

# BLONDES vs BRUNETTES

POWDER PULT FOOTBALL GAME BENEFITTING THE  
**Alzheimer's Association**  
Houston & Southeast Texas Chapter

## GAME INFORMATION

Saturday, May 15, 2010, 12pm.  
Skip Lee Field, St. John's School  
Buffalo Speedway between Westheimer and W. Alabama  
Houston, TX

Every \$20 donation is considered admission for the game. The Alzheimer's Association will have a list of donors at the door on game day; no physical ticket is required. Children are complimentary.

## LEVELS OF PARTICIPATION

There are several ways to be involved which require a wide range of time and commitment:

For the ladies:

**Player** – We ask that you pledge to raise \$250 for our cause. You will also need to be available to attend the majority of the Team practices. **Sign up deadline is March 15, 2010.**

For the gentlemen:

**Coach** – We ask that you pledge to raise \$500 for the cause. You will also need to be available to attend the majority of the Team practices. **Sign up deadline is March 15, 2010.**

For everyone:

**Volunteer** – We need volunteers to assist with both pre-event needs, as well as the day of the event. Volunteers assisting on game day cannot also play/coach. We ask that you pledge to raise \$250 for the cause. **Sign up deadline is May 1<sup>st</sup>.**

**Fundraising Only** – If you prefer to relax in the stands, or perhaps can't attend this year, we still need participants out in the community raising awareness about this disease and requesting financial support. We ask that you pledge to raise \$250 for the cause. **Sign up deadline is May 1<sup>st</sup>.**

**Cheerleader** – Cheer on your teammates! We will have co-ed cheerleaders this year. We ask that you pledge to raise \$250 for the cause. **Sign up deadline is May 1<sup>st</sup>.**

## FUNDRAISING IS EASY!

Last year, Houston BVB players, coaches, and volunteers collectively raised **\$132,609** for the Alzheimer's Association Houston & Southeast Texas Chapter.

**Our fundraising goal this year? \$150,000!**

How are we going to do it? Each participant pledges to give or raise \$250, coaches must give or raise \$500. We'll give you the tools to easily raise your pledge amount, from a personalized website to a custom flash invite!

## 2 Websites are created for this event:

**Fundraising Website** – Where you'll sign up and customize your own page so family and friends can donate on behalf of the cause and you can easily track your and the group's progress.

2010 Fundraising Website: <http://BvB10.kintera.org/Houston>

**Event Website** – Contains event details, profiles of participants, sponsorship information.

2010 Event Website: [www.bvbhouston.org](http://www.bvbhouston.org)

## WHAT'S NEXT

You will receive an email with a link to the fundraising website listed above. From there you will click on "participant registration" and it will guide you through the sign up process.

You'll also be contacted by your team captains and/or the volunteer chair regarding next steps in preparation for game day by March 1<sup>st</sup>.

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## **ABOUT ALZHEIMER'S AND BVB**

BvB is a powder puff football game at which Houston's most prominent young leaders come together to raise money for a common cause: The Alzheimer's Association. Now in its fifth year, the event, which originated in Washington D.C., is expanding to various cities across the country including: Dallas, Austin, Denver, New York City, Los Angeles and Chicago.

## **The Facts about Alzheimer's Disease:**

- Every 70 seconds an American develops Alzheimer's jumping to 33 seconds by mid-century.
- 1:6 women and 1:10 men reaching age 55 can expect to develop Alzheimer's in their lifetime.
- From 2000-2006, deaths attributed to Alzheimer's disease increased by 47%. In comparison during the same years, deaths from other major illnesses all decreased: heart disease by 11.5%; breast cancer by .6%; prostate cancer by 14.3%; and stroke by 18.1%.
- More than \$148 billion is spent annually caring for those with Alzheimer's and other dementia, including the direct costs related to Medicare and Medicaid and the indirect costs to businesses.

