



SPONSORSHIP OPPORTUNITIES



Walk to End Alzheimer's® - Brazos Valley

Crystal Capps
936-671-0607
ccapps@alz.org

Lake Walk Town Center Pavillion
October 16, 2021

alz.org/walk | 800.272.3900

ALZHEIMER'S DISEASE IS A GLOBAL CRISIS WITH SIGNIFICANT LOCAL IMPACT.

MORE THAN
5 MILLION

Americans are living with Alzheimer's.

1 IN 3
SENIORS

dies with Alzheimer's or another dementia.

It kills more than breast cancer and prostate cancer combined.

16
MILLION
AMERICANS

provide unpaid care for people with Alzheimer's or other dementias.

Alzheimer's disease is the **6TH** leading cause OF DEATH in the United States.

In Texas there are more than 390,000 people living with Alzheimer's

Alzheimer's is a progressive and fatal 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 the millions who face dementia every day, while advancing critical research toward methods of treatment, prevention and, ultimately, a cure.

ALZHEIMER'S AFFECTS US AT HOME AND AT WORK.



6 in 10 caregivers of people living with Alzheimer's or another dementia were employed in the past year while providing care

These individuals worked an average of **35 HOURS** per week while caregiving



57%

had to go in late, leave early or take time off



18%

went from full-time to part-time or cut back hours



16%

took a leave of absence



9%

gave up work entirely

Visit alz.org/facts to learn more.

JOIN US AS A LEADER IN THE FIGHT AGAINST THE DISEASE.

Held annually in more than 600 communities nationwide, 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 join the fight against the disease, and your organization can help lead the way as a sponsor.

The Alzheimer's Association has given our firm, for the first time, a way to demonstrate our 'corporate heart' on a national stage, which has measurably raised the loyalty of our clients, strengthened our firm's culture and positioned our firm as a great place to work.

*John Beuerlein,
retired General Partner, Edward Jones*

In the 2020 season, the 10 Walks across Southeast Texas raised over \$1.65 MM.

Our 10 Walks are located in:

**Baytown
Brazos Valley
Fort Bend County
Galveston/ Bay Area
Houston
Katy/ West Houston
Lufkin
Nacogdoches
N. Harris/Montgomery County
Southeast Texas (Beaumont)**



TOP FIVE REASONS TO SPONSOR WALK TO END ALZHEIMER'S



Make a difference.

Every year, companies, teams and individuals raise millions of dollars across the country through Walk to End Alzheimer's, advancing the fight against the disease.



Show your corporate heart.

Sponsorship of this inspiring community event offers an opportunity to show your support for a cause that affects numerous families in our area and across the country.



Gain brand visibility.

Our Walk participants have buying power: 68% are female, 60% are between the ages of 35 and 64 and 77% are college-educated.



Support your employees.

Your involvement in Walk to End Alzheimer's demonstrates your commitment to a cause that impacts them at home and at work.



Help lead the way.

When you partner with the Alzheimer's Association, you help to mobilize, educate and innovate to end this deadly disease.

SPONSOR OPPORTUNITIES

The Alzheimer's Association Houston & Southeast Texas Chapter engages corporations of all sizes to achieve the vision of a world without Alzheimer's disease®. Below are the local sponsorship opportunities for businesses who support our mission. For a full list of sponsor benefits and more information please reach out to the Walk Manager.

ELITE SPONSOR

As an Elite sponsor, our highest level of local sponsorship, you will lead your community in the fight against Alzheimer's and all other dementia. In return, your company will receive year-round recognition and exclusive opportunities for brand visibility, including:

- Large logo on event day recognition
- Highest level of pre-event recognition

PREMIER SPONSOR

As a Premier sponsor, your company will make a lasting impact on the community while gaining year-round recognition for supporting Walk to End Alzheimer's, including:

- Medium logo on event day recognition
- Second highest level of pre-event recognition

SELECT SPONSOR

As a Select sponsor, your company will help advance the fight against Alzheimer's and all other dementia while earning recognition in your community year-round, including:

- Small logo or name on event day recognition
- Pre-event recognition

PURPLE SPONSOR

As a Purple Event Day sponsor, your company will be recognized and support specific prominent aspects of our Walk to End Alzheimer's event day. Recognition includes:

- Logo on event day recognition
- Digital logo recognition

GOLD SPONSOR

As a Purple Event Day sponsor, your company will be recognized and support specific aspects of our Walk to End Alzheimer's event day. Recognition includes:

- Name on event day recognition
- Digital logo recognition