

*Glendale Adventist Medical Center Proudly Presents*



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**March 11, 2012**

*Hosted by the Downtown Glendale Merchants Association*

[GlendaleDowntownDash.com](http://GlendaleDowntownDash.com)



Photo by Tommy Ewasco

## 2011 Dash At-A-Glance

- Over 1,500 participants  
*(up 11% from 2010)*
- Over 150 volunteers
- Over \$100,000 raised to fight stroke  
*(up 35% from 2010)*
- 42 Dash Teams formed
- Best Finish Time – 15:40
- Largest Age Group – 30-39 years old
- Average Dash Age – 36 years old  
*(Oldest Dasher – 87, Youngest Dasher – 3)*

See pictures and videos from the 2011 Dash at [GlendaleDowntownDash.com](http://GlendaleDowntownDash.com)

# About the Downtown Dash



Stroke is the 3<sup>rd</sup> leading cause of death in the United States and the 2<sup>nd</sup> leading cause of death in the San Fernando Valley. While the disabling results of stroke are most often preventable, it remains the leading cause of adult disability in the country.



It is with this in mind that the **Downtown Glendale Merchants Association** teamed up with the **Glendale News-Press** and stroke experts from the **Glendale Adventist Medical Center Neuroscience Institute** to create the annual Downtown Dash – a 5K Run/Walk through the heart of Glendale. All proceeds from this run benefit Glendale Adventist Stroke Services for our community.



The Glendale News-Press Downtown Dash offers a fun, family atmosphere that takes participants down Brand Boulevard, through The Americana At Brand and back up again. Join us as we celebrate the strength of our community and the power to fight back against stroke.

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# Thank You 2011 DASH Sponsors

Glendale Adventist Medical Center  
Neuroscience Institute  
Adventist Health



Glendale News-Press



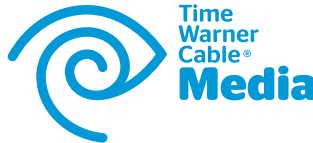
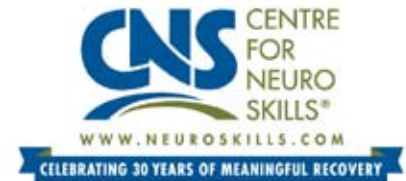
Genentech  
A Member of the Roche Group



Good Food, Good Life



glendale  
galleria



## Booth Sponsors & Gifts In-Kind

A Runner's Circle

ABC 7

A.C.F. Productions

Abbott Construction

All About You! Wellness Bootcamp

The Americana at Brand

Baker, Olson, LeCroy & Danielian

Boehringer Ingelheim

California Credit Union

Centre for Neuro Skills

City of Glendale Community

Services & Parks

Downtown Glendale Merchants

Association

Curves Glendale/Eagle Rock

G.M.A.

