THE TIME IS NOW

“On behalf of Pennsylvanian families affected by Alzheimer’s disease, I extend a heartfelt thank you to our sponsors. These families tell us that their biggest concern and hope is to save their own children and grandchildren from the devastating effects of Alzheimer’s. Thank you for giving them both comfort and support now, and hope for the days to come!”

Gail Roddie-Hamlin
President and CEO
Alzheimer’s Association
Greater Pennsylvania Chapter

THE DEMENTIA EPIDEMIC

- More than 5 MILLION Americans have Alzheimer’s disease.
- Every 66 SECONDS someone in the United States develops Alzheimer’s disease.
- Alzheimer’s disease is the SIXTH-LEADING cause of death in the United States.
- In 2017, Alzheimer’s will cost the nation nearly $250 BILLION. This number is expected to rise to $1.1 TRILLION by 2050.

By partnering with the Alzheimer’s Association, your company can have a profound impact on the movement to end Alzheimer’s.

You can stand up as a leader in the battle against this terrible disease and demonstrate to your employees, customers and community that you care. Your support helps to further establish your organization as a strong corporate citizen that is taking action to fight on an issue that touches millions of lives in a deeply personal way.

Our mission is to eliminate Alzheimer’s disease through the advancement of research; to provide and enhance care and support for all affected; and to reduce the risk of dementia through the promotion of brain health.

Our purpose is to empower and support individuals, families, care partners and communities affected by dementia in Pennsylvania.

CAREFUL STEWARDS OF YOUR DONATION

The Alzheimer’s Association is dedicated to responsible stewardship of our donor’s contributions. We exceed the rigorous standards of America’s most experienced charity evaluator, the Better Business Bureau Wise Giving Alliance. We are also continually improving our operations to ensure we are providing the most effective and innovative research programs and services.
ALZHEIMER’S IS A GROWING EPIDEMIC

- More than 5 million Americans are living with Alzheimer’s disease, including more than 400,000 in Pennsylvania.
- Deaths attributed to Alzheimer’s disease increased 71% between 2000 and 2013, while deaths from other major diseases decreased.
- The number of people age 65 and older with Alzheimer’s disease is estimated to reach 7.1 million by 2025 and nearly triple to 13.8 million by 2050 barring the development of medical breakthroughs to prevent or cure the disease.

WE WANT TO CHANGE THESE FIGURES

Our mission is to eliminate Alzheimer’s disease through the advancement of research; to provide and enhance care and support for all affected; and to reduce the risk of dementia through the promotion of brain health.

- As the largest non-profit funder of Alzheimer’s research, the Association is committed to accelerating progress of new treatments, preventions and ultimately a cure.
- We have been part of every major research advancement for the past 30 years.
- We are the leading voice for the Alzheimer’s disease advocacy, fighting for critical Alzheimer’s research, prevention and care initiatives at the state and federal level.

WE ARE HERE TO HELP

The Greater Pennsylvania Chapter serves 59 counties across the state with regional offices in Pittsburgh, Erie, State College, Lancaster, Harrisburg and Wilkes Barre. Programs and services offered throughout the state include:

- **24-Hour Helpline**— 24/7 service providing information, support and guidance in 170 languages.
- **Care Consultation**— A counseling/care management program that provides support and assists individuals and families in navigating through the disease process.
- **Caregiver Support Groups**— Confidential, supportive environments to promote open dialogue, guidance and support for those caring for loved ones with Alzheimer’s disease.
- **Early Stage Engagement**— Educational and recreational programming that offers cognitive, physical and/or social stimulation for individuals in the early stages and their care partners.
- **Education**— Educational programs for families, individuals with cognitive loss, care partners, and community members that range from introductory material to in-depth multi-part sessions and brain health information.
- **Safety Services**— Alzheimer’s Association Safe Return is a 24-hour nationwide emergency response service for individuals with Alzheimer’s or a related dementia who wander or have a medical emergency.
- **Trial Match**— Free clinical studies matching service that connects individuals with Alzheimer’s, caregivers and healthy volunteers to current studies.
## Pre-Event

<table>
<thead>
<tr>
<th><strong>Website &amp; Event Poster Recognition - Chapter &amp; Walk Specific</strong></th>
<th><strong>LOGO</strong></th>
<th><strong>LOGO</strong></th>
<th><strong>LOGO</strong></th>
<th><strong>LISTING</strong></th>
<th><strong>LISTING</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Recognition on all Media Releases and Radio Interviews</strong></td>
<td><strong>LISTING</strong></td>
<td><strong>LISTING</strong></td>
<td><strong>LISTING</strong></td>
<td><strong>LISTING</strong></td>
<td><strong>LISTING</strong></td>
</tr>
<tr>
<td><strong>Educational Programs for Employees Presented by Alzheimer’s Association</strong></td>
<td><strong>3 Programs</strong></td>
<td><strong>2 Programs</strong></td>
<td><strong>