2018 SPONSORSHIP PROSPECTUS

18,000 walkers and donors
45+ million media impressions
$2.2+ million raised for 1 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 CARE, SUPPORT AND RESEARCH.

This inspiring event calls on participants of all ages and abilities to reclaim the future for millions. Together, families, friends, coworkers and community members raise vital funds in the fight against the nation's sixth-leading cause of death.

In 2017, 16,000 walkers and donors raised $1.8 million in our region.

**2018 CALENDAR OF EVENTS**

September 15: Southern Maryland
September 24: Northern Virginia
September 29: Prince George's County
October 6: Charles County
October 13: Washington, DC
October 20: Virginia Tri-Counties
October 27: N. Shenandoah Valley

**subject to change**
THE SPONSORSHIP EXPERIENCE
We are committed to building meaningful partnerships that bring your commitment in the fight against Alzheimer’s to life.

Your experience will include opportunities to:

- Invest in mission of a globally recognized charity
- Showcase your generosity & achieve business goals
- Increase brand visibility & awareness in community
- Interact with thousands via experiential activations
- Tap new audiences & engage key markets
- Provide compelling employee engagement

PHILANTHROPY IS GOOD FOR BUSINESS!
93% of consumers have a positive image of a company when giving to a charity.

90% of consumers are loyal to companies who support social issues.

8 in 10 consumers consider CSR when deciding where to shop, on product recommendations & which companies they want in their communities.

2015 Cone Communications
Ebituity Global CSR Study
# Title Sponsorship Opportunities

*For the company looking for visibility all season long!*

## Premiere: $40,000 (7 Walks)
- Recognition in marketing materials, print, digital
- Top logo placement on websites, brochures, t-shirts, signage
- 2 email blasts with prime recognition to 2016-2018 walkers (approx. 30,000 impressions)
- Sponsor Spotlight on Walk websites
- Ability to activate as Official Premiere Sponsor
- Exhibit table
- Feature in Digital Know Before You Go Guide to Walk Day
- Cheering Station Host
- On-stage mention
- CEO participation in ceremony
- 5 social media mentions
- Promo item in Team Captain Packets (1,200)*
- Walk Day video message at Washington, DC Walk*
- 20 t-shirts
- Unique employee engagement activations
- AWA membership
- Invitation to Wall of Hope Reception with recognition and commemorative plaque
- Dedicated staff relationship manager
- Categorical exclusivity

## Visionary: $30,000 (5 Walks)
- Top logo placement on websites, brochures, t-shirts, signage
- Included in 2 email blasts to 2017-2018 walkers including 1 feature
- Ability to activate as Official Visionary Sponsor
- Exhibit table
- Feature in Digital Know Before You Go Guide to Walk Day
- Cheering Station Host
- On-stage mention
- CEO participation in ceremony
- 4 social media mentions
- 15 t-shirts
- Unique employee engagement activations
- AWA membership
- Invitation to Wall of Hope Reception with recognition and commemorative plaque
- Dedicated staff relationship manager

## Catalyst: $25,000 (2 Walks)
- Logo on websites, brochures, t-shirts, signage
- Included in email blast to 2017-2018 walkers
- Exhibit table
- Listing in Digital Know Before You Go Guide to Walk Day
- On-stage mention
- 3 social media mentions
- 10 t-shirts
- AWA membership
- Invitation to Wall of Hope Reception with recognition and commemorative plaque
- Staff relationship manager

Looking to customize a package to suit your business needs? Contact us today!
TITLE SPONSORSHIP OPPORTUNITIES
For the company looking for visibility all season long!

HOPE: $10,000 (2 WALKS)
- Logo on websites, t-shirts, brochure, signage
- Included in 1 email blast to 2018 walkers
- Exhibit table
- Listing in Digital Know Before You Go Guide to Walk Day
- On-stage mention
- 2 social media mentions
- 7 t-shirts
- AWA membership
- Invitation to Wall of Hope Reception & commemorative plaque
- Staff relationship manager

COURAGE: $5,000
- Logo on website, t-shirt, brochure, signage
- Exhibit table
- Listing in Digital Know Before You Go Guide to Walk Day
- 1 social media mention
- 5 t-shirts
- AWA membership
- Invitation to Wall of Hope Reception & commemorative plaque
- Staff relationship manager

