, the Alzheimer's Association is looking forward to another entertaining and essential event. Yearly, over 150 of our area's prominent community members participate in the outing, helping us to raise over \$1,000,000 for Alzheimer's research, programs, education and outreach.

DATE:

Monday, July 10th, 2017

9am Shotgun Start (registration open at 7:30am)

Travis Pointe Country Club

2829 Travis Pointe, Ann Arbor, MI 48108

AUDIENCE:

Over 150 influential business professionals, community leaders, and philanthropic donors believe that they have the potential to change the future of Alzheimer's disease. Through their participation they understand that they can help power a program that helps a family stay strong today, fund a discovery that saves the next generation from this disease, or encourage a movement that makes Alzheimer's a national priority.

MEDIA EXPOSURE:

This event garners 200,000-300,000 media impressions throughout Washtenaw County each year, from radio and billboard to distribution to our Chapter email list of 33,000+ and posts to our 3,400+ social media followers.

SPONSORSHIP OPPORTUNITIES:

Multiple levels of sponsorships are available, and each opportunity includes customization to meet diverse marketing needs. For more information, see reverse for enclosed sponsorship opportunities, or contact Liz Michalski (information below).

ABOUT THE ALZHEIMER'S ASSOCIATION:

The Alzheimer's Association is the world's leading voluntary health organization in Alzheimer's care, support, and research. Our mission is to eliminate Alzheimer's disease through the advancement of research; to provide and enhance care and support for all affected; and to reduce the risk of dementia through the promotion of brain health. Our vision is a world without Alzheimer's.

The Michigan Great Lakes Chapter serves a 23-county region of Michigan with almost 50,000 people living with Alzheimer's. Our chapter offers community education programs, caregiver support groups, early memory loss programs, early stage social engagement activities, 24/7 Helpline, care consultations, information and referral, and other local resources.

CONTACT:

Liz Michalski

Special Events Manager

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lmichalski@alz.org



2017 DAVID E. RUTLEDGE CHARITY GOLF OUTING| SPONSORSHIP OPPORTUNITIES

ALL SPONSORSHIPS INCLUDE:

One team of four
Signage on one green or tee
Logo placement on scrolling presentation screen during Awards Dinner
Personalized sponsorship acknowledgement suitable for display at your company
Presentation of an Alzheimer's Association education program for your company's employees
Customized market benefits★

PRESENTING SPONSOR- \$10,000

- ~ Recognition as Presenting Sponsor in all promotional and event materials including, but not limited to, press releases, print advertising, radio and television spots
- ~ Hyperlinked banner advertising on our events webpage for 12 months
- ~ Company spotlight article in organizational newsletter
- ~ Welcome Video at the Awards Dinner
- ~ An additional team of four (8 players total)
- ~ Logo displayed on event program, welcome banner, golf carts, scoreboard, greens and tees (3 placements total)
- ~ Corporate provided banner or display table

PLATINUM SPONSOR- \$7,500

- ~ Repeat Logo Backdrop Banner for photo opportunity (take away item for golfers)
- ~ Hyperlinked banner advertising on our events webpage for 12 months
- ~ Logo displayed on event program, welcome banner, golf carts, scoreboard, greens and tees (3 placements total)
- ~ Corporate provided banner or display table

GOLD SPONSOR- \$5,000

- ~ Hyperlinked banner advertising on our events webpage for 12 months
- ~ Logo displayed on welcome banner, golf carts, scoreboard, and event program
- ~ Additional green or tee signage (2 total)
- ~ Corporate provided banner or display table

GOLF CART SPONSORS-\$3,000

Logo and Company recognition on all golf carts

AWARDS DINNER SPONSORS-\$2,500

Logo displayed on each table
Corporate provide banner on display

HOSPITALITY CART- \$2,000

Logo placement and recognition on hospitality carts

LUNCH SPONSOR- \$2,000

Logo placement and recognition at lunch café

SILVER SPONSORS- \$1,500

(does not include education program)

Team of four

Signage on one green or tee

HOLE SPONSORS- \$300

(does not include golfers or education program)

Signage on one green or tee

TEAMS- \$1,200

INDIVIDUAL GOLFERS- \$300

★To be determined with the Events Manager

- ~ Sponsorship Level Exclusivity
- ~ Recognition on press releases, print advertising, and radio and television spots
- ~ Hyperlinked banner advertising on organizational website for 3, 6, or 12 months
- ~ Company spotlight article in organizational newsletter
- ~ One-time or ongoing social media recognition

