

# THE TIME IS NOW

*"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.

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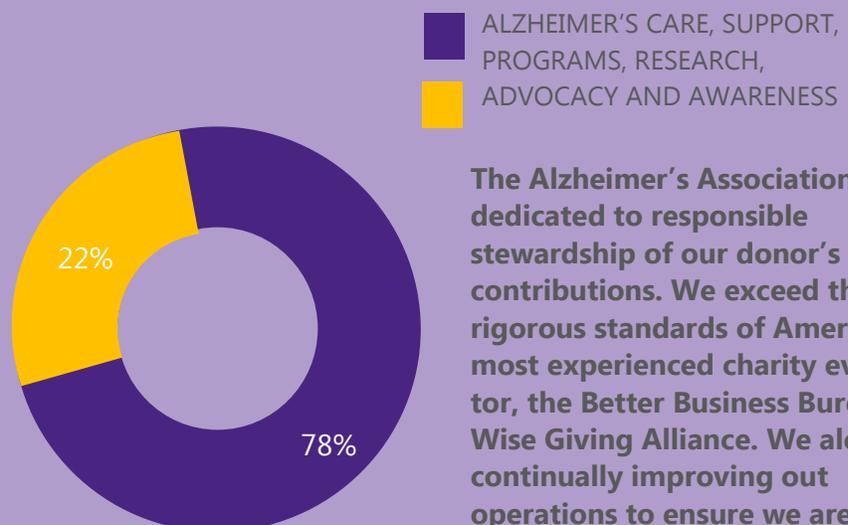


By partnering with the Alzheimer's Association, your company can have a profound impact on the movement to end Alzheimer's.

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

## 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.

# OUR VISION IS A WORLD WITHOUT ALZHEIMER'S

## KNOW THE FACTS:

- Alzheimer's disease is the **SIXTH-LEADING** cause of death in the United States.
- It is the only cause of death in the top 10 in America that **CANNOT BE PREVENTED, CURED OR SLOWED.**
- In 2017, Alzheimer's will cost the nation nearly **\$250 BILLION.** This number is expected to rise to **\$1.1 TRILLION** by 2050.
- **One in three** seniors dies with Alzheimer's or another dementia.
- **Every 66 SECONDS,** someone in the United States develops Alzheimer's disease.

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## 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, preventions 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.



Lancaster	DIAMOND \$5000	PLATINUM \$3000	GOLD \$2000	SILVER \$1000	BRONZE \$500
York	\$3500	\$3000	\$2000	\$1000	\$500
REGIONAL Packages	SE DIAMOND \$8000	SE PLATINUM \$5500	SE GOLD \$3500	SE SILVER \$1,500	SE BRONZE \$900
Premier Local (one per walk) \$10,000	CHOOSE ONE LOCATION: Lancaster or York <i>(Please note: the levels for the SE Walk are different from other community walks due to size)</i>				

**PRE-EVENT**

Local Newsletter	Exclusive Logo	Listing				
Newsletter	Logo	Logo	Logo	Listing	Listing	
E-Blasts	Logo	Logo	Logo	Listing	Listing	Listing
Save the Date	Logo	Listing				
Social Media	Logo	Logo	Logo	Logo	Listing	Listing
Poster	Logo	Logo	Logo	Logo	Listing	
Kick Off Materials	Logo	Logo	Logo	Logo	Listing	
Website	Logo	Logo	Logo	Logo	Listing	
Press Release	Exclusive					

**DAY OF EVENT**

Signage on Walk Route	4	2	1			
Company Tent/Table on Walk Day	Exclusive area with table & tent	Premier area with table & tent	Table	Table		
Banner	Yes	Yes				
T-Shirt	Logo	Logo	Logo	Logo	Listing	
<b>Script Recognition during Ceremony</b>	<b>Opening</b>	<b>Opening</b>	<b>Pre-Opening</b>	<b>Pre-Opening</b>	<b>Pre-Opening</b>	<b>Pre-Opening</b>
<b>Complimentary Shirts</b>	<b>25</b>	<b>20</b>	<b>10</b>	<b>7</b>	<b>5</b>	<b>3</b>