STRENGTH: $3,000
- Logo on website, t-shirt, signage
- Exhibit table
- 4 t-shirts

FRIEND: $1,000
- Listing on website, t-shirt
- Exhibit table
- 2 t-shirts

Shared exhibit space available: $500
*Promo items and video provided by sponsor

AWA = Alzheimer’s Association Workplace Alliance

EARLY SIGN ON BONUS!
Sign on as a sponsor by February 2 and become a Community Champion! Benefits include your logo, website, email and phone number included in Team Captain Packets distributed to corporate and organization leaders and families throughout the community. Plus, you’ll receive 1 listing in our Community Champions Corner in an email blast! Don’t delay! Space is going fast!

Deadlines apply for all benefits
All benefits subject to staff, jurisdiction & venue approval
Friend level and shared exhibit space not available for DC Walk
MARKETING OPPORTUNITIES
For the company looking for targeted visibility and connection to the Walk day experience

PROMISE GARDEN: $2,500-$5,000
A hands-on, mission focused experience on Walk Day, the Promise Garden allows participants to select flowers representing their promise to remember, honor, care and fight for those living with Alzheimer’s and their caregivers. This sponsorship allows your company to connect with our participants in this very special tradition. Benefits include:
- Recognition on Walk website
- Recognition in select messaging
- Signage with your logo or listing
- Employee volunteer opportunity

CHAMPIONS CLUB: $2,500-$5,000
Participants who raise $500+ are members of the Champion’s Club. This elite group of walkers receive benefits including VIP treatment at Walk day & incentives throughout the year. Benefits include:
- Recognition on Walk website
- Recognition in select messaging
- Signage with your logo or listing
- *Opportunity to provide giveaways

KID’S ZONE, DOG SPOT, CAREGIVER SANCTUARY $2,000 EACH
These unique opportunities allow you to engage directly with your consumers in a special place on Walk day. Benefits include:
- Recognition in select messaging
- Signage with your logo or listing
- Employee volunteer opportunity
- *Opportunity to provide giveaways

FINISH LINE BRIGADE: $1,500
Finishing the Walk for is an experience filled with joy & meaning. Your company can be connected with this special moment. Benefits include:
- Recognition in select messaging
- Signage with your logo or listing
- *Opportunity to provide giveaways
YOU'RE IN GOOD COMPANY!
2017 Sponsors and Company Teams

Ameriprise Financial
Arden Courts
Asbury Methodist Village
Ashby Ponds
AstraZeneca Pharmaceuticals
Baker Donelson
Bank of Clarke County
Booz Allen Hamilton
Boston Properties
Brightview Senior Living
Brooke Grove Retirement Village
Brookside Rehab & Nursing Center
Building Bridges Partners
Calvert Memorial Hospital
Canteen
Capital One
Commonwealth Senior Living
Community Bank of the Chesapeake
Constellation Energy Nuclear Group, LLC
Deloitte
Dementia Friendly America
Deutsche Bank
Distinctive Home and Health Care
District Mobile Dental
Dominion Consulting Inc.
Dulles Chamber of Commerce
Edison Electric Institute
Edward Jones
Enterprise Holdings
Envoy Health Care
Evergreen Health and Rehab
Fairfax Rehabilitation and Nursing Center
FirstLight Home Care
FVC Bank
Gallagher and Associates

General Dynamics
Genesis HealthCare
Grainger
Grand Oaks
Greenspring
Guernsey
HCR Manor Care
HITT
Home Instead Senior Care
Hyatt Regency Fairfax
Insight Imaging
Integrated Neurology
John D. Kling II, DDS
Jones Lang Lasalle
Kaiser Permanente
Kensington Park Senior Living
Loews Corporation
ManorCare Health Services
Meadows Farms Nurseries
MGM National Harbor
Micron
Miller’s Supplies at Work
MNCPPC
Monumental Sports and Entertainment
Morningside House
MVB
My Plumber Heating and Cooling
MyPotential at Home
NetApp
Network of Care
Northrup Grumman
Odin Feldman Pittelman
Peak Roofing Contractors
Perkins Eastman
PNC
Potomac Place Assisted Living and Memory Care
Praxis Engineering

