



February 26, 2020

Dear Business Owner,

I would like to invite you to participate as a sponsor in Axels for Alzheimer's, a 501(c)3 figure skating show for Alzheimer's research. The show's proceeds benefit the Cure Alzheimer's Fund — a Boston-based organization that has funded over \$100 million of research to date. Your sponsorship funds Axels for Alzheimer's production costs so that all ticket sales can go directly to research.

On Saturday, April 18<sup>th</sup>, 2020 at 2 PM, the second annual Axels for Alzheimer's will be hosted at Boston University. Our first show in 2018 raised \$3,250 with the combined talents of Alissa Czisny, Sean Rabbitt, and New England's top competitors; we hope to double the amount raised this year. The 2020 cast is just as impressive as the first and features US National Champion Max Aaron, Olympian Polina Edmunds, Olympian Aimee Buchanan, and more.

You have a selection of five levels of sponsorship ranging from \$100 to \$1,000, as well as our add-on Axel Challenge. As a sponsor, your business can take advantage of your donation being tax-deductible and of marketing benefits. You also are given a display or sales booth on the concourse and complementary tickets. Please see the attached pages for complete details on our sponsorship options. You can register online at [axelsforalz.com/sponsor](http://axelsforalz.com/sponsor) or you can fill out the attached form and mail it in.

As far too many people do, I have a personal connection to Alzheimer's. Watching my grandmother progress from simple forgetfulness to being a silent shell of the person she once was motivated me to create Axels for Alzheimer's, so I thank you in advance for your consideration in supporting this special show and I hope to see you there! Tickets can be purchased at [axelsforalz.com](http://axelsforalz.com) or at the door. Please join us so when the day comes that a cure for Alzheimer's is discovered, you'll be able to say, "I played a part in that."

Sincerely,

Leah Spencer  
Founder & Director



## Sponsorship Options

LEVEL	COST	MARKETING BENEFITS	COMPLIMENTARY TICKETS	TAX DEDUCTIBLE AMOUNT <sup>2</sup>
Olympic <sup>1</sup>	\$1000	Logo on website linked to your site Full page color ad (5" x 8") in program Logo on front cover of program Call-outs on social media and during show Display or sales booth on the concourse	10 Valued at \$200	\$800
World	\$750	Logo on posters and website Full page B&W ad (5" x 8") in program Display or sales booth on the concourse	7 Valued at \$140	\$610
National	\$500	Logo on website 1/2 page B&W ad (5" x 3.875") in program Display or sales booth on the concourse	5 Valued at \$100	\$400
Sectional	\$250	Logo on website 1/4 page B&W ad (2.4" x 3.9") in program Display or sales booth on the concourse	2 Valued at \$40	\$210
Regional	\$100	Logo on website Display or sales booth on the concourse	1 Valued at \$20	\$80

### Bonus: Axel Challenge!

For every axel jump landed in the show, your business commits to donating \$1. <sup>3</sup>

<sup>1</sup> Please call or email us to check availability.

<sup>2</sup> The tax deductible amount reflects the amount in excess of the value of the complimentary tickets (\$20 each). Axels for Alzheimer's EIN is 82-5366527.

<sup>3</sup> The number of axels landed will be emailed to all sponsors following the show. Payment (by check or Paypal) for the amount indicated must be submitted by Friday, May 1<sup>st</sup>, 2020.



Please sign up for sponsorship by going to [axelsforalz.com/sponsor](http://axelsforalz.com/sponsor) or by e-mailing this completed form to [axelsforalz@gmail.com](mailto:axelsforalz@gmail.com)

Sponsor \_\_\_\_\_

Contact Name \_\_\_\_\_

Street Address \_\_\_\_\_

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

Email \_\_\_\_\_

Telephone \_\_\_\_\_

Olympic \$1000

World \$750

National \$500

Sectional \$250

Regional \$100

Please also include us in the Axel Challenge! For every axel landed in the show, we will donate \$1.

### Payment Options

Check - payable to Axels for Alzheimer's and mailed to Leah Spencer at:  
608 Wickenden St, Providence, RI 02903

Paypal - [www.paypal.me/axelsforalz](http://www.paypal.me/axelsforalz)

Once this form and payment has been received, we will email you requesting the ad you would like printed in the program. If you don't have an ad ready, we're happy to create a simple ad for you.

**This form and payment must be received by Wednesday, April 1<sup>st</sup>, 2020.**