THE END OF ALZHEIMER’S STARTS WITH YOU

YOUR COMPANY CAN RELIEVE THE BURDEN OF ALZHEIMER’S AND HELP END THIS EPIDEMIC

NEW YORK CITY
2019
ABOUT THE ALZHEIMER’S ASSOCIATION

The Alzheimer’s Association is the leading voluntary health organization in Alzheimer’s care, support, and research.

In 2018, the New York City Chapter held Walks in 4 boroughs, raising over $918,000 towards care, support, and research for those affected by Alzheimer’s disease.

NEW YORK CITY FY 2018 AT A GLANCE

- 8,470 calls to our 24/7 Helpline
- 17,796 eNews subscribers
- 1,046,041 visits to our website
- 4,403 participants in four Walks across New York City

WHAT C-SUITE EXECUTIVES ARE SAYING

“The Alzheimer’s Association’s Walk to End Alzheimer’s has given our fast-growing accounting firm a nationwide cause that provides all our team members an opportunity to truly make a difference. It has also created a compelling and caring corporate culture, which has helped attract younger team members and retain key talent.”

Glenn Friedman
Chief Executive Officer, Prager Metis

Alzheimer’s Disease Touches Millions of Lives

MORE THAN
15 MILLION AMERICANS provide unpaid care for people with Alzheimer’s or other dementias

in 2016
these caregivers provided an estimated 18.2 BILLION HOURS of care valued at over $230 BILLION

1 IN 3 seniors dies with Alzheimer’s or another dementia

IT KILLS MORE THAN breast cancer and prostate cancer COMBINED

In 2017, Alzheimer’s and other dementias will cost the nation $259 billion
By 2050, these costs could rise as high as $1.1 TRILLION

35% of caregivers for people with Alzheimer’s or another dementia report that their health has gotten worse due to care responsibilities, compared to 19% of caregivers for older people without dementia

EVERY 66 SECONDS someone in the United States develops the disease

MORE THAN 5 MILLION AMERICANS ARE LIVING WITH ALZHEIMER’S BY 2050, THIS NUMBER COULD RISE AS HIGH AS 16 MILLION
Why Should My Company Participate?

- Alzheimer’s costs American businesses $61 billion a year in health care expenses and lost productivity due to caregiver absenteeism.
- According to the Society for Human Resource Management, nearly 6 out of 10 individuals caring for an aging loved one work full-time.
- According to a 2018 Harris Poll, 53% of adults 18 and older would like to see companies support research and treatment for Alzheimer’s disease.

The Effect of Alzheimer’s and Dementia Caregiving on the Workplace

- 54% had to go in late/leave early/take time off
- 15% had to take a leave of absence
- 15% had to give up working entirely
- 13% had to go from working full-to part-time
- 13% had to take a less demanding job
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.

The 2019 goal for the 4 Walks across New York City is to attract more than 5,000 participants and raise a total of $1,045,000. In 2018, the Manhattan Walk to End Alzheimer’s was one of the Top 30 Walks in the nation, ranking #23.

**2019 Walk Dates & Locations**

**Walk to End Alzheimer’s – Brooklyn**  
September 22, 2019  
Cadman Plaza Park

**Walk to End Alzheimer’s – Queens**  
September 2019  
TBD

**Walk to End Alzheimer’s – Staten Island**  
October 12, 2019  
College of Staten Island – Great Lawn

**Walk to End Alzheimer’s – Manhattan**  
October 26, 2019  
South Street Seaport
# 2019 Corporate Sponsorship Opportunities

<table>
<thead>
<tr>
<th>SPONSORSHIP BENEFIT LEVELS</th>
<th>PRESENTING $30,000 – Manhattan AND one borough Walk</th>
<th>PLATINUM $20,000 – Manhattan</th>
<th>GOLD $15,000 – Manhattan, Queens, or SI</th>
<th>SILVER $10,000 – Manhattan, $7,500 – Brooklyn, Queens, or SI</th>
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</thead>
<tbody>
<tr>
<td><strong>VISIBILITY</strong></td>
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<tr>
<td>Inclusion in press release &amp; local media opportunities</td>
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<tr>
<td>Sponsorship featured on chapter Facebook page</td>
<td>●</td>
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<tr>
<td>Recognition in pre-Walk logistics email</td>
<td>●</td>
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<tr>
<td>Highlighted story in chapter e-newsletter (17,000 subscribers)</td>
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<tr>
<td>Company logo on Walk website</td>
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<tr>
<td>“Proud sponsor” social media post with company logo</td>
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<td>Recognition on pre-Walk promotional materials</td>
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<td>Recognition in post-Walk thank you email</td>
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<tr>
<td>Official Walk thank you plaque</td>
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<tr>
<td><strong>WALK DAY</strong></td>
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<td>Dedicated team area with signage on Walk Day</td>
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<tr>
<td>Walk t-shirts provided</td>
<td>25 shirts</td>
<td>15 shirts</td>
<td>10 shirts</td>
<td>10 shirts</td>
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<tr>
<td>Recognition by MC on Walk Day</td>
<td>●</td>
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<tr>
<td>Company logo on official 2019 Walk shirt</td>
<td>Large logo</td>
<td>Large logo</td>
<td>Medium logo</td>
<td>Small logo</td>
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<tr>
<td>Exhibit space on Walk Day</td>
<td>Tent &amp; table</td>
<td>Tent &amp; table</td>
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<tr>
<td>Company logo on Walk route</td>
<td>Two signs</td>
<td>Two signs</td>
<td>One sign</td>
<td>One sign</td>
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<tr>
<td>Company logo on sponsor banner</td>
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<td><strong>COMPANY ENGAGEMENT</strong></td>
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<tr>
<td>Recognition &amp; invitation to Walk kick off and celebration events</td>
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<td>Association-led “Lunch &amp; Learn” educational session at workplace</td>
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Walk Day Sponsorship Opportunities

