On behalf of Pennsylvania families affected by Alzheimer’s disease, I extend a heartfelt thank you to our sponsors. These families tell us that their biggest concern and hope is to save their own children and grandchildren from the devastating effects of Alzheimer’s. Thank you for giving them both comfort and support now, and hope for the days to come!

Gail Roddie-Hamlin
President and CEO
Alzheimer’s Association
Greater Pennsylvania Chapter

THE DEMENTIA EPIDEMIC

- More than 5 MILLION Americans have Alzheimer’s disease.
- Every 66 SECONDS someone in the United States develops Alzheimer’s disease.
- Alzheimer’s disease is the SIXTH-LEADING cause of death in the United States.
- In 2017, Alzheimer’s will cost the nation nearly $250 BILLION. This number is expected to rise to $1.1 TRILLION by 2050.

By partnering with the Alzheimer’s Association, your company can have a profound impact on the movement to end Alzheimer’s.

You can stand up as a leader in the battle against this terrible disease and demonstrate to your employees, customers and community that you care. Your support helps to further establish your organization as a strong corporate citizen that is taking action to fight on an issue that touches millions of lives in a deeply personal way.

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 purpose is to empower and support individuals, families, care partners and communities affected by dementia in Pennsylvania.

CAREFUL STEWARDS OF YOUR DONATION

The Alzheimer’s Association is dedicated to responsible stewardship of our donor’s contributions. We exceed the rigorous standards of America’s most experienced charity evaluator, the Better Business Bureau Wise Giving Alliance. We are also continually improving our operations to ensure we are providing the most effective and innovative research programs and services.
ALZHEIMER’S IS A GROWING EPIDEMIC

- More than 5 million Americans are living with Alzheimer’s disease, including more than 400,000 in Pennsylvania.
- Deaths attributed to Alzheimer’s disease increased 71% between 2000 and 2013, while deaths from other major diseases decreased.
- The number of people age 65 and older with Alzheimer’s disease is estimated to reach 7.1 million by 2025 and nearly triple to 13.8 million by 2050 barring the development of medical breakthroughs to prevent or cure the disease.

WE WANT TO CHANGE THESE FIGURES

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.

- As the largest non-profit funder of Alzheimer’s research, the Association is committed to accelerating progress of new treatments, prevention and ultimately a cure.
- We have been part of every major research advancement for the past 30 years.
- We are the leading voice for the Alzheimer’s disease advocacy, fighting for critical Alzheimer’s research, prevention and care initiatives at the state and federal level.

WE ARE HERE TO HELP

The Greater Pennsylvania Chapter serves 59 counties across the state with regional offices in Pittsburgh, Erie, State College, Lancaster, Harrisburg and Wilkes Barre. Programs and services offered throughout the state include:

- **24-Hour Helpline**—24/7 service providing information, support and guidance in 170 languages.
- **Care Consultation**—A counseling/care management program that provides support and assists individuals and families in navigating through the disease process.
- **Caregiver Support Groups**—Confidential, supportive environments to promote open dialogue, guidance and support for those caring for loved ones with Alzheimer’s disease.
- **Early Stage Engagement**—Educational and recreational programming that offers cognitive, physical and/or social stimulation for individuals in the early stages and their care partners.
- **Education**—Educational programs for families, individuals with cognitive loss, care partners, and community members that range from introductory material to in-depth multi-part sessions and brain health information.
- **Safety Services**—Alzheimer’s Association Safe Return is a 24-hour nationwide emergency response service for individuals with Alzheimer’s or a related dementia who wander or have a medical emergency.
- **Trial Match**—Free clinical studies matching service that connects individuals with Alzheimer’s, caregivers and healthy volunteers to current studies.
### EXCLUSIVE SPONSORSHIPS

<table>
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<tr>
<th>DIAMOND</th>
<th>PLATINUM</th>
<th>GOLD</th>
<th>SILVER</th>
<th>BRONZE</th>
<th>PROMISE GARDEN</th>
<th>CHAMPION’S CLUB</th>
<th>HYDRATION STATION</th>
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<td>$250</td>
<td>$150</td>
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#### PRE-EVENT

- **Quarterly Walk Specific Newsletter Mentions**
  - DIAMOND: Logo
  - PLATINUM: Logo
  - GOLD: Logo
  - SILVER: Listing
  - BRONZE: Listing

- **Logo Included on Walk Specific E-blasts**
  - DIAMOND: Logo
  - PLATINUM: Logo
  - GOLD: Listing
  - SILVER: Listing
  - BRONZE: Listing

- **Social Media Shout-Outs Chapter-Wide**
  - DIAMOND: Logo
  - PLATINUM: Logo
  - GOLD: Listing
  - SILVER: Listing
  - BRONZE: Listing

