



# SPONSORSHIP DECK

*Join Dallas young professionals in tackling Alzheimer's through one of the city's most impactful summer events*

# What is BvB Dallas?

BvB Dallas is more than just a powder-puff football game—it's a spirited showdown for a cause! Founded by sisters determined to make a difference after their father's battle with Alzheimer's, BvB unites young professionals in a day of fun, fellowship, and philanthropy to tackle Alzheimer's for good.

Brought to Dallas in 2008 by Erin Finegold White, inspired by her grandparents' journey through Alzheimer's, BvB has become a powerhouse both on and off the field. With over \$6.2 million raised and more than 1,000 dedicated volunteers, BvB Dallas is proving that together, we can tackle Alzheimer's

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

# 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 Bishop Lynch High School.



# Why Are We Tackling Alzheimer's®

Nearly **7 million Americans** are living with Alzheimer's. By 2050, this number is projected to **rise to nearly 13 million**.

Help Us  
**#tackleALZ**  
according to the Alzheimer's Association website

Alzheimer's disease was the **fifth-leading cause of death** among people age 65 and older in 2021.

Help Us  
**#tackleALZ**  
according to the Alzheimer's Association website

Health and long-term care costs for people living with dementia are projected to reach **\$360 billion** in 2024 and nearly \$1 trillion in 2050.

Help Us  
**#tackleALZ**  
according to the Alzheimer's Association website

**70% of dementia caregivers** say that coordinating care is stressful. Two-thirds also have difficulty finding resources and support for their needs.

Help Us  
**#tackleALZ**  
according to the Alzheimer's Association website

The lifetime risk for Alzheimer's at age 45 is **1 in 5 for women** and **1 in 10 for men**.

Help Us  
**#tackleALZ**  
according to the Alzheimer's Association website

**Over 11 million Americans** provide unpaid care for people with Alzheimer's or other dementias.

Help Us  
**#tackleALZ**  
according to the Alzheimer's Association website

In 2023, unpaid caregivers provided an estimated **18.4 billion hours** of care valued at nearly \$350 billion.

Help Us  
**#tackleALZ**  
according to the Alzheimer's Association website

**74% of dementia caregivers** say that they are concerned about maintaining their own health since becoming a caregiver.

Help Us  
**#tackleALZ**  
according to the Alzheimer's Association website

# Past Beneficiaries

BvB Dallas supports Alzheimer's research and care in the Dallas/Fort Worth area. Over the years the organization has provided grants to organizations on the frontline of the fight against this disease.



# Beneficiary Spotlight

- Throughout the years, funding allowed The Senior Source to develop and promote our agency-wide dementia expertise. This includes:
  - Dementia Friendly Dallas training for staff and working to be recognized as a Dementia Friendly Workplace
  - Alzheimer's Association CARES training for staff
  - Dementia Live for volunteers, staff and community members
  - Dementia-specific training for Senior Companion Volunteers in partnership with UTA
  - Caregiver Support resource partnerships and trainings for family caregivers
  - Long-term Care Ombudsman training to best support residents in Long-term care facilities

Total Funded (2018-Current)

**\$843,000**

Lives Touched

**25,000**

*“BvB Dallas’s unwavering commitment has woven a tapestry of care, compassion, and resilience, leaving an indelible mark on our aging community.”*

**Ann Germann**  
Director of Corporate & Foundation Relations  
The Senior Source

# Beneficiary Spotlight

- The BvB Dallas Alzheimer's Disease Neuropsychology Fellowship has made a marked impact in furthering dementia research and care in the Dallas Area and beyond as our fellows have graduated and started their careers focused on Alzheimer's disease.
- BvB Fellow Highlight Accomplishments since inception in 2016:
  - Developed cognitive training group for individuals with mild cognitive impairment
  - Involved in development of multidisciplinary clinic for normal pressure hydrocephalus to identify patients with dementia
  - Dr. LoBue won the Early Career Research Award from the National Academy of Neuropsychology and an NIH K Development Award
  - Dr. Carlew is on the task force of a leadership development program for early career neuropsychologists

