

14th Annual

BVB

Dallas

Sponsorship Deck

WHAT IS BvB?

BvB Dallas is a non-profit organization that brings young-professionals together to raise awareness and funds for Alzheimer's disease research and support organizations in the Dallas-Fort Worth area. Founded in 2008 by a group of young-professional women, BvB Dallas was created as a way to honor and remember loved ones who have suffered from Alzheimer's and related diseases. Each year the organization hosts a variety of fundraising and educational events as a way for Dallas philanthropists to help eradicate this grave disease, culminating in its flagship event - a powder-puff football game.

Our Mission: To raise funds and awareness for Alzheimer's disease research and support organizations in the Dallas-Fort Worth area.



AWARENESS



CHARITY



COMMUNITY



PHILANTHROPY

WHAT WE DO

BvB Dallas hosts a variety of events throughout the year, culminating in our flagship event, a powder-puff flag football game at the historic Cotton Bowl.

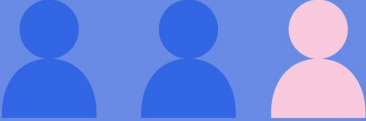


OUR OTHER EVENTS INCLUDE:

- Annual Birdies for BvB Charity Golf Tournament
- Super Bowling with BvB
- Season “Kick-Off” Party
- BvB Block Party
- BvB Talent Show and Auction
- Social Networking Events
- Giveback Shopping Events
- Virtual events due to COVID-19
 - Words with Friends Tournament
 - Virtual Happy hours and Trivia

All events observe CDC Guidelines for the safety of our volunteers and guests.

WHY TACKLE ALZHEIMER'S?




1 in 3
seniors die from
Alzheimer's or other
dementia

BvB
BRITAIN'S
VETERANS

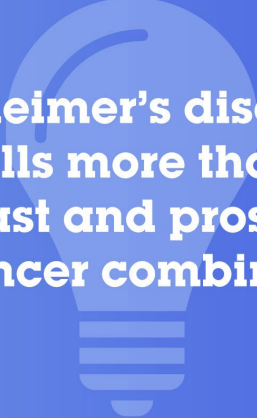
Alzheimer's is the
6th
leading
cause of death in
the United States

BvB
BRITAIN'S
VETERANS



Every
65
SECONDS
someone in the United
States develops Alzheimer's

BvB
BRITAIN'S
VETERANS



Alzheimer's disease
kills more than
breast and prostate
cancer combined

BvB
BRITAIN'S
VETERANS

**From the Alzheimer's Association Annual Report*

2021 BENEFICIARIES

UT Southwestern Medical Center

BvB Dallas will continue to partner with UT Southwestern Medical Center by funding the Clinical Neuropsychology Alzheimer's Disease Fellowship, which provides the opportunity to rapidly develop expertise in differential diagnosis and treatment of dementia. BvB will also support UT Southwestern in their research to diagnose and treat Alzheimer's disease by studying the before and after effects of focused ultrasound (FUS) on amyloid and tau protein levels in humans suffering from Alzheimer's disease. There are currently no other known sites studying the effects of FUS-mediated blood brain barrier opening on tau in human patients.



THE SENIOR SOURCE®

BvB Dallas will continue to support The Senior Source via the Caregiver Support Program. The Caregiver Support Program assists caregivers with the challenges of caring for aging loved ones through professional expertise and supportive counseling. Funding from BvB will ensure the staffing needed to continue offering seminars/webinars and support groups in both English and Spanish. These resources have become a lifeline to caregivers suffering from social isolation and anxiety during the COVID-19 pandemic.

2021 BENEFICIARIES



BvB Dallas will fund a pilot project to empower local individuals with Alzheimer's disease or Mild Cognitive Impairment (MCI) and their caregivers by encouraging a productive focus on their brain health. Participants will take online BrainHealth indexes, receive personalized monthly feedback from a licensed clinician, and have access to online cognitive training sessions.



