



**WALK TO
END
ALZHEIMER'S**
alzheimer's association

**Walk to End Alzheimer's
Corporate Support Opportunities**

**2015 Greater Utica Walk To End Alzheimer's
April 26, 2015 • SUNY Polytechnic Institute • Utica, NY**

Sponsorship Benefits

Benefit	Presenting Sponsor* \$3,000	Elite Sponsor \$2,000	Premiere Sponsor \$1,000	Intermediate Sponsor \$500	Vendor \$250
Naming rights to the event	X				
Company representatives invited to speak in pre-Walk program	X				
Naming rights to a Walk component (including signage at that Walk area)***		X			
Logo placement and opportunity to provide giveaway premiums at community awareness event booths			X		
Company representative invited to participate on planning committee	X	X			
Logo placement on brochure, poster and mailed material**	X	X			
Logo placement on sponsor section of Walk website	X	X	X		
Recognition of sponsorship on Facebook	X	X	X	X	
Recognition in event press releases and media outreach	X	X			
Signage on Walk route	X	X	X	X	X
Banner recognition (Chapter provides)	X				
Banner recognition (company provides)		X	X	X	
Recognition in Walk opening announcements and ceremony	X	X	X	X	
Display table in exhibitor's area	X	X	X	X	X
Membership in the Alzheimer's Workplace Alliance (Learn more at www.alz.org/awa)	X	X	X	X	X
Appreciation gift presented after Walk	X	X	X		

*Presenting sponsorships are available to three non-competing companies **Commitment must be received by March 15, 2015 to receive this benefit

***Offered on a first-come, first served basis

New for 2015

We added an exciting opportunity for the 2015 season in an effort to maximize your company's marketing and philanthropic investment in Walk to End Alzheimer's. Sponsors at our Premiere level will receive recognition, including logo placement, at the numerous community awareness events we participate in each year. Your team can work with ours to staff event booths, hand out premiums and increase awareness for Walk.

Our Elite-level sponsors receive the naming rights to a component of the event. XYZ Company could present the water station, registration area, parking...the possibilities are endless. Your staff is invited to wear your company gear and volunteer in those areas to extend your brand reach. Our Walk team is ready to custom tailor your sponsorship experience.

Multi-Walk Sponsorships

Does your company serve multiple areas in Central New York? Are you looking to expand your brand into new areas that we cover? We can customize a package that includes April's event in Utica and as many of our four autumn Walks (Greater Binghamton, Greater Ithaca, Greater Syracuse, and North Country) as you need. Contact our Walk team at (315) 617-4025 or cny-walk@alz.org.

Commitment Form

Your commitment. Our cause. Together, we will achieve a world without Alzheimer's.

1 Organization Information

Business Name _____
Please list your name as you wish to be referenced in public

Contact Person _____

Mailing Address _____

City _____ **State** _____ **Zip Code** _____

Phone _____ **Fax** _____

E-mail _____

Website (for use online) _____
Please include any trackback links

2 Choose Your Sponsor Level

- Presenting Sponsor: \$3,000
- Elite Sponsor: \$2,000
- Premiere Sponsor: \$1,000
- Intermediate Sponsor: \$500
- Vendor: \$250
- We cannot make a contribution but would like to make a donation of cash or product to use as a prize

Deadlines to Guarantee All Benefits

Presenting Sponsor: February 1, 2015
All Other Levels: March 15, 2015

Questions?

For specific questions about sponsorship levels or other Walk-related questions, please contact our walk team at cny-walk@alz.org, or press 6 at the main menu when dialing (315) 617-4025.

3 Assign a Team Captain

Team Captain Name: _____

Position: _____

Daytime Phone: _____

Email: _____

4 Payment Method

- Corporate check enclosed (Check Number: _____)
- Please invoice us
Make checks payable to Alzheimer's Association

For your security, we ask that credit card payments be made by phone by calling (315) 617-4025 and pressing 9 at the main menu.

5 Logo Request

Your logo may appear on t-shirts, route signs and our Walk To End Alzheimer's website. Please submit your logo via email (PDF, EPS or other Vector file preferred; JPEG or TIFF acceptable; no Microsoft Word documents please) to cny-walk@alz.org. You may also mail a scannable logo (business cards and letterhead are acceptable) to the address below.

6 Submit This Form By

mail to [Alzheimer's Association, Central New York Chapter, Walk Headquarters, 441 W. Kirkpatrick St., Syracuse, NY 13204](mailto:cny-walk@alz.org)

fax to (315) 472-4202

e-mail to cny-walk@alz.org

WALK TO END ALZHEIMER'S

A national movement uniting communities in the fight against Alzheimer's disease

Alzheimer's disease is a progressive, fatal brain disease. It has been identified by the Centers for Disease Control and Prevention and the World Health Organization as the 21st Century Health Crisis. More than 5 million Americans, including 380,000 here in New York, have the disease. More than 1 million New Yorkers provide unpaid care at home to their family member or loved one that has been diagnosed.

The diagnosis of Alzheimer's disease indirectly impacts everyone around the person who was diagnosed and their caregiving team. Research from the Alzheimer's Association shows that 54 percent of caregivers have reported late, left early or taken time off from work for caregiving-related issues; 13 percent have reduced their hours from full- to part-time; and 9 percent had to give up working entirely. A separate study by the MetLife Mature Market Institute revealed that Alzheimer's disease costs U.S. employers \$33.6 billion annually.

The time is now for your company to support Walk to End Alzheimer's. Five walks take place in Central New York in 2015, the proceeds from which provide support services to individuals and families impacted by Alzheimer's disease or other forms of dementia, as well as funding critical research in our quest for a cure.

Walk to End Alzheimer's sponsors earn tens of thousands of impressions as their name and logo are heard and seen before, during and after the event on promotional signage, t-shirts, e-communications, advertising and event announcements.

Your support of Walk to End Alzheimer's is more than just a marketing program or philanthropic endeavor. It's a commitment to cure America's sixth-leading cause of death and support those facing this battle every day.



For more information about the Walk to End Alzheimer's or about Alzheimer's disease, contact the Alzheimer's Association

1-800-272-3900
www.alz.org