Total Funded (2016-Current)

**\$1,685,000**

Peer Reviewed  
Publications

**55**

Conference  
Presentations

**60**

Evaluated  
Patients

**1500**

Mentored Grad  
Students

**10**

[See full Impact report linked here](#)

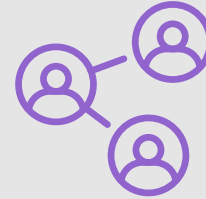
# Participant Profile



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

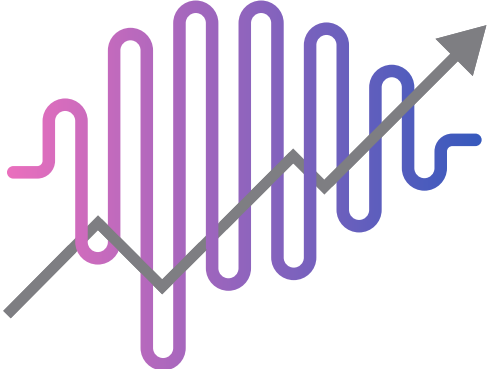


Coaches and players range between the **ages 21 - 40**



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

# BvB Growth



Over the past 17 years, we have raised

# \$6.8 MILLION



# Online Presence


BvB Dallas has a strong presence throughout social media:


## Digital Reach

 **19K impressions**  
on Facebook


 **160+ unique engagements**  
on our website

 **Over 10 million** digital and  
social media impressions

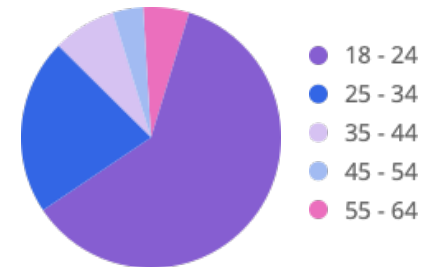
 BvB Dallas' top video garnered  
over **15K views** and reached  
over **36K people**

 **2.2K**  
Total Followers

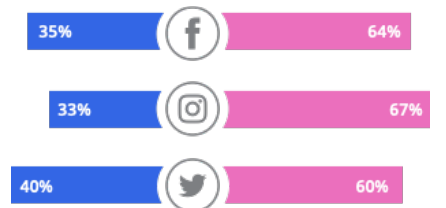
 **2.9K**  
Total Followers

 **864**  
Total Followers

## AGE RANGE



## GENDER



# Media Coverage

For those keeping track at home, here's a current recap of BvB PR.  
2025 features include:



[NBC5 Something Good](#)



[WFAA Brookdale Spotlight](#)



[FOX 4 The TEN Interview](#)

# BvB Game Day Experience Opportunities

Consider these experiences as opportunities to increase brand visibility, attendee interaction, and social engagement throughout Game Day. See something that fits your brand? Let's work together to create a custom activation with our marketing team.

## Featured Experiences

- VIP Lounges & Hospitality
- Fan Zones & Sponsor Activations
- Food & Beverage Experiences
- Interactive Photo Moments
- Silent Auction & Community Spaces
- Live Entertainment & Media Coverage
- Post-Game Celebration



# Sponsorship Levels

## All Partnerships Include

- Season-long brand visibility across BvB Dallas events, Game Day experiences, digital campaigns, jerseys, signage, and marketing materials (placement varies by partnership level)
- Direct engagement with BvB's highly connected audience of Dallas young professionals, supporters, families, and community leaders
- Access to exclusive BvB events including the Kickoff Party, Pool Party, Auction, and Pre-Game Dinner
- Opportunities to activate your brand through giveaways, fan experiences, hospitality, and on-site engagement
- On-field and event-day sponsor visibility through banners, activations, and branded experiences
- Inclusion in one of Dallas' most impactful and high-energy summer community events supporting the fight against Alzheimer's

