

WALK TO END ALZHEIMER'S

alzheimer's association®

2017 Sponsorship Prospectus

16,000+ walkers and donors
45+ million media impressions
\$1.8+ million raised for
1 fight against Alzheimer's



The Walk to End Alzheimer's® is the world's largest event to raise awareness and funds for Alzheimer's care, support and research. Held in more than 600 communities nationwide, this inspiring event calls on participants of all ages and abilities to reclaim the future for millions. Together, families, friends, co-workers and community members raise vital funds in the fight against the nation's sixth-leading cause of death.

2017 Calendar of Events:

- September 16:** Southern Maryland (400 walkers)
- September 23:** Prince George's County (1,100 walkers)
- September 24:** Northern Virginia (1,500 walkers)
- September 30:** Charles County (800 walkers)
- October 14:** Washington, DC (4,000 walkers)
"12th Largest Walk to End Alzheimer's in the country!"
- October 21:** Virginia Tri-Counties (1,000 walkers)
- October 28:** Northern Shenandoah Valley (400 walkers)

In 2016, 16,000 walkers and donors raised \$1.5+ in our region. Funds raised benefit the local community by helping us to:



Speak up for the needs of those facing Alzheimer's through public policy initiatives



Advance critical research



Provide education and support programs



Philanthropy is good for business!

93% of consumers have a more positive image of the company when giving to a charity.

90% are loyal to companies who support social issues.

8 in 10 consider CSR when deciding what to buy or where to shop, product recommendations and companies they want to have in their communities.

*2015 Cone Communications/
Ebiquity Global CSR Study*



In 2016, Alzheimer's and other dementias cost the nation **\$236 billion**

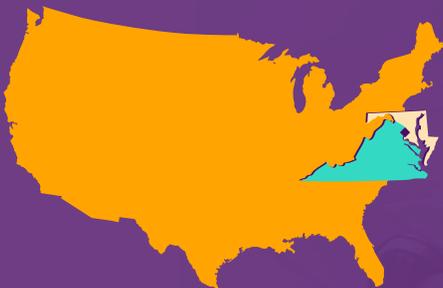
“Alzheimer’s has had a profound effect on my family. It attacked my grandparents and my wife’s father, which resulted in my children not having an opportunity to know these remarkable people and their rich heritage. I remain actively involved in the Alzheimer’s Association because I firmly believe we can eliminate this devastating disease through education, awareness, and ultimately a cure.”

-Thomas Stanley,
Senior Vice President and General Manager, Americas, NetApp
2016 Chair, Walk to End Alzheimer’s Washington, DC



By 2050, the number of people with Alzheimer’s disease is set to **triple** from **5.2 million** Americans to **13.8 million**.

5+ million Americans with Alzheimer’s and more than **18 million** caregivers



In Maryland, Virginia and Washington, DC
249,000 people living with Alzheimer’s and
774,000 caregivers.



You're In Good Company! 2016 Sponsors & Corporate Teams



- Advisory Committee on Aging
- Alpha Epsilon Phi
- Alpha Kappa Alpha
- American Seniors Housing
- Andrews Federal Credit Union
- Arbor Terrace Senior Living
- Asbury Solomons
- Ashby Ponds
- AstraZeneca Pharmaceuticals
- Atlantic Media
- Booz Allen Hamilton
- Boston Properties
- Brightview Senior Living
- Brookdale Senior Living
- Brooke Grove Retirement Village
- Buchanan Ingersoll & Rooney
- Calvert Cliffs
- Calvert County Office on Aging
- Canteen Refreshment Service
- Capital One
- Caring Angels Home Health
- Carriage Hill
- CGI Technologies and Solutions
- Charles Regional Medical Center
- Chevy Chase Acura
- Civitan Club of Fairfax
- Commonwealth Assisted Living
- Dulles Chamber of Commerce
- Edward Jones
- Envoy of Winchester
- Ernst & Young
- Fairfax County Adult and Aging
- Falcons Landing Circle
- First Light Home Care
- Freddie Mac
- GE
- Genesis HealthCare
- George Washington University
- Gibson, Dunn & Crutcher
- Grainger Foundation
- Greenspring Retirement
- iHeart Radio
- Kensington Park Senior Living
- Loews Hotels & Resorts
- ManorCare Health Services
- Morningside House
- My Plumber Heating and Cooling
- NASDAQ
- National Association of Retirement Counselors
- NetApp
- Olney Assisted Living
- Post Apartments
- Prince George's Senior Provider Network
- Prince William Area Agency on Aging
- Radio One
- Reston Hospital Center
- Riderwood Village
- RK Realty
- Royal Arch Masons
- Sagepoint Senior Living
- Sigma Kappa
- Southern Maryland Newspapers
- Spring Arbor
- Spring Village
- State Farm
- Sunrise Senior Living
- Target
- TerpSys
- The Charleston
- The Connection Newspapers
- The Sylvestry
- Thermo Fisher Scientific
- TWD & Associates
- U.S. Chamber of Commerce
- United Radiology
- United States Air Force
- University of Maryland
- Visiting Angels
- Weichert, Realtors
- Westminster
- WHUR 96.3FM
- WINC-FM
- WJLA

Title Sponsorship Opportunities

For the company looking for wide visibility and association with the Walk to End Alzheimer's all season long.

