

THE END OF ALZHEIMER'S STARTS WITH YOU

YOUR COMPANY CAN RELIEVE THE BURDEN OF
ALZHEIMER'S AND HELP END THIS EPIDEMIC.

alzheimer's  association®

New York City Chapter

2018

Alzheimer's disease is a global epidemic.



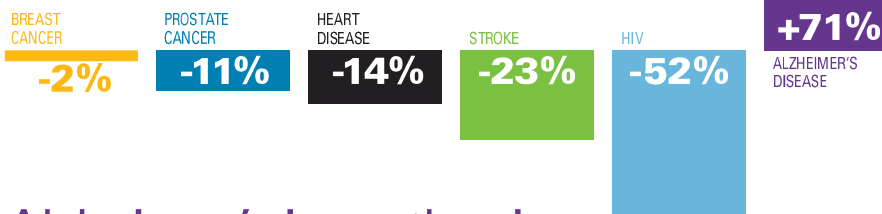
AT LEAST
44 MILLION
PEOPLE WORLDWIDE
ARE LIVING WITH
DEMENTIA

- In the United States, more than 5 million individuals have Alzheimer's disease.
- Over 15 million Americans care for an individual with Alzheimer's or another dementia.
- Women, African-Americans and Hispanics are more likely to develop Alzheimer's disease.

OUR MISSION

To eliminate Alzheimer's disease through the advancement of research; to provide and enhance care and support for all affected; and to reduce the risk of dementia through the promotion of brain health.

Changes in number of deaths, between 2000 and 2013



Alzheimer's is on the rise.

- By 2050, as many as 16 million Americans will be living with Alzheimer's disease - triple the number today.
- In 2017, Alzheimer's and other dementias cost the nation \$226 billion, by 2050, these costs could rise as high as \$1.1 trillion.
- Dementia is the most expensive disease in the United States, costing more to American society than heart disease or cancer, according to a study published in The New England Journal of Medicine.

Alzheimer's affects us at home and at work.

The toll of the disease is not just financial. Alzheimer's truly is a family disease that affects people both at home and at work. Nearly 60 percent of Alzheimer's and dementia caregivers rate emotional stress of caregiving as high or very high, more than one-third report symptoms of depression. This stress can negatively affect an individual's health, employment and financial security. And while half of all Americans know someone with the disease, there's a stigma involved that prevents people from openly discussing it and finding the help they need.

85%
OF CARE PROVIDED AT HOME IS DELIVERED BY FAMILY CAREGIVERS



75%
OF CAREGIVERS REPORTED BEING EMPLOYED FULL- OR PART-TIME AT ANY TIME SINCE ASSUMING CAREGIVING RESPONSIBILITIES



54%
OF EMPLOYED CAREGIVERS HAD TO GO IN LATE, LEAVE EARLY OR TAKE TIME OFF DUE TO CAREGIVER DEMANDS





2018 Caring to Remember Corporate Partnerships

Platinum Sponsor Level

\$25,000

- **Prominent logo placement on electronic invitation, print and promotional materials**
- **Prominent logo placement on day of event banner**
- **Prominent logo placement on event website**
- **30 Event Tickets**
- **Exclusive recognition and optional opening ceremony speech**
- **Weekly Social Media post with company logo**
- **Highlighted story in Alzheimer's Association NYC Chapter e-newsletter (16,000 subscribers)**
- **Complimentary on-site educational seminar on Alzheimer's disease for employees (up to 50 people)**





2018 Caring to Remember Corporate Partnerships

GOLD SPONSOR LEVEL

\$15,000

- Logo placement on electronic invitation and promotional materials
- Logo on day of event banner
- Logo on event website
- 15 Event Tickets
- Bi-weekly Social Media post with logo
- Highlighted story in chapter e-newsletter (16,00 subscribers)

SILVER SPONSOR LEVEL

\$10,000

- Logo placement on electronic invitation and promotional materials
- Logo on event banner
- Logo on event website
- 10 Event Tickets
- Social media post with logo

BRONZE SPONSOR LEVEL

\$5,000

- Logo placement on promotional materials
- Logo on event website
- 5 Event Tickets
- Social media post with logo



2018 Caring to Remember
Corporate Partnerships

Custom Bronze Sponsor Opportunities

- **Tasting Tables \$5,000/ea. (SOLD OUT)**
 - Custom Signage on Table
 - 5 Event Tickets
 - Logo on Event Website
- **Bars \$5,000/ea. (SOLD OUT)**
 - Custom Signage at Bar
 - 5 Event Tickets
 - Logo on Website
- **Art of Everyone Display \$5,000 (2 available)**
 - Custom Signage on Canvas
 - 5 Event Tickets
 - Logo on Event Website
- **DJ Entertainment \$5,000**
 - Custom Signage on DJ Booth
 - 5 Event Tickets
 - Logo on Event Website

Additional Sponsorship Opportunities

- **Auction/Raffle Table \$3,500 - (SOLD OUT)**
 - Custom Signage on Table
 - 2 Event Tickets
 - Logo on Event Website
- **Coat Check \$3,500**
 - Custom Signage at Coat Check
 - 2 Event Tickets
 - Logo on Event Website
- **Website Logo \$750**



2018 Caring to Remember Corporate Partnerships

***We are always happy to customize a partnership opportunity that would best meet your company's needs.**

Yes, we commit to becoming a sponsor. Our sponsorship will help in the fight to end Alzheimer's and support the vision of a world without Alzheimer's.

Please indicate the sponsorship level for 2018:

___ **Platinum Sponsor \$25,000**

___ **Tasting Table \$5,000**

___ **Coat Check \$3,500**

___ **Gold Sponsorship \$15,000**

___ **Bar Sponsorship \$5,000**

___ **Website Logo \$750**

___ **Silver Sponsorship \$10,000**

___ **Art of Everyone \$5,000**

___ **Bronze Sponsorship \$5,000**

___ **DJ Entertainment \$5,000**

Contact Name: _____

Address: _____ Address Line 2: _____

City: _____ State: _____ Zip: _____ Phone: _____ Email: _____

Payment Enclosed Please Bill Me Use Credit Card Below (MC, Visa, Amex)

Card Number: _____ Exp Date: _____

Name on Card: _____ CVV Code: _____

CC Authorized Signature: _____ Billing Address: Same as Above

If Different Billing Address: _____

Return completed form and payment to: Alzheimer's Association New York City Chapter
60 East 42nd Street, Suite 2240 | Phone 646-418-4466 |



The Alzheimer's Association is a 501(c)(3) non-profit organization