### Exclusive Presenting Sponsor

\$25,000

### Legacy Sponsor

\$15,000

### Impact Sponsor

\$10,000

### Community Sponsor

\$5,000

### Field Sponsor

\$2,500

### Game Day Fan

\$1,000

# Exclusive Presenting Sponsor - \$25,000

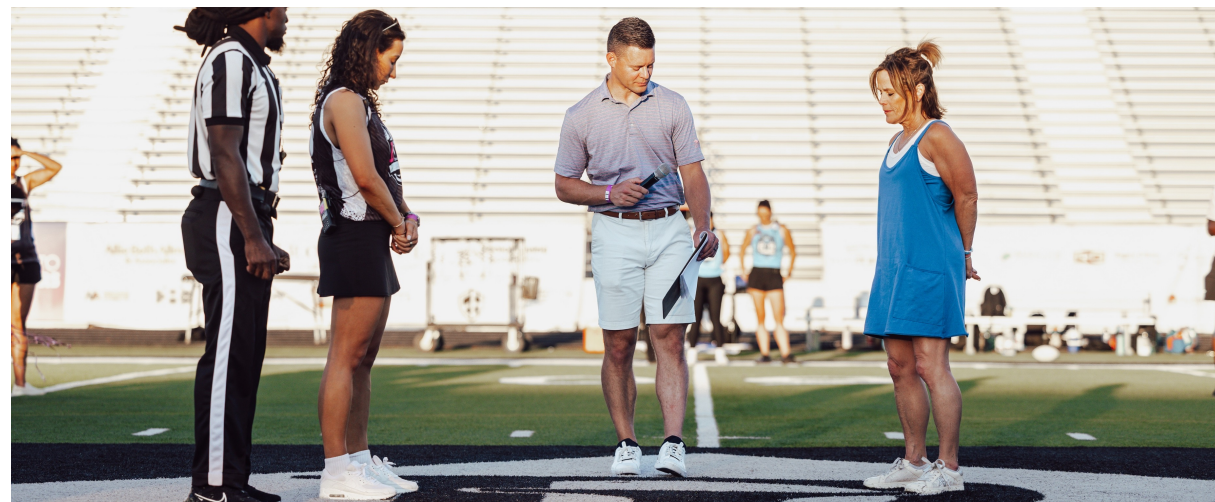
*Lead the season. Own the experience.*

## Includes:

- Naming rights as Presenting Partner
- Front-of-jersey logo placement
- Premium logo placement across all season marketing
- Inclusion in all press releases & media opportunities
- Featured placement on BvB Dallas homepage
- Dedicated sponsor spotlight campaign across social media
- Inclusion in season-long donor & team email communications
  - 16,000+ donor and fan reach
- 20 VIP sponsor passes including post-game celebration
- Premium hospitality Game Day access
- Opportunity to activate at all official BvB events
- Full-page premium Game Day program spread Jumbotron commercial/video placement during Game Day
  - :30 second video or two still ads) played twice during game day
- Branded activation space on Game Day
- Inclusion in player/coach gift bags
- Category exclusivity
- Opportunity for custom branded experience integration

## Pro Tip:

- Create a memorable branded experience by integrating your company into high-traffic fan moments such as:
  - Half Time Sponsor
  - Coin Toss Sponsor
  - VIP Lounge
  - Fan Zone
  - Tailgate Experience
  - Afterparty
  - Main Stage activation



*Brookdale coin toss at Game Day 2025*

# Legacy Sponsor - \$15,000

*Become one of the most visible brands of the BvB season.*

## Includes:

- Back-of-jersey logo placement
- Logo placement on all major marketing assets
- Featured sponsor page placement
- Dedicated social campaign integration
- Inclusion in donor and participant email campaigns
- 10 VIP sponsor passes
- Full-page Game Day program ad Jumbotron ad placement – (:30 second video or two still ads) played twice during game day
- On-site activation opportunity
- Sponsor banner placement at official events
- Promotional item distribution opportunities
- Category exclusivity consideration

