JOIN THE FIGHT FOR ALZHEIMER’S FIRST SURVIVOR.

NEW FOR 2018!

*EARLY BIRD REGISTRATION ENDS FEBRUARY 1, 2018

2018 Pacific Northwest Sponsorship Packet

Mural Amphitheater, Seattle Center
September 29, 2018

Cory Townsend | cdtownsend@alz.org | 206.965.5401
EVENT INFORMATION
About the Alzheimer’s Association
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, and members of the community 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.

2018 WA State Chapter Walk to End Alzheimer’s
September - October

- Bremerton
- Coeur d'Alene
- Everett
- Kennewick
- Longview
- Moses Lake
- Mt. Vernon
- Port Angeles
- Pullman
- Redmond
- Seattle
- Spokane
- Tacoma
- Walla Walla
- Wenatchee
- Yakima

*Early Bird Commitment: With a sponsorship commitment of Gold or above by February 1, your company will receive an Alzheimer's Association Lunch and Learn presentation for staff (presentation date must be mutually agreed upon and take place in 2018). Please contact Ashley Studerus at 206.529.3874 or astuderus@alz.org for more details.
2018 Sponsorship Opportunities

CHAPTER PRESENTING SPONSOR

$50,000

Exclusive Chapter-wide Presenting Sponsor recognition benefits across 16 Walk events happening throughout Washington State and Northern Idaho.

Estimated 10,000+ participants

Chapter Presenting Sponsorship Benefit Highlights
For full benefit delivery, commitment is due by February 1, 2018

- Chapter liaison to assist in creating Walk teams at all desired locations
- Internal Walk kick-off event provided by chapter
- Premiere marketing booth placement provided at all desired events (table, tent, and two chairs)
- Recognition as “Chapter Presenting Sponsor” on all Chapter social media pages
- Logo with hyperlink recognition on all 16 Walk websites
- Recognition as “Chapter Presenting Sponsor” in E-newsletter to 32,000+ subscribers
- Prominent logo placement on T-shirts
- Recognition on event sponsor signage (banner and route signs) at all locations
- Logo recognition on printed posters, brochures, and programs at all locations
- Logo recognition on all printed mailings, save the dates, and thank you postcards
- Verbal acknowledgment from stage at all events
- Opportunity to speak at opening ceremony
- Interview opportunity with local media sponsor at starting line, where available
- Prominent individual banner displayed at stage
LOCAL SUPPORTING SPONSOR

$15,000

Exclusive Local Supporting Sponsor recognition at one Walk event.

Local Supporting Sponsorship Benefit Highlights
For full benefit delivery, commitment is due by February 1, 2018

- Chapter liaison to assist in creating Walk team
- Internal Walk kick-off event provided by chapter
- Marketing booth provided (table, tent, and two chairs)
- Recognition as “Local Supporting Sponsor” on event-specific social media pages
- Logo with hyperlink recognition on event-specific website
- Recognition as “Local Supporting Sponsor” in E-newsletter
- Logo recognition on T-shirts
- Recognition on event sponsor signage (banner and route signs)
- Logo recognition on event printed posters, brochures, and programs
- Logo recognition on printed mailings, save the dates, and thank you postcards
- Verbal acknowledgment from stage
Working together to support the fight.

By partnering with the Alzheimer's Association as a sponsor, your company can stand with the leading voluntary health organization in Alzheimer's care, support, and research as we confront a crisis that devastates millions of families - and a significant portion of our nation's workforce.

Over 10,000 participants are expected to attend 16 Walk to End Alzheimer's events taking place from September – October 2018 across Washington State and Northern Idaho.

Our 2018 Walks will be held in Bremerton, Coeur d'Alene, Everett, Kennewick, Longview, Moses Lake, Mt. Vernon, Port Angeles, Pullman, Redmond, Seattle, Spokane, Tacoma, Walla Walla, Wenatchee, and Yakima.

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**Walk to End Alzheimer's 2018 Benefits**

![Image](image.png)

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**SPONSOR LEVELS & BENEFITS**

