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.

- 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**

- **Breast Cancer**: -2%
- **Prostate Cancer**: -11%
- **Heart Disease**: -14%
- **Stroke**: -23%
- **HIV**: -52%

**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 $259 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.
Working together to support the fight.

As a leading corporation, you’re uniquely positioned to advance the Alzheimer’s movement in significant ways. It’s likely that many members of your corporate community - your employees, customers and key stakeholders - are already connected to the disease. But are they finding the help they need? Are they engaged with the Alzheimer’s cause and empowered to take action?

Together, we can:

- Offer support and resources
- Educate individuals to recognize the signs of Alzheimer’s
- Raise funds to support our mission
- Put a stop to the nation’s sixth leading cause of death

By partnering with the Alzheimer’s Association, your company can stand with the world’s largest voluntary health organization in Alzheimer’s care, support and research as we confront a crisis that devastates millions of families.

Educate and support your employees.
- Provide information on the Association’s caregiver support services.
- Let your employees facing Alzheimer’s disease know that they are not alone.

Strengthen your team as you raise awareness and funds for the Alzheimer’s Association.
- Participate in Alzheimer’s & Brain Awareness Month in June by going purple.
- Reinforce your brand and drive sales through a strategic cause marketing promotion.
- Include the Association in workplace giving campaigns.
- Encourage participation in the Walk to End Alzheimer’s and The Longest Day.
- Increase employee engagement and team building by offering Association volunteer opportunities.

Be recognized as you help lead the fight against Alzheimer’s disease.
- Support critical programs and services through your organization’s corporate philanthropy program.

Learn more at alz.org/nyc
Alzheimer's is the disease most are worried about – more than cancer, stroke, heart disease, diabetes & arthritis combined!

% who say the disease they are most fearful & concerned about is ........................................

What C-Suite Executives Are Saying

“The Alzheimer’s Association has given our firm, for the first time, a way to demonstrate our 'corporate heart' on a national stage which has measurably raised the loyalty of our clients, strengthened our firm’s culture and positioned our firm as a great place to work.”

- John Beuerlein, General Partner, Edward Jones & Co.

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EVENT INFORMATION

About Walk to End Alzheimer’s

The Alzheimer’s Association Walk to End Alzheimer’s® is the world’s largest event to raise awareness and funds for Alzheimer’s care, support and research. Held annually in more than 600 communities nationwide, this inspiring event calls on participants of all ages and abilities to reclaim the future for millions. Together, families, friends, co-workers, social and community groups and more, display combined strength and dedication in the fight against this devastating disease. The funds raised through Walk to End Alzheimer’s benefit the care, support and research efforts of the Alzheimer’s Association. We strive to:

- Help families across the country by continuing to provide and enhance programs focusing on education and support.
- Advance critical research studies into methods of treatment, prevention and, ultimately, a cure.
- Speak up for the needs and rights of those facing Alzheimer’s through our public policy initiatives.

In 2017 our walks across Manhattan, Brooklyn, Queens, and Staten Island attracted more than 4,000 participants and raised a total of over $890,000.

Location and Date

MANHATTAN- October 27, 2018 South Street Seaport, South Street & Fulton Street, New York, NY 10038
2018 Manhattan Walk to End Alzheimer’s
Corporate Partnerships

New York State Sponsor Level
$50,000

New York State hosts 30, Walk to End Alzheimer’s events with over 31,000 participants—promotional opportunity to gain exposure and engagement in every major city in the State

- Leverage Alzheimer’s Association and Walk to End Alzheimer’s sponsorship assets for marketing, public relations and communications—both internal and external
- Logo on all New York State Walk to End Alzheimer’s Websites
- Logo placement on printed materials e.g. flyers, postcards, brochures
- Featured as Statewide Sponsor with logo on all Walk T-shirts
- Logo on day of event banners/signs
- Recognition in New York State pre and post-Walk emails (up to 4) and Chapter e-newsletters
- Internal Company Kickoff Event for Company Walk team (1-2 locations per chapter)
- Table (10 people) at New Team Kickoff Event (if applicable)
- Complimentary vendor table (includes company’s banner, representatives) at all NYS walks
- Recognition as Statewide Sponsor during all opening ceremonies
- Posts (up to 4) with logo on all Chapter social media channels (Facebook, Instagram, Twitter)
- Complimentary participation t-shirts (5 per walk) for locations that register at least 60 days before walk
- Walk Plaque recognizing New York State sponsorship—one for each location
- Thank you party for top 10 team at each Walk at Company locations (up to 50 people)