## Suggested Activations:

- Pool Party Sponsor
- Beer Olympics Sponsor
- Wall Of Honor Sponsor
- Educational Events Sponsor (3 Times between June & July)
- Kids Fan Zone Activation Sponsor



2025 sponsor jersey logos

# Impact Sponsor - \$10,000

*Align your brand with one of Dallas' most impactful summer events.*

## Includes:

- Logo placement on Game Day jerseys
- Website logo & sponsor recognition
- Social media inclusion throughout season
- 6 VIP sponsor passes
- Full-page Game Day program ad Jumbotron recognition
  - Two still ads to run at least twice on game day
- Sponsor banner placement
- Promotional distribution opportunities
- Presence at season events

## Suggested Activations:

- Game Day Entertainment Sponsor
- Team Tent Sponsor
- Recruitment Event Sponsor



*Dallas Mavericks Maniacs as Game Day Entertainment, 2025*

# Community Sponsor - \$5,000

*Create memorable experiences for participants and fans.*

## **Includes:**

- Logo placement on Game Day marketing materials
- Website sponsor placement
- 4 VIP sponsor passes
- Dedicated jumbotron frame/logo recognition
- Sponsor banner placement
- Promotional item inclusion
- Social recognition throughout season

## **Suggested Activations:**

- Fan Zone
- Walk-Up Music Sponsor
- Cooling Station



*Mike Leslie, WFAA, and The Ticket joined members of BvB Dallas for the National Anthem before kickoff*

# Field Sponsor - \$2,500

*Support the mission while engaging with the BvB community*

## Includes:

- Website sponsor recognition
- Half-page Game Day program ad
- Shared jumbotron recognition
- 2 VIP sponsor passes
- Sponsor banner placement
- Promotional item distribution opportunities

## Suggested Activations:

- Team Water “Jug” Sponsor
- Fan Photo Moment
- Volunteer Support



*The Photo Bus at Game Day 2025*

# Game Day Fan - \$1,000

*Join the Game Day experience and support the fight against Alzheimer's.*

## Includes:

- Scrolling text only Jumbotron
- ¼ page ad in program
- 2 VIP passes to the game and post-game celebration
- Access to all BvB Events
- Listing on BvBDallas.org website with link
- Recognition in BvB Dallas public relations activities



*Members of BvB Dallas leadership presenting the 2025 fundraising total*

# Other Options & Add-Ons

<b>Official Practice Jersey Sponsor</b>	\$3,000/in-kind
<b>Official Game Day Jersey Sponsor</b>	\$3,000/in-kind
<b>Game Day Bag Sponsor</b>	\$5,000/in-kind
<b>Official Swag Sponsor</b>	\$1,500-\$3,000/in-kind
<b>Team Practice Bar Sponsors</b>	\$5,000
<b>Game Day Vendors (+\$100 for premium placement)</b>	\$250
<b>Game Day Food Sponsor</b>	\$5,000/in kind
<b>Official Alcohol Sponsor</b>	\$10,000
<b>Wall of Honor Sponsor</b>	\$5,000
<b>Star Club Sponsor</b>	\$5,000
<b>Media Sponsor</b>	\$5,000/in-kind
<b>Print Media Sponsor</b>	\$5,000/in-kind
<b>Game Day Activation</b>	In-kind

## Program add-ons:

<b>Quarter-page ad</b>	\$250
<b>Half-page ad</b>	\$500
<b>Full-page ad</b>	\$1,000

## Jumbotron Messaging & Media:

<b>Scrolling Logo/Message</b>	\$250
<b>Standalone Message</b>	\$500
<b>Video</b>	\$1,000

## Enhancements & Add-Ons:

<b>Category Exclusivity</b>	\$1,000
<b>Halftime Sponsor</b>	\$1,500
<b>Dedicated Social Media Campaign</b>	\$1,000
<b>Email Sponsor Series</b>	\$1,500

# We are excited to partner with you!

If you have questions, please reach out to [Sponsorship@BvBDallas.org](mailto:Sponsorship@BvBDallas.org)