<table>
<thead>
<tr>
<th><em>2018 SPONSOR REACH</em></th>
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<tbody>
<tr>
<td>• 10,000 Printed Brochures</td>
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<tr>
<td>• 7,000+ Social Media Followers</td>
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<tr>
<td>• 32,000+ E-newsletter Subscribers</td>
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<table>
<thead>
<tr>
<th>Chapter-wide</th>
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<tbody>
<tr>
<td>Chapter liaison to assist in creating Walk team</td>
<td>yes</td>
</tr>
<tr>
<td>Marketing booth on Walk day (table, tent, and two chairs)</td>
<td>yes</td>
</tr>
<tr>
<td>Recognition on event social media pages</td>
<td>yes</td>
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<tr>
<td>Recognition on Walk website</td>
<td>logo/hyperlink</td>
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<tr>
<td>Recognition in E-newsletter</td>
<td>logo</td>
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<tr>
<td>Recognition on T-shirts (two complimentary shirts)</td>
<td>logo</td>
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<tr>
<td>Recognition on event sponsor signage</td>
<td>logo(4 signs)</td>
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<tr>
<td>Event specific email communications</td>
<td>logo</td>
</tr>
<tr>
<td>Printed posters and brochures</td>
<td>logo</td>
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<tr>
<td>Verbal acknowledgement from stage</td>
<td>yes</td>
</tr>
<tr>
<td>Printed save the dates and thank you postcards</td>
<td>logo</td>
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<tr>
<td>Opportunity to greet audience from stage</td>
<td>yes</td>
</tr>
<tr>
<td>Interview opportunity at starting line, where available</td>
<td>yes</td>
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</tbody>
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**Thank you to our 2017 Silver level and above sponsors:** Best Plumbing, Cedar Creek Memory Care Community, Eagle Springs Memory Care a Senior Lifestyle Community, Fieldstone Memory Care, Frontier Management, Health Alliance Northwest, Kindred at Home, Koelsch Senior Communities, McCurley Integrity Dealerships, Merrill Gardens, Milestone Retirement Communities, Mirabella, Parkview at Wheatland Village, Pawn 1, Quail Park Memory Care West Seattle, Safeway Foundation, Tacoma Lutheran Retirement Community, Visiting Angels, Washington Odd Fellows Home.
Exclusive Walk Sponsorship Opportunities

Note: All exclusive sponsors will receive Silver level sponsor benefits, as well as exclusive signage in addition to what is listed in the description below. All opportunities also include the ability to hang a sponsor banner.

Champions Club Sponsor – $3,000
Sponsor the Champions Club tent at Walk! Walkers who raise $500 - $999 become members of the Champions Club, and participants who raise $1,000 or more are members of the Grand Champions Club. All Champions and Grand Champions receive exclusive access to this special tent on Walk day. Sponsor provides special breakfast and other items of choice.

Finish Line Sponsor – $3,000
Your company will celebrate the return of walkers at the finish line. Give away a branded celebration item of your choice (must be mutually agreed upon and provided by sponsor) such as purple beads or leis.

Kid's Zone Sponsor – $3,000
Sponsor the designated area for kids at the Walk. Sponsor provides face painting, balloon animals, or other items of choice.

Promise Garden Sponsor – $5,000
All registered participants receive a Promise Garden flower, the color of which represents a participant's connection to the disease. Your company will have exclusive signage throughout the Walk and Promise Garden tent as the Promise Garden Sponsor.

Purple Pooch Parlor Sponsor – $3,000
Sponsor the designated area for dogs at the Walk. Sponsor provides branded purple dog bandannas, treats, or other items of choice.

Refreshment Sponsor – $3,000
Keep the walkers refreshed! Sponsor provides items such as coffee, water, and snacks for walkers.

Registration Sponsor – $3,000
Give away a branded item of your choice at registration (must be mutually agreed upon and provided by sponsor) such as key-chains or water bottles.

Start Line Sponsor – $3,000
Your company will celebrate walkers at the start line. Give away a branded celebration item of your choice (must be mutually agreed upon and provided by sponsor) such as purple beads or leis.

Team Photo Sponsor – $3,000
Make the day even more memorable for Walk teams by providing a photo booth! The photo booth will feature the logo of your company.
ALZHEIMER’S DISEASE IS A GLOBAL EPIDEMIC.

• More than 5 million Americans are living with Alzheimer’s — a number that’s projected to triple by 2050.

• 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 The New England Journal of Medicine.

Changes in Causes of Death, 2000-2013

Breast Cancer: -2%
Prostate Cancer: -11%
Heart Disease: -14%
Stroke: -23%
HIV: -52%
Alzheimer’s Disease: +71%

EMPLOYEE BENEFITS:
• Build relationships and have fun with colleagues as you work together to fight Alzheimer’s.

• Refine your leadership skills as you inspire one another to raise funds that will help the millions of people facing the disease continue to receive quality care and support.

• Achieve a sense of accomplishment by raising funds to help advance research that will ultimately end the nation’s sixth-leading cause of death.

COMPANY BENEFITS:
• Increase employee engagement, which can lead to higher employee retention and productivity.

• Create a positive presence in the community, attracting potential employees, customers and partners.

• Be socially responsible while showing support for the individuals in your organization affected by the disease in their personal life.

STRENGTHEN YOUR COMPANY AS YOU ADVANCE THE FIGHT AGAINST 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. In 2016, nearly 500,000 participants across the country raised critical awareness and over $80 million to benefit Alzheimer’s care, support and research. We need your help to continue the fight. Start a Company Team today!
START A COMPANY TEAM.

As a corporate leader, we need your help to rally your company and community around the Alzheimer’s cause.

• Visit alz.org/walk to find a Walk and sign up as a Company Team Captain.

• Select a team name. Make sure to include your company or organization in the name.

• Search for your company name in the drop-down menu or enter it in yourself.

YOU HAVE THE SKILLS.
WE HAVE THE TOOLS.

Once you register, you’ll have access to your online Participant Center — a portal full of resources to help you:

• Encourage colleagues to join your company team.

• Expand your team to include friends, family and other community members.

• Ask others to support your efforts by making a donation to your team.