RBC Wealth Management
Reston Association
Reston Chamber of Commerce
Reston Hospital Center
Restore Health
Riderwood
Sagepoint Senior Living Services
Sibley Memorial Hospital
SMECO
Southern Maryland Foot & Ankle
Spring Arbor
Sunrise Senior Living
Tall Oaks Assisted Living
Target
TerpSys
The Carlyle Group
The Charleston Senior Community
The Crossings
The Gardens Assisted Living
The Village at Orchard Ridge
Thermo Fisher Scientific
Tribute Assisted Living and Memory Care
United Radiology
Valley Health
Vinson Hall Retirement Community
Waldorf Toyota
Waltonwood Senior Living
Warman Home Care
Washington Suburban Sanitary Commission
Wells Fargo
Westminster at Lake Ridge
Westminster Canterbury
Whole Foods Market

Together, WE CAN END ALZHEIMER'S.
ALZHEIMER’S DISEASE IS A GLOBAL CRISIS WITH SIGNIFICANT LOCAL IMPACT.

Currently more than 5 million Americans are living with Alzheimer's and over 15 million individuals are serving as their unpaid caregivers. Right here in the National Capital Area, 249,000 people live with Alzheimer's along with their 777,000 caregivers. Thousands of families in our backyard are facing this progressive disease, which is devastating our families, our finances and our future.

As the leading voluntary health organization in Alzheimer's care, support and research, the Alzheimer's Association® addresses this global crisis by providing education and support to those who face dementia every day, while advancing critical research toward methods of treatment, prevention and ultimately a cure.

JOIN US AS A LEADER IN THE FIGHT AGAINST ALZHEIMER’S.
THANK YOU!
To discuss opportunities, customize your package or sponsor today, contact:

Washington, DC Walk
Stefanie McHugh
Constituent Events Manager
smchugh@alz.org
703-766-9009

Northern Virginia, Virginia Tri-Counties, N. Shenandoah Valley Walks
Sonya Amartey
Constituent Events Manager
samartey@alz.org
703-766-9025

Prince George’s County, Charles County, Southern Maryland Walks
LaKeysha Boyd-Moore
Constituent Events Manager
lmoore1@alz.org
240-518-8496

Chapter & Multi-Walk Partnerships
Molly Gascoigne
Senior Director of Development, Constituent Events
mgascoigne@alz.org
703-766-9019
2018 SPONSORSHIP COMMITMENT FORM

Thank you! Please return form to Molly Gascoigne at mgascoigne@alz.org or Alzheimer's Association Attn: Walk to End Alzheimer's 8180 Greensboro Dr. Suite 400 McLean, VA 22102

Company (as to be recognized): ___________________________________________ Date: __________________________
Contact Name: __________________________________________________________ Contact Phone: __________________________
Contact Email: __________________________________________________________ Company Website: ________________
Company Social Handles (Facebook/Twitter/Instagram): ______________________
Accounts Payable Contact Information: ________________________________
Total Commitment: $_____________ Authorization Name (print) __________________________
Authorized Signature: ___________________________________________ Title: __________________________

WALK INVOLVEMENT

__Yes! Register my company as a Company Team!
__Yes! We are interested in scheduling a kickoff for our employees!
__Yes! An employee is interested in joining the Walk Committee!
__Yes! We are interested in employee volunteer opportunities!
__Yes! We are interested in using our exhibit table!

WALK LOCATION(S)

__ Washington, DC
__ Southern Maryland (Solomons)
__ Charles County (La Plata)
__ Prince George’s County (National Harbor)
__ Northern Virginia (Reston)
__ Virginia Tri-Counties (Manassas)
__ N. Shenandoah Valley (Winchester)

COMMITMENT LEVEL

__Premiere: $40,000 (7 Walks) __Friend: $1,000 (1 Walk)
__Visionary: $30,000 (5 Walks) __Shared Exhibit Space: $500
__Catalyst: $25,000 (2 Walks) __Promise Garden: $2,500-$5,000
__Hope: $10,000 (2 Walks) __Champion’s Club: $2,500-$5,000
__Courage: $5,000 (1 Walk) __Specialty: $2,000: ______________
__Strength: $3,000 (1 Walk) __Finish Line Brigade: $1,500

PAYMENT INFORMATION

__ Check enclosed (payable to Alzheimer's Association)
__ Please send invoice (payment due August 15)
__ Pay by credit card
Card number: __________________________ Expiration: ______________ Security Code: __________
Authorization Signature: __________________________