

**WALK  
TO END**  
ALZHEIMER'S  
ALZHEIMER'S ASSOCIATION

# SPONSORSHIP OPPORTUNITIES



**Be part of the world's largest event  
to fight Alzheimer's.**

**Walk to End Alzheimer's®  
Mason County**

**Rachel Dober  
redober@alz.org / 231.267.6115**

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

Alzheimer's is more than just memory loss — it is a progressive and fatal disease. Currently, more than 6 million Americans are living with Alzheimer's and 11 million provide unpaid care for them. Locally, the disease continues to devastate our families, finances and future.

In Michigan, there are:

- » 190,000 people living with Alzheimer's.
- » 466,000 people who care for them.
- » In 2021, these caregivers provided 495,000,000 hours of unpaid care valued at \$8,572,000,000.

## ALZHEIMER'S AFFECTS US AT HOME AND AT WORK.

**6 in 10** caregivers were employed in the past year.

These individuals worked an average of

**35 hours** per week while caregiving.



**18%** of caregivers went from full-time to part-time or cut back hours.



**Nine percent** of caregivers gave up working entirely.

**57%** OF EMPLOYED CAREGIVERS HAD TO GO IN TO WORK LATE, LEAVE EARLY OR TAKE TIME OFF DUE TO CAREGIVING DEMANDS.



**Six percent** retired early.





# MICHIGAN

## 2023 ALZHEIMER'S STATISTICS

NUMBER OF PEOPLE AGED 65 AND OLDER WITH ALZHEIMER'S

YEAR	TOTAL
2020	190,000
2025	220,000

ESTIMATED % INCREASE

# 15.8%

### PREVALENCE

# 164

 # OF GERIATRICIANS IN 2021

# 183.5%

 INCREASE NEEDED TO MEET DEMAND IN 2050

# 71,750

 # OF HOME HEALTH AND PERSONAL CARE AIDES IN 2020

# 25.2%

 INCREASE NEEDED TO MEET DEMAND IN 2030

### WORKFORCE

#### UNPAID CAREGIVERS (2022)

# 380,000

 # OF CAREGIVERS

# 872,000,000

 TOTAL HOURS OF UNPAID CARE

# \$17,042,000,000

 TOTAL VALUE OF UNPAID CARE

#### CAREGIVER HEALTH (2021)

# 66.0%

 OF CAREGIVERS WITH CHRONIC HEALTH CONDITIONS

# 30.6%

 OF CAREGIVERS WITH DEPRESSION

# 22.1%

 OF CAREGIVERS IN POOR PHYSICAL HEALTH

# CAREGIVING

 1<sup>ST</sup> STATE RANKING OF HOURS PER CAREGIVER

#### HOSPICE (2017)

# 9,001

 # OF PEOPLE IN HOSPICE WITH A PRIMARY DIAGNOSIS OF DEMENTIA

# 16%

 HOSPICE RESIDENTS WITH A PRIMARY DIAGNOSIS OF DEMENTIA

#### HOSPITALS (2018)

# 1,691

 # OF EMERGENCY DEPARTMENT VISITS PER 1,000 PEOPLE WITH DEMENTIA

# 24.0%

 DEMENTIA PATIENT HOSPITAL READMISSION RATE

#### MEDICAID

# \$1.487B

 MEDICAID COSTS OF CARING FOR PEOPLE WITH ALZHEIMER'S (2020)

# 16.9%

 PROJECTED CHANGE IN COSTS FROM 2020 TO 2025

#### MEDICARE

# \$30,712

 PER CAPITA MEDICARE SPENDING ON PEOPLE WITH DEMENTIA (IN 2022 DOLLARS)

### HEALTH CARE

#### # OF DEATHS FROM ALZHEIMER'S DISEASE (2019)

# 4,467

 171.4% INCREASE IN ALZHEIMER'S DEATHS 2000-2019

### MORTALITY

More than **6 million Americans** are living with Alzheimer's, and over **11.5 million** provide their unpaid care. The cost of caring for those with Alzheimer's and other dementias is estimated to total **\$345 billion** in 2023, increasing to nearly **\$1 trillion** (in today's dollars) by mid-century.

For more information, view the **2023 Alzheimer's Disease Facts and Figures** report at [alz.org/facts](http://alz.org/facts). © 2023 Alzheimer's Association® All Rights Reserved. Alzheimer's Association is a not-for-profit 501(c)(3) organization.





## MASON COUNTY SPONSORSHIP OPPORTUNITIES

Held annually in more than 600 communities nationwide, the Alzheimer's Association Walk to End Alzheimer's® is the world's largest fundraiser 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.

By sponsoring the event, your company can make a difference for families — including your employees and customers — facing the disease now and in the future.

### Sponsorship Levels Provide:

- Brand Alignment & Promotional Rights
- Digital Media Recognition
- On-site Engagement

### Opportunities

- \$10,000  
Presenting Sponsor
- \$5,000 Sponsorships  
Champions Club, Volunteer Recognition, Promise Garden
- \$2,500 Sponsorships  
Team Photo Area, Start/Finish Line, Tribute Wall, Mission Mile, Stage, Community Mission Tent
- \$1,500 Sponsorships  
Kids Zone, Event Check In, Team Tailgate Area, Refreshment, Thank You Brigade
- \$1,000 Sponsorships  
Parking, Selfie Station, Water Station, Walk Route, Pet Area
- \$500 Vendor Table

Rachel Dober  
redober@alz.org  
231.267.6115