• Hold a fundraising event in your office, like Casual for a Cause or Purple with a Purpose.

• Offer incentives to encourage participation and promote friendly fundraising competition.

• Implement departmental challenges that create camaraderie.

• Explore ways to maximize your fundraising, including matching gift or similar workplace programs. Visit matchinggifts.com/walk to see if your company participates.

• Get further involved by volunteering for your Walk Planning Committee or other opportunities with the Association.

“It makes sense for Edward Jones to support a cause that impacts so many of our clients. We love giving back to our communities and the Alzheimer’s Association makes it so easy for us to get involved, coaching us along the way.”

- Bruce Biedar, Edward Jones Team Windy City

Visit the Company Teams section of alz.org/walk to learn more!
Every dollar advances the fight against Alzheimer’s

The Alzheimer’s Association is a global organization, working to advance care, support and research across the world. From face-to-face support to online education programs and promising worldwide research initiatives, your donations make a difference in the lives of the millions of people affected by Alzheimer’s today and those who will face the disease tomorrow. Every dollar you raise helps to strengthen our efforts while moving us closer to our vision of a world without Alzheimer’s disease.

We provide care and support to all those facing Alzheimer’s.

Worldwide, an estimated 47 million people are living with Alzheimer’s. In the United States alone, more than 5 million are living with the disease, and over 15 million are acting as caregivers. To support these individuals, the Association uses donated funds to offer:

- Online message boards through ALZConnected® (alzconnected.org), a free service that allows those with the disease and their caregivers to exchange information and build relationships.
- In-person support groups, connecting those facing the disease with a network of help in their community.
- A free nationwide 24/7 Helpline (800.272.3900) — receiving more than 310,000 calls annually — staffed by specialists and master’s-level clinicians who provide support, offer information and suggest referrals, all day, every day.

We educate and raise awareness to grow understanding of the disease.

While we’ve made great strides in growing awareness of Alzheimer’s as a fatal disease that demands public attention, we still have a long way to go. To increase knowledge and support those facing the disease, your dollars provide:

- Educational programs and workshops on the 10 warning signs of Alzheimer’s, living with the disease, caregiving at different stages, and healthy lifestyle choices for the brain and body.
- Far-reaching campaigns to teach people the difference between Alzheimer’s disease and typical aging, and the power of early detection.
- alz.org®, a vast repository of information accessible from anywhere in the world. For many who are newly facing a diagnosis, alz.org is their first stop to learn about living with the disease and caregiving, access resources and plan for the future. The site includes information in 17 languages to reach a broad audience.
We drive research toward treatment, prevention and, ultimately, a cure.

As the world’s largest and most impactful nonprofit funder of Alzheimer’s disease research, the Alzheimer’s Association invests your dollars in innovative projects — from promising early studies to complex international collaborations — that hold the most potential to rapidly accelerate progress and change the devastating trajectory of the disease.

- The Association has awarded more than $350 million to over 2,300 scientific proposals, providing the funding for critical advancements, including the discovery of Pittsburgh compound B (PIB), the first radiotracer capable of showing beta-amyloid in the living brain during a PET scan.

- As an international force in the field, the Alzheimer’s Association brings the global research community together to collaborate, connect and address common challenges. The Association’s leadership in this area has resulted in landmark accomplishments, including the development of the first new diagnostic guidelines for Alzheimer’s disease in 27 years.

- With a team of the world’s foremost investigators, the Association studies the field for the areas of greatest need, driving support for transformational projects such as the Dominantly Inherited Alzheimer’s Network Trials Unit (DIAN TU). The Association’s $4.7 million grant in 2012 allowed this project, the first-ever Alzheimer’s disease prevention trial, to launch a year early.

We speak up for the needs and rights of people affected by Alzheimer’s.

The Alzheimer’s Association is the leading voice for Alzheimer’s advocacy. Your dollars fuel our efforts to advocate at the global, federal and state levels for the support our movement needs.

- The Association helped to pass landmark legislation such as the National Alzheimer’s Project Act, which mandated the creation of a national plan to fight Alzheimer’s disease. The plan addresses the rapidly escalating Alzheimer’s crisis and coordinates efforts toward its first goal to prevent and effectively treat Alzheimer’s by 2025.

- The Association works to ensure that federal policy reflects the urgency of the Alzheimer’s epidemic. Because of our efforts, the 2015 fiscal year funding bill included the full incorporation of the Alzheimer’s Accountability Act, which allows scientists at the National Institutes of Health to more fully communicate Alzheimer’s research needs directly to Congress.

- The Association recruits advocates nationwide, so that the need for Alzheimer’s care, education and research is heard at every level of government. Our unrelenting advocates amplify our message and work to ensure that Alzheimer’s disease is a priority to elected officials.

The movement to end Alzheimer’s disease starts in your backyard and stretches around the world. To join the efforts of the Alzheimer’s Association and make a donation, visit alz.org/joinus.
The Alzheimer’s Association is the leading voluntary health organization in Alzheimer’s care, support, and research. Our mission is 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.

Our vision is a world without Alzheimer’s®.

800.272.3900 | alz.org/walk