BvB Dallas will fund projects targeting health inequities in North Texas by expanding and enhancing program reach within diverse communities. This will be accomplished through volunteer-powered program delivery and by working with Federally Qualified Health Centers to increase awareness of and provide referrals to Alzheimer's Association services.



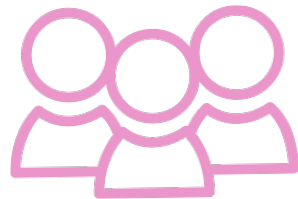
BvB Dallas is excited to announce a new beneficiary in Juliette Fowler Communities, the sponsoring agency for Dementia Friendly Dallas. Dementia Friendly Dallas is actively working to engage the entire city to create a more compassionate community. The program provides a system of technical assistance as well as tools and resources to assist individuals who are taking action to improve their community, seeking to support those living with dementia and their caregivers to help foster safety, quality of life, and a thriving community for all.



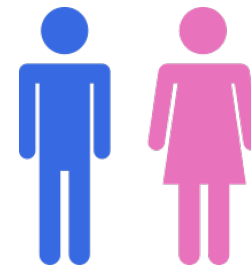
PARTICIPANT PROFILE



Participants individually raise an average of \$2,400



Over half of participants are directly affected by having a friend or family member with Alzheimer's



Female players & Male coaches are ages 21 - 40



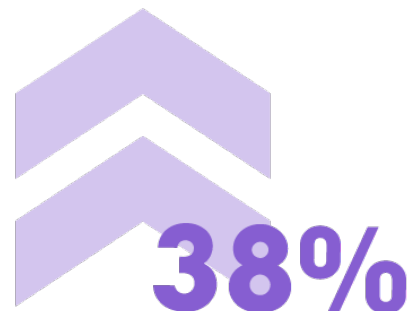
Participants are involved in numerous young-professional, athletic, social and charitable organizations



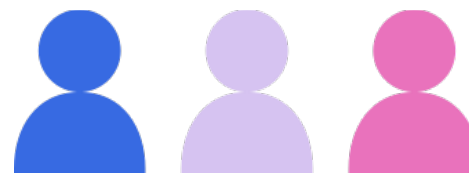
DONOR & FAN PROFILE



BvB Dallas on average receives over 4,600 individual donations annually.



Average donation : \$166 in 2020 (up from \$120 in 2019)



Game Day Attendees (over 4,000) range in age from 1-99



Heard about the game through local news, advertisements, social media and via email



BVB DALLAS GROWTH

In 13 years we've raised over

\$5.2 MILLION

for Alzheimer's research
and care



ONLINE PRESENCE

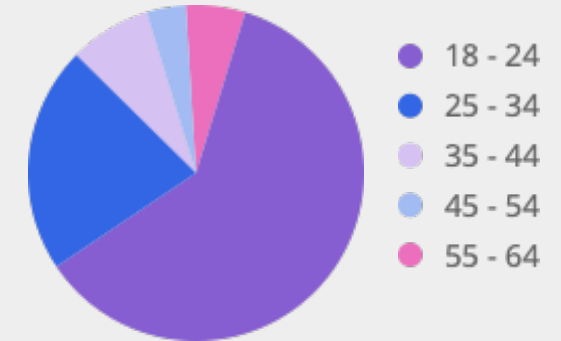
On an average day during the season...



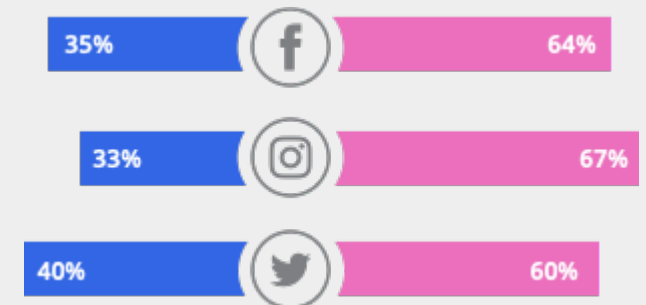
BvB Dallas earns over **10 MILLION** digital and social media impressions



