



## **the daily grind** 4 dementia

[www.dailygrind4dementia.org](http://www.dailygrind4dementia.org)  
[hello@dailygrind4dementia.org](mailto:hello@dailygrind4dementia.org)

---

the daily grind for dementia is an initiative being driven by the family of former WAFL and AFL umpire Mike Ball, who lost his battle with younger-onset dementia at 66 years of age.

The aim of the daily grind campaign is to raise money for the Mike Ball Legacy Fund to support people living with younger onset dementia and their loved ones, so they can best prepare for the journey post-diagnosis.

With the confrontation of memory and communication challenges, as well as struggles with general daily functioning, supporting loved ones with dementia isn't easy and at times can feel like a daily grind just showing up as they become a shadow of the person they once were.

When we commit to a daily grind, we don't always feel instant upside or reward, but as time passes the impact of our actions become clear.

For Mike's family, they were told he would not live much past his birthday on 28 November, 2021. Fourteen days later, Mike passed. Fourteen days of being at his bedside, talking to him not knowing if he could hear or understand, fourteen days of possible 'last moments'. It was tough.

So, as Mike's son, I want to lead a daily grind campaign for fourteen days from 28 November until 11 December by running an average of 55kms a day from Albany to Port Coogee.

The money raised for the Mike Ball Legacy Fund will provide financial grants to the Dementia Support Network of WA to directly help families living with younger onset dementia.

I am calling on the WA business community to get behind my daily grind campaign and the Mike Ball Legacy Fund, via one of the sponsorship options outlined below.

Kind regards,

Jamie Ball  
0403 181 031

**the daily grind**  
4 dementia



## **THE DAILY GRIND FOR DEMENTIA**

[www.dailygrind4dementia.org](http://www.dailygrind4dementia.org)  
[hello@dailygrind4dementia.org](mailto:hello@dailygrind4dementia.org)

---

### **SPONSORSHIP FRAMEWORK**

#### **MAJOR SPONSORS - \$10,000**

Logo on back of each daily shirts and shorts  
Major logistics support (medical and support crew)  
Media, social media and event recognition

#### **PREMIUM SPONSORS - \$5,000**

Logo on sleeve of each daily shirt  
Minor logistics support (nutrition and hydration)  
Media, social media and event recognition

#### **DAILY SPONSORS - \$2,500 (x14)**

Logo on front of one daily shirt  
Social media recognition (one day)

#### **ACCOMMODATION SPONSORS - \$1000 (x14)**

Provision of one night stay for Jamie and his support crew

#### **DONATIONS**

[www.dailygrind4dementia.org](http://www.dailygrind4dementia.org)