**Exclusive Promise Garden Sponsor - $7,500**
All registered Walkers receive a Promise Garden flower, the color of which indicates their connection to Alzheimer’s disease. Your company will have exclusive signage in the Promise Garden area, recognition on our Walk route, and your logo on our Walk website.

**Exclusive Top Team Village Sponsor - $5,000**
On Walk Day, your company will have a station in the Top Team Village where you can thank top fundraisers. Your company will have exclusive signage in the Top Team Village and your logo will be added to our Walk website.

**Booth Sponsor**
Your company will receive exhibit space (table & chairs) onsite at the Walk, with the opportunity to hand our pre-approved promotional materials. Your company logo will also be added to our Walk website.

- **Manhattan** - $3,500 OR $5,000 with tent
- **Brooklyn, Queens, or Staten Island** - $2,500 OR $3,500 with tent

**New York Statewide Sponsor – available upon request**
Your company will receive year-round recognition and exclusive Way Day opportunities at all 31 Walks throughout New York State.

**Exclusive Team Photo Sponsor - $7,500**
Make the day even more memorable for Walk teams by sponsoring a professional photo booth! The photo booth area and the photos given to Walkers will feature the logo of your company.

**Exclusive Kids Zone Sponsor - $5,000**
Sponsor the designated area for kids at the Walk. Your support provides face painting, pumpkin decoration, and more. Your company will have exclusive signage in the Kids Zone and your logo will be added to our Walk website.

**Start/Finish Line Banner - $5,000**
Your company logo will be featured on the large banner at our Start/Finish Line and added to our Walk website.

**Route Sponsor - $1,500**
Your company logo will be featured on a sign along our Walk route.

**Website Logo Sponsor - $750**
Your company logo will be featured on our Walk website.

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**Flagship Sponsor**

*Your company can be a leader in the fight against Alzheimer’s.*

The Alzheimer’s Association – New York City Chapter engages corporations of all sizes to achieve the vision of a world without Alzheimer’s disease. Flagship sponsors commit to the fight against Alzheimer’s by bringing their employees, clients, families, and friends together to take action by creating a Walk to End Alzheimer’s team and committing to team fundraising. As a Flagship Sponsor, your company commits to a minimum $5,000 sponsorship and strives to contribute a total of $30,000 (sponsorship and fundraising combined).

<p>| Recognition on NYC Chapter social media         | X       |
| Inclusion in press release &amp; local media opportunities | X       |
| Highlighted story in chapter e-newsletter (17,000 subscribers) | X       |
| Company logo on Walk website                  | X       |
| Recognition in final logistics instructions (email to all Walk participants) | X       |
| Dedicated team area &amp; exhibit space on Walk Day | Tent &amp; table |
| Walk t-shirts for entire team                 | X       |
| Recognition by MC on Walk Day                 | X       |
| Recognition on official 2019 Walk shirt       | Large logo |
| Company logo along Walk route &amp; on sponsor banner | X       |
| Recognition &amp; invitation to Walk kick off and celebration events | X       |
| Association-led “Lunch &amp; Learn” education session at workplace | X       |</p>
<table>
<thead>
<tr>
<th>EVENT</th>
<th>SPONSORSHIP LEVEL</th>
<th>COST</th>
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<tbody>
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<td>Total 2019 Commitment</td>
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**ORGANIZATION INFORMATION (please print clearly)**

COMPANY NAME as it will appear on printed materials

CONTACT NAME

COMPANY ADDRESS

CITY

STATE

ZIP

PHONE

EMAIL

**SIGNATURE**

If committing to a Flagship Sponsorship, our company commits to the $5,000 sponsorship minimum and strives to contribute a total of $30,000 for the chosen Walk to End Alzheimer’s event. This document is a written binding agreement with the Alzheimer’s Association – New York City Chapter that the above designated business is agreeing to be a sponsor. As such, this business will provide a company logo and/or print information within two weeks of submission of this form and payment in the amount indicated above to the Alzheimer’s Association.

**PAYMENT INFORMATION**

☐ Check enclosed (payable to Alzheimer’s Association) ☐ VISA ☐ Mastercard

☐ AMEX ☐ Invoice for entire amount ☐ Discover

☐ Invoice per event

NAME AS IT APPEARS ON CARD

CARD NUMBER

EXPIRATION DATE

3-DIGIT SECURITY CODE

☐ Check here if billing address is same as organization address.

BILLING ADDRESS

CITY

STATE

ZIP

SIGNATURE

DATE