AGE RANGE



GENDER



876 Followers



3,835 Page likes



1,575 Followers

MEDIA COVERAGE

BvB Dallas partners with **SPORTSRADIO 1310 THE TICKET** for promotional spots & Game Day coverage valued at **\$25k** <<

6.7 MILLION+ earned media impression for an ad value of **\$62,000+**



[CHECK OUT ARTICLE](#)



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[CHECK OUT THE VIDEO](#)



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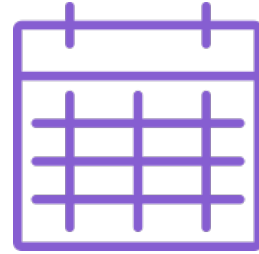


GAME DAY 2021



Cotton Bowl
at Fair Park

CDC guidelines observed for the
safety of our volunteers and
guests.



Saturday, August 7th

A **\$25 donation** gets entry to the game & after party.
VIP/Suite area for certain level donors & sponsors



4,000 friends, fans,
& supporters



SPONSORSHIP LEVELS

CORE PACKAGE

Game Day Partners: \$1000

- 8 General admission passes to the game
- Scrolling logo on jumbotron
- Opportunity to display 1 company banner on Game Day at the Cotton Bowl
- Ability to include promotional items in player/coaches Game Day bags

BRONZE

\$2.5K



SILVER

\$5K



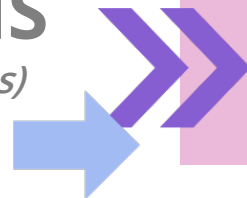
GOLD

\$7.5K



ADD ON OPTIONS

(Configurable Sponsorship Options)



PICK **3**

PICK **4**

PICK **5**



ADD ON OPTIONS

BRONZE
PICK 3

SILVER
PICK 4

GOLD
PICK 5

Game Day program insert or promotional coupon



Social Media Posts



Jumbotron Ad



Logo and Link on website



4 Additional game passes



Quarter page ad in program



2 VIP Tickets (May choose more than once)



Promotional Stand or Booth



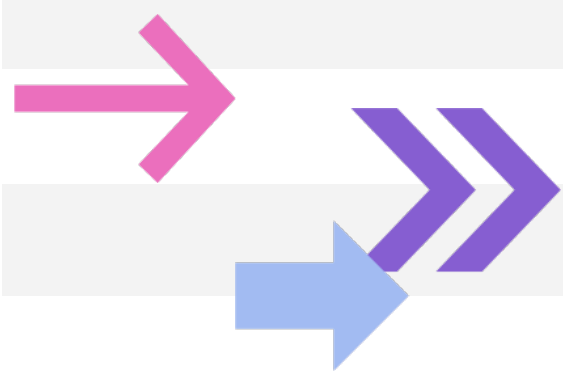
Half Page ad in program



Logo on Game Day Flyers

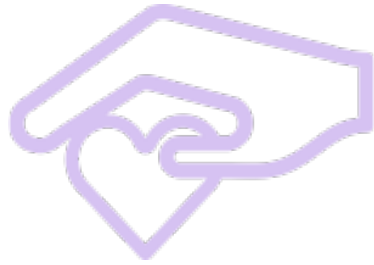


Logo on Jerseys



IN KIND DONATIONS

Donations by way of products,
services, etc.

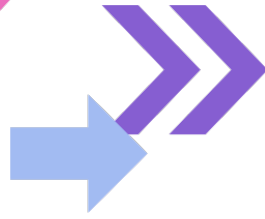


If you are interested in donating food,
beverages, apparel, signage, or
transportation on game day,
please contact us!

sponsorship@bvbdallas.org

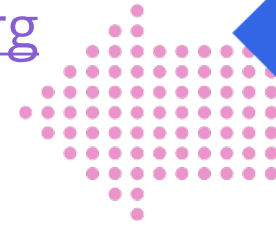


ANY QUESTIONS?



EMAIL: sponsorship@bvbdallas.org

WEBSITE: bvbdallas.org



BOD - Jared Cloud



Blue Team - Haili Rumsey



Pink Team - Jamie Minieri