Genentech

Glendale Chiropractic Clinic

Glendale Galleria

Glendale News-Press

Glendale Sunrise Rotary

Inner Movement Chiropractic

Los Angeles Federal Credit Union

Massage Envy

Nestle

Pasadena Magazine

Power Bar

Professional Business Bank

Radio Disney

Sokenbicha

Time Warner Cable

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# Sponsorship Opportunities

		Premium Sponsorships					Targeted Sponsorships							
		Presenting (\$15,000)	Platinum (\$10,000)	Gold (\$5,000)	Silver (\$2,500)	Bronze (\$1,000)	T-shirt Sponsor (\$7,500)	Medal Sponsor (\$7,500)	Timing Chip (\$5,000)	Kiddie Mile (\$3,000)	Pace Car (\$2,000)	Banner (\$500)	Water (\$500)	Booth (\$250)
Brand Marketing	News-Press Coverwrap Editorial	X	X											
	Logo on Dash Print Ads	X	X	X	X	X	X	X	X	X	X		X	
	Logo/Links on GlendaleDowntownDash.com	X	X	X	X	X	X	X	X	X	X		X	
	Logo/Links on Dash E-newsletter	X	X	X	X		X	X	X	X				
	Dash E-newsletter advertorial (1)	X												
	Links on Dash Social Media	X	X	X			X	X						
Continued Branding	Guest on Glendale Adventist television show "Healthline"	X												
	Spots on "Healthline" cable show and YouTube channel	X												
	Branding on 2010 Dash-sponsored Lectures, Screenings & Events	X	X											
Race Day Branding	Start/Finish Signage	X	X	X	X	X	X	X	X		X	X	X	
	Start/Finish Kiddie Mile Signage									X				
	Participant t-shirts	X	X	X	X	X	Exclusive spot on sleeve	X	X	X	X		X	
	Volunteer t-shirts	X	X	X	X	X	Exclusive spot on sleeve	X	X	X	X		X	
	Runner Bibs	X	X	X	X	X	X	X	X	X	X		X	
	Logo on Timing Chip								X					
	Awards	X							X					
	Kiddie Mile Awards								X	X				
	Mile Markers	X												
	Dash Market Banner	X										X		
Announcement at Opening Event & Awards Ceremony	X	X	X	X	X		X	X	X	X		X		
Other Opportunities	Dash Market Booth	10' x 10'	10' x 10'	10' x 10'	10' x 10'	10' x 10'	10' x 10'	10' x 10'	10' x 10'	10' x 10'			10' x 10'	10' x 10'
	Event Entries	10	5	5	5	2	5	5	5	5				
	Opening Ceremony Presentation	X												
	Award Ceremony Presentation		X											
	Award Ceremony Participant	X												
	Water Table Logo/Signage												X	
	Logo on Pace Car										X			
	Presentation at pre-event VIP dinner	X												
VIP Dinner Invite	5	3	2	1		3	2	2						

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# DASH Dollars at Work

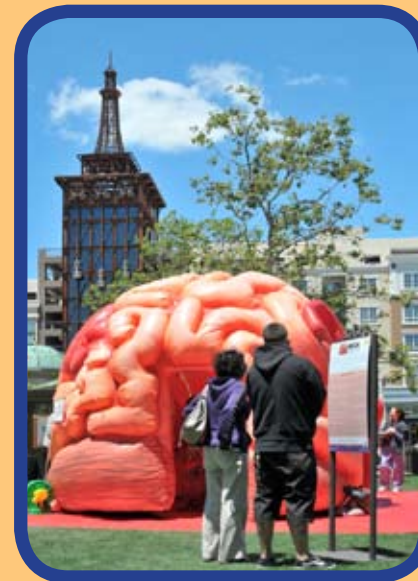


## **Multi-Lingual Stroke Education Materials**

These multi-lingual take-home pieces provide information on general stroke education, tips on prevention, how to identify if someone may be experiencing a stroke and what to do, as well as best practices for recovery.

## **FREE Stroke Medication Clinic**

While physical rehabilitation can be helped by therapists, controlling different medications (most notably Coumadin) properly can be difficult for stroke survivors. The Advanced Primary Stroke Center at GAMC created a **FREE** Stroke Medication Management & Education Clinic so stroke patients can consult with a pharmacist to get answers to their medication/prescription questions, discuss adjustments to dosages (*if necessary*) and receive guidance regarding post-stroke rehabilitation.



## **MEGA Brain World Premiere in Glendale**

GAMC was host to the world premiere of the MEGA Brain exhibit – an inflatable, walk-through model of the human brain. Over 1,900 community members and students visited the exhibit to learn how the brain functions and what damage can be caused by stroke, brain trauma, tumors, meningitis and other diseases.



## **Bring NY Times Best Seller & Speaker at the Alex Theatre!**

New York Times best selling author, former Harvard Medical School scientist and stroke survivor Dr. Jill Bolte Taylor came to Glendale for a special speaking engagement. Previously, Dr. Taylor was interviewed by Oprah about her stroke at age 37 and chosen as one of Time Magazine's Top 100 Most Influential People in the World for 2008.



# Dash Team Information

## Forming a Downtown Dash Team is EASY!!

The Glendale News-Press Downtown Dash raises funds for stroke care, stroke education and stroke support programs. But joining as a team allows members to give back to their own community, work together towards a mutual goal, and do something positive for their own health.

### Here's How to Start:

- Choose your team captain and have that person register a team through the Dash online registration at **GlendaleDowntownDash.com** (our registration is powered by **Active.com**)
- Tell other team members the team name so they can select it when they register (paper registrations are also available).
- Our Dash Teams Chair will provide you with materials and support to help make your team experience fun for everyone on your team.

### Each Team Should:

- Recruit at least 7 or more co-workers, family members or friends.
- Encourage each team member to register online at **GlendaleDowntownDash.com** and raise funds.
- Work with the Dash Teams Chair to coordinate distribution of materials (i.e. goodie bags, t-shirts, walker/runner number bibs, etc) to team members.
- Be creative and have fun. We have special team awards! (Check out [GlendaleDowntownDash.com](http://GlendaleDowntownDash.com) for more info).

### Registering as an organized, youth sports teams?

- You can qualify for the "Dash Gives Back" program to receive a check valued at 20 percent of event funds raised by your team members (includes 2012 Dash event registration fees and donations collected by your team).
- Team leaders must contact Dash Team Chair Chris King to confirm involvement in this program prior to registration.
- Calculations will be based on funds raised by your team members by the day of the Dash – March 11, 2012.
- Team checks will be processed within 60 days of the Dash.

Register online at **GlendaleDowntownDash.com**, or contact Chris King at **KingC1@ah.org**.



See pictures and videos from the 2011 Dash at **GlendaleDowntownDash.com**

# Dash Sponsorship Form

Visit [GlendaleDowntownDash.com](http://GlendaleDowntownDash.com) to complete a sponsorship form online

## Premium Sponsorships

- Presenting Sponsor \$15,000
- Platinum Sponsor \$10,000
- Gold Sponsor \$5,000
- Silver Sponsor \$2,500
- Bronze Sponsor \$1,000

## Targeted Sponsorships

- T-Shirt Sponsor \$7,500
- Medal Sponsor \$7,500
- Timing Chip Sponsor \$5,000
- Youth Dash Sponsor \$3,000
- Pace Car Sponsor \$2,000
- Banner Sponsor \$500
- Water Sponsor \$500
- Booth Sponsor \$250

**Company** \_\_\_\_\_ **Sponsorship Amount \$** \_\_\_\_\_

Name \_\_\_\_\_ Sponsor Name Listing \_\_\_\_\_

Address \_\_\_\_\_

Phone \_\_\_\_\_ E-mail \_\_\_\_\_

Check enclosed, payable to: **Healthcare Foundation at GAMC** (*Memo Line: Downtown Dash 2012*)

Charge my Credit Card:  Visa  Mastercard  Discover  AMEX Card# \_\_\_\_\_

Exp Date \_\_\_\_\_ CVC \_\_\_\_\_ Signature \_\_\_\_\_

Unable to participate. Tax-deductible contribution enclosed:  \$1,000  \$500  \$250  \$100 Other \_\_\_\_\_

**Fax to: (818) 546-5655**

**Mail to: Healthcare Foundation at Glendale Adventist  
1509 Wilson Terrace  
Glendale, CA 91206**

***Thank you for your support!***

***Someone from our sponsorship committee will contact you to provide you with more information and talk about the next steps in sponsoring the 2012 Dash.***

*Glendale Adventist is a 501(c)(3) not-for-profit organization. Tax ID# 95-3899682*

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# Contact Information

Sponsorship info:

**Hilda Begossian, (818) 409-8055 or [BogossH1@ah.org](mailto:BogossH1@ah.org)**

Team info:

**Chris King, (818) 409-8050 or [KingC1@ah.org](mailto:KingC1@ah.org)**

General DASH info:

**Mari Abrams, (818) 409-8050 or [AbramsMH@ah.org](mailto:AbramsMH@ah.org)**



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