*customization is available
Presenting Sponsor Level
$35,000

- Large logo on chapter’s Walk Web page
- Prominent logo placement Walk T-shirt
- Logo on sign displayed along the Walk course
- Logo on all day of event large banners
- Company tent and breakfast at walk for up to 50 employees
- Table (10 people) at New Team Kickoff Event
- Complimentary vendor table (includes company’s banner, representatives and information at any Walk event)
- Distinct recognition in post-Walk emails and chapter e-newsletter
- Exclusive recognition and optional opening ceremony speech
- 50 complimentary participant t-shirts
- Social Media posts with logo
- Highlighted story in our chapter e-newsletter (14,000 subscribers)
- Walk Plaque
- Thank you party for company Walk Team (up to 50 people)
PLATINUM SPONSOR LEVEL
$20,000

- Large logo on chapter’s Walk Web page
- Logo placement on Walk T-shirt
- Company tent at walk for employees
- Logo on all large banners
- Complimentary vendor table (includes company’s banner, representatives and information at any Walk event)
- Recognition in post-Walk emails and chapter e-newsletter
- 25 complimentary t-shirts
- Social Media posts with logo
- Walk Plaque

GOLD SPONSOR LEVEL
$15,000

- Logo on chapter’s Walk Web page
- Logo placement on Walk T-shirt
- Logo on all large banners
- Complimentary vendor table (includes company’s banner, representatives and information at any Walk event).
- 10 complimentary t-shirts.
- Social Media post with logo
- Recognition in post-Walk emails and chapter e-newsletter
- Walk Plaque

SILVER SPONSOR LEVEL
$10,000

- Logo on chapter’s Walk Web page
- Logo place on Walk T-shirt
- Logo on all large banners
- Complimentary vendor table (includes company’s banner, representatives and information at any Walk event)
- 5 complimentary t-shirts
- Social media post with logo
- Walk Plaque
2018 Manhattan Walk to End Alzheimer’s
Corporate Partnerships

**Promise Garden Sponsorship**
$15,000

- Recognition at the Walk Opening Ceremony
- Two signs with your logo
- Local sponsorship recognition will use the following language:
  - Promise Garden locally sponsored by (company name)
- Local sponsorship for Promise Garden is available to only one company per walk
- Company tent and vendor table

**About the Promise Garden**

- Walk to End Alzheimer’s events across the country feature a Promise Garden—a hands-on, mission-focused experience that allows participants to raise flowers representing their promise to remember, honor, care and fight for those living with Alzheimer’s disease and their caregivers.
- Through color, these Promise Flowers represent the diverse reasons people have to participate. Participants will have an opportunity to write a personal message on their flower to further show their dedication.
- Participants unite for a heartfelt opening ceremony prior to the commencement of Walk. Together, the Promise Flowers create a dynamic, colorful and meaningful garden.

**Color Key**

- **Blue** – I have Alzheimer’s.
- **Yellow** – I am supporting or caring for someone with Alzheimer’s.
- **Purple** – I have lost someone to Alzheimer’s.
- **Orange** – I support the cause and the Alzheimer’s Association vision of a world without Alzheimer’s.
Top Team Village Sponsorship

$10,000

Team who raise over $10,000, support and research efforts of the Alzheimer’s Association become members of the elite Top Team Village.

Sponsorship Benefits

- Banner with company logo
- Can provide water, drinks and breakfast snacks to the Top Team Village
- Can provide giveaways to participants with company logo
- Recognition on chapter’s Walk web page
- Recognition on chapter’s social media
- Recognition in Walk emails and chapter e-newsletter

Additional Sponsorships

- Starting Line Banner $5,000
- Finish Line Banner $5,000
- Booth $5,000
  - Complimentary vendor table with tent
  - Recognition on chapter’s social media channels
- Booth $3,500
  - Complimentary vendor table
- Route Sign $1,500
- Website Logo $750
2018 Manhattan Walk to End Alzheimer’s
Sponsorship Commitment Form

Demonstrate your company’s leadership role in the fight against Alzheimer’s disease by joining us as a sponsor of your local Walk to End Alzheimer’s. The New York City Chapter of the Alzheimer’s Association offers a variety of sponsorship opportunities that will provide your company with greater visibility in your community. Together, with your philanthropic support, we can lead the way to end Alzheimer’s.

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:

___ Presenting Sponsorship $35,000
___ Platinum Sponsorship $20,000
___ Gold Sponsorship $15,000
___ Silver Sponsorship $10,000
___ Promise Garden Sponsorship $15,000
___ Top Team Village Sponsorship $10,000

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