Premiere: \$40,000 (7 Walks)

- Recognition in marketing materials, print and digital
- Top logo placement on websites, brochures, t-shirts, signage
- 2 email blasts ('15-'17 walkers – 30K impressions)
- Website feature including optional video message
- Ability to activate as Official Premiere Sponsor
- Exhibit table
- Cheering Station Host
- Opportunity to provide giveaway/incentive
- 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
- Full-page color ad in Brain Ball program
- 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: \$35,000 (5 Walks)

- Top logo placement on websites, brochures, t-shirts, signage
- 2 email blasts ('15-'17 walkers)
- Ability to activate as Official Visionary Sponsor
- Exhibit table
- 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
- Email blast ('15-'17 walkers)
- Exhibit table
- Cheering Station Host
- 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



Title Sponsorship Opportunities

For the company looking for wide visibility and association with the Walk to End Alzheimer's all season long.

Hope: \$10,000 (2 Walks)

- Logo on websites, t-shirts, brochure, signage
- Email blast ('17 walkers)
- Exhibit table
- Cheering Station Host
- On-stage mention
- 2 social media mentions
- 7 t-shirts
- AWA membership
- Invitation to Wall of Hope Reception and commemorative plaque
- Staff relationship manager

Shared exhibit space available: \$500

AWA = Alzheimer's Association Workplace Alliance

Deadlines apply for print, digital and signage benefits

All benefits subject to staff, jurisdictional and venue approval

Courage: \$5,000 (1 Walk)

- Logo on website, t-shirt, brochure, signage
- Exhibit table
- On-stage mention
- 1 social media mention
- 5 t-shirts
- AWA membership
- Invitation to Wall of Hope Reception and commemorative plaque
- Staff relationship manager

Strength: \$3,000 (1 Walk)

- Logo on website, t-shirt, signage
- Exhibit table
- 2 t-shirts

Friend: \$1,000 (1 Walk)

- Listing on t-shirt, signage
- Exhibit table
- 2 t-shirts

Not available for DC Walk.



Specialty Sponsorship Opportunities

For the company looking for targeted visibility and connection to the Walk Day experience

Wall of Hope Reception : \$10,000

This special evening recognizes elite event participants and sponsors who have distinguished themselves through leadership and exemplary fundraising. We recognize their outstanding achievement by unveiling new plaques on the Wall of Hope. Benefits include: recognition on Save the Date, invitation, promotional materials and announcement emails to 8,000 walkers; recognition during reception; commemorative Wall of Hope plaque.

1 available



Dog Spot: \$2,000-\$3,500

Many Walk to End Alzheimer's participants bring their furry companions to help bring awareness to the cause. Benefits include recognition on signage and website, acknowledgement by Masters of Ceremonies, opportunity to handout branded item to all visitors to the Dog Spot, official sponsor of the Dog Spot Purple Pup contest.

Availability: 1 per Walk

Promise Garden: \$2,500-\$5,000

The Promise Garden is a hands-on, mission focused experience on Walk Day allowing participants to select flowers representing their promise to remember, honor, care and fight for those living with Alzheimer's and their caregivers. This sponsorship will allow your company to connect with our participants in this very special tradition as well as take part in our Opening Ceremony. Benefits include recognition on Walk website and in select Walk emails, acknowledgement by Master of Ceremonies, Signage with your logo at the Promise Garden area, recognition as Proud Promise Garden sponsor, opportunity for your employees to volunteer at Promise Garden area.

1 per Walk available. \$20,000 for all 7

Finish Line Brigade: \$1,500

Finishing the Walk for participants is an experience filled with joy and meaning. Your company can be connected with this special experience through this sponsorship. Benefits include: signage at finish line, opportunity to handout item to all walkers at finish line, opportunity to provide branded t-shirts to volunteers in our Finish Line Brigade, acknowledgement from Masters of Ceremonies

Availability: 1 per Walk

Champions Club: \$2,500-\$5,000

Participants who raise \$500+ are members of the Champion's and Grand Champion's Club. This elite group of walkers receive benefits including VIP treatment at Walk Day and incentives throughout the year. Benefits include logo on Champions Club banner, event signage and materials, opportunity to provide branded water, drinks and snacks to Champion Club members, recognition on Walk webpage and in select Walk emails.