- **Social Media Shout-Outs on Walk Event Page**
  - DIAMOND: Logo
  - PLATINUM: Logo
  - GOLD: Listing
  - SILVER: Listing
  - BRONZE: Listing

- **Website and Event Poster Recognition—Chapter and Walk Sites**
  - DIAMOND: Logo
  - PLATINUM: Logo
  - GOLD: Listing
  - SILVER: Listing
  - BRONZE: Listing

- **Educational Programs for Employees Presented by Alzheimer’s Association**
  - DIAMOND: 2 Programs
  - PLATINUM: 1 Program

#### DAY OF EVENT

- **Event T-Shirt Recognition**
  - DIAMOND: Logo
  - PLATINUM: Logo
  - GOLD: Listing
  - SILVER: Listing
  - BRONZE: Listing

- **Walk Day Signage**
  - DIAMOND: Logo
  - PLATINUM: Logo
  - GOLD: Listing
  - SILVER: Listing
  - BRONZE: Listing

- **Signage Along Walk Route**
  - DIAMOND: 2 Signs
  - PLATINUM: 1 Sign

- **Company Tent/ Expo Table**
  - DIAMOND: Tent and Table
  - PLATINUM: Table
  - GOLD: Table
  - SILVER: Table
  - BRONZE: Table by Garden
  - CHAMPION’S CLUB: Table by Champions

- **Scripted Recognition on Event Day**
  - DIAMOND: Opening Ceremony
  - PLATINUM: Pre-Opening Ceremony
  - GOLD: Pre-Opening Ceremony
  - SILVER: Pre-Opening Ceremony
  - BRONZE: Opening Ceremony

- **Complimentary T-Shirts**
  - DIAMOND: 15
  - PLATINUM: 10
  - GOLD: 5
  - SILVER: 3
  - BRONZE: 2

- **Include exclusive logoed item for Champion’s Club bags**
  - DIAMOND: ✓
  - PLATINUM: ✓
  - GOLD: ✓

#### ADDITIONAL BENEFITS

- **Start Line**
  - DIAMOND: Signage at station
  - PLATINUM: Logo on exclusive Champion’s Club bags
  - GOLD: Company representatives at station

- **Finish Line**
  - DIAMOND: Signage at station
  - PLATINUM: Logo on exclusive Champion’s Club bags
  - GOLD: Company representatives at station

#### ADDITIONAL OPPORTUNITIES

- **Start Line**
  - $250
  - LOGO ON WALK WEBSITE
  - RECOGNITION ON CHAPTER’S FACEBOOK PAGE
  - SIGNAGE AT START LINE

- **Finish Line**
  - $250
  - LOGO ON WALK WEBSITE
  - RECOGNITION ON CHAPTER’S FACEBOOK PAGE
  - SIGNAGE AT START LINE

- **Mile Marker**
  - $250
  - LOGO ON WALK WEBSITE
  - RECOGNITION ON CHAPTER’S FACEBOOK PAGE
  - SIGNAGE AT START LINE

- **Addional Opportunities**
  - $TBD
  - ADDITIONAL MARKET OPPORTUNITIES AVAILABLE. PLEASE CONTACT SARA FOR MORE INFORMATION.

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*Logoed Champion Items due August 1st to Sara

*Logos must be in jpeg or eps format*
SPONSOR INFORMATION - CLARION WALK TO END ALZHEIMER’S

Company (as to be printed) __________________________________________ Date __________

Contact Name _______________________________________________________

Address __________________________ City/State/Zip __________________________

Phone __________________________ Email ________________________________

COMMITMENT LEVEL

☐ Diamond ($1,500) ☐ Promise Garden ($1,500) ☐ Mile Marker ($250)
☐ Platinum ($1,000) ☐ Champion’s Club ($1,000) ☐ I am interested in learning more about
☐ Gold ($500) ☐ Hydration Station ($500) the Alzheimer’s Workplace Alliance so
☐ Silver ($200) ☐ Start Line ($250) I can educate my employees about
☐ Bronze ($150) ☐ Finish Line ($250) the warning signs of Alzheimer’s, the

☐ My Company would like to start a team. Please send me materials!

Commitment forms should be submitted ASAP to receive all benefits.
Print Deadlines: Poster—May 31, 2018, Shirts—July 31

All payments are due by November 30th, 2018

PAYMENT INFORMATION

☐ Please invoice me ☐ Check enclosed (payable to Alzheimer’s Association)
☐ Credit Card ☐
Card number ___________________________ Expiration ____________
Sec. Code ____________

Payment Authorized Signature __________________________________________
Date __________________________

Please Return to:
Sara Giammarise
Alzheimer’s Association—Greater PA Chapter
1600 Peninsula Drive Suite 15, Erie, PA 16505
sgiамmarise@alz.org Phone: 814-456-9200 x5103 Fax: 814-454-0414