**POST EVENT**

<b>Acknowledgements</b>	<b>Exclusive logo</b>	<b>Listing</b>				
<b>Educational Program</b>	<b>3 Programs &amp; Table at conference</b>	<b>2 Programs</b>	<b>1 Program</b>			



# 2018 SPONSOR COMMITMENT FORM

## SPONSOR INFORMATION

Company (as to be printed) \_\_\_\_\_ Date \_\_\_\_\_

Contact Name \_\_\_\_\_

Address \_\_\_\_\_ City/State/Zip \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_

## COMMITMENT LEVEL

- |                                   |   |                                      |
|-----------------------------------|---|--------------------------------------|
| <input type="checkbox"/> DIAMOND  | <input type="checkbox"/> BRONZE         | <input type="checkbox"/> MILE MARKER |
| <input type="checkbox"/> PLATINUM | <input type="checkbox"/> PROMISE GARDEN | <input type="checkbox"/> START LINE  |
| <input type="checkbox"/> GOLD     | <input type="checkbox"/> CHAMPIONS TENT | <input type="checkbox"/> FINISH LINE |
| <input type="checkbox"/> SILVER   | <input type="checkbox"/> KIDZ ZONE      |                                      |

## WALK LOCATIONS TO SPONSOR

Walk Locations to Sponsor: \_\_\_\_\_

Total Commitment \$ \_\_\_\_\_

Authorized Signature \_\_\_\_\_

Title \_\_\_\_\_

Please return form to Fran Gibbons  
fgibbons@alz.org or  
706 Rothsville Road. Lititz, PA 17543  
(P) 717-568-2595 ext. 1101  
(F) 717-651-5066

## PAYMENT INFORMATION

- Please invoice me
- Check enclosed (payable to Alzheimer's Association)
- Credit Card

Payment is due no later than the walk date. Logos to be submitted by May 31, 2018.

# ADDITIONAL OPPORTUNITIES

## PROMISE GARDEN Exclusive Sponsor \$3,000 (one per walk)

Walk to End Alzheimer's feature a Promise Garden—a hands-on, mission-focused experience that allows participants to raise a flower representing their promise to remember, honor, care and fight for those living with Alzheimer's disease and their caregivers. Through color, these Promise Garden Flowers represent the diverse reasons people participate in the Walk to End Alzheimer's, and includes space for participants to write a personal message on them.

### 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.

### Benefits

- \*Recognition during the Walk opening ceremony
- \*Signage with your logo at the Promise Garden pick-up table.
- \*Signage with your logo at the Promise Garden.
- \*Local sponsorship recognition will use the following language:  
\*Promise Garden locally sponsored by (company name).
- \*All signage will be provided by Alzheimer's Association

## CHAMPIONS CLUB Exclusive Sponsor \$2,000 (one per walk)

Participants who raise between \$500 and \$999 for the care, support and research efforts of the Alzheimer's Association become members of the elite Walk to End Alzheimer's Champions Club. Participants who raise \$1000 or more gain access to the exclusive Grand Champions Club. Champions Club members receive a number of benefits, including access to the Champions Club tent.

### Benefits

- \*Can provide water, drinks and snacks to the Champions Club members.
- \*Logo on Champions Club materials and signage at event.
- \*Recognition on chapter's Facebook page.
- \*Logo on Walk Website.
- \*Name in quarterly email and newsletter.

## Other (one per walk)

### KIDZ ZONE \$250

\*Can provide drinks, snacks & games for children.

\*Logo on Kidz Zone banner

### MILE MARKER \$250

\*Name on quarterly newsletter.

\*Recognition on chapter's Facebook page.

\*Signage at mile marker.

### START LINE \$500

\*Name on quarterly newsletter.

\*Logo on Walk website.

\*Recognition on chapter's Facebook page.

\*Signage at Start Line.

### FINISH LINE \$500

\*Name on quarterly newsletter.

\*Logo on Walk website.

\*Recognition on chapter's Facebook page.

\*Signage at Finish Line

## IN-KIND DONATIONS ALWAYS ACCEPTED!

Payment is due no later than the walk date. Logos to be submitted by May 31, 2018.