1 per Walk available. \$15,000 for all 7



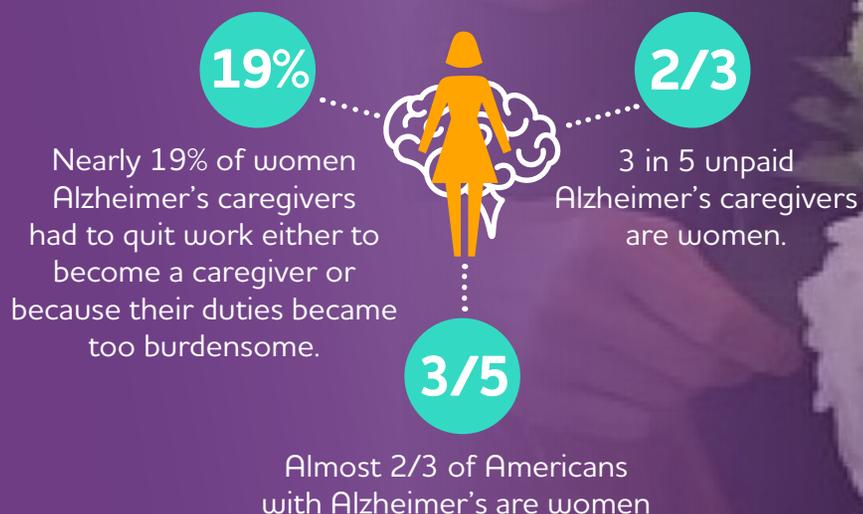
Kids Zone & Caregivers Sanctuary: \$2,000 Each

The Walk to End Alzheimer's brings participants of all ages and backgrounds together. These unique opportunities allow you to engage directly with your consumers in a special place on Walk Day. Benefits include signage at selected area, opportunity to handout item to all visitors, recognition in emails leading up to Walk Day.

Availability 1 each per Walk

My mom was the strongest person I know. She was open minded, had an infectious laugh, loved to dance and had phenomenal taste in music. She was a dental hygienist for over 25 years and knew every patient's name by heart. When I was 19 my mom was diagnosed with early onset Alzheimer's. She was only 53 at the time. My dad was her main caregiver and the real hero, caring for her 24 hours a day, every day, ensuring she was as comfortable and happy as possible. His love for her never wavered and it was so hard to watch him lose the love of his life little by little every single day. I have been working with the Walk to End Alzheimer's to raise awareness with the younger generation. I wish when my mom was diagnosed 10 years ago, I knew more about what Alzheimer's was and what my family was about to go through. I would give anything to be able to hear my mom tell me she loves me one more time, or just have a normal conversation with her. These are the things we take for granted. You don't just lose the person you love once, you lose them every day over and over.

— Mary Margaret
Walk to End Alzheimer's Team Captain



Thank You!

The end of Alzheimer's starts with you!
Together, we can make a difference.

To discuss opportunities, customize your package
or sponsor today, contact:

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2017 SPONSOR COMMITMENT FORM

THANK YOU!

SPONSOR INFORMATION

Company (as to be printed) _____ Date _____

Contact Name _____

Address _____ City/State/Zip _____

Contact Phone _____ Contact Email _____

Website _____ Facebook _____ Twitter _____

Please register my company as a corporate team.

COMMITMENT LEVEL

- Premiere - \$40,000 (7 Walks)
- Visionary - \$35,000 (5 Walks)
- Catalyst - \$25,000 (2 Walks)
- Hope - \$10,000 (2 Walks)
- Courage - \$5,000 (1 Walk)
- Strength - \$3,000 (1 Walk)
- Friend - \$1,000 (1 Walk)
- Shared Exhibit Space - \$500
- Wall of Hope Reception - \$10,000
- Promise Garden - \$2,500-\$5,000
- Champions Club - \$2,500-5,000
- Dog Spot - \$2,000-\$3,500
- Kids Zone - \$2,000
- Caregivers Sanctuary - \$2,000
- Finish Line Brigade - \$1,500

PAYMENT INFORMATION

- Company will mail a corporate check or pay by credit card
- Check enclosed (payable to Alzheimer's Association)
- Please invoice me: Once Quarterly Monthly Other: _____
- American Express/Visa/MasterCard

Card number _____

Expiration _____ Security Code (back of card) _____

Payment Authorized Signature _____

Date _____

WALK LOCATIONS

- Southern Maryland
- Charles County
- Prince George's County
- Northern Virginia
- Virginia Tri-Counties
- Northern Shenandoah Valley
- Washington, DC

Total Commitment \$ _____

Authorized Signature _____ Title _____

Return form by email to: alzwalknca@alz.org

Return form by mail to:

Alzheimer's Association National Capital Area
Attn: Walk to End Alzheimer's
8180 Greensboro Dr., Suite 400, McLean, VA22102