## **BVB Charitable Purpose:**

BvB serves as an important fundraiser for the Alzheimer's Association Houston & Southeast (H&SE) Texas Chapter. As part of the nationwide network of chapters, the H&SE Texas Chapter provides help and hope to over 120,000 individuals – including those diagnosed, their families and caregivers – in our 29 county service area facing the daily challenges of Alzheimer's. Services include a 24/7 help line, care consultation, caregiver counseling, support groups, Medic Alert+Safe Return, training for professionals, community education, and government advocacy on the federal, state and local levels. The majority of these programs are provided either free of charge or at minimal cost to the public. For more information, please visit [www.alz.org/texas](http://www.alz.org/texas).

## **IMPORTANT CONTACTS**

**Please contact the below participants with suggestions/questions related to the below topics.**

### **Fundraising and Corporate Sponsorships**

Elizabeth Whitehead  
[Fundraising@bvbhouston.org](mailto:Fundraising@bvbhouston.org)

### **Media and Public Relations**

Aimee Woodall  
[aimee@theblacksheepagency.com](mailto:aimee@theblacksheepagency.com)

### **Volunteering**

Sarah Sibley  
[BVBvolunteer@googlegroups.com](mailto:BVBvolunteer@googlegroups.com)

### **All Other Questions (we'll direct you to the right person)**

Jill Ford (Brunette)  
BvB 2010 Co-chair  
[Jill@bvbhouston.org](mailto:Jill@bvbhouston.org)

Callie Parker (Blonde)  
BvB 2010 Co-chair  
[Callie@bvbhouston.org](mailto:Callie@bvbhouston.org)

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Alzheimer's Association  
Houston & Southeast Texas Chapter

Name: \_\_\_\_\_

Email Address: \_\_\_\_\_

I am supporting...

Team Blonde       Team Brunette

Choose one of the following:

\_\_\_\_\_ **Player**  
*Will need to be available for weekly practice, no more than a total of six. April – May, day of week TBD.*

\_\_\_\_\_ **Coach**  
*Will need to be available for weekly practice, no more than a total of six. April – May, day of week TBD.*

\_\_\_\_\_ **Cheerleader**  
*Co-ed Squads.*

\_\_\_\_\_ **Volunteer**  
*Volunteers are needed for both pre-event planning and day of event coordination.*

\_\_\_\_\_ **Fundraiser Only**  
*I will not be able to participate, but would still like to fundraise for the cause.*

**Note re: Players:**

*All players are required to have the hair color that corresponds to their team name. On game day, those players that do not abide by this rule will not be permitted to play.*

*Redheads may play on either team.*

**Please complete and return to registration  
or email to [Alzies@bvbhouston.org](mailto:Alzies@bvbhouston.org)**

*You will receive an email with instructions to join a team and create a personal fundraising website.*

*Thanks for helping us Tackle Alzheimer's!*

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## FUNDRAISING COMMITMENT FORM

In an effort to meet our fundraising goal of \$150,000, we ask that each participant commit to raising a minimum of \$250 for the Alzheimer's Association Houston and Southeast Texas Chapter (\$500 for coaches). The fundraising chair will provide you with the necessary tools to easily meet this goal. Please fill out and sign the form below to participate in BvB 2010 and help "tackle" Alzheimer's!

I, \_\_\_\_\_, commit to raising the minimum of \$250 (or \$500 for coaches) to support the Alzheimer's Association Houston and Southeast Chapter. In the event of my inability to raise the minimum by May 15, 2010, I understand that I may make my own donation to reach this minimum goal. I therefore permit Alzheimer's Association, Houston and Southeast Texas Chapter, to charge my credit card for the fundraising difference.

Credit Card Type: (please circle one): VISA / MASTERCARD/ AMEX / DISCOVER

Credit Card Number: \_\_\_\_\_ Expires: \_\_\_\_\_

Security Code: \_\_\_\_\_ (on back)

Billing Address: \_\_\_\_\_  
Street City State Zip

Name (as it appears on the card): \_\_\_\_\_

Signature

Date

**Please complete form and scan to [Alzies@bvbhouston.org](mailto:Alzies@bvbhouston.org)  
or fax to Callie Parker at 713.238.7272 by March 15, 2010.**

**ALSO**

**Please email a headshot of yourself for the flash website to  
[Alzies@bvbhouston.org](mailto:Alzies@bvbhouston.org) by March 15<sup>th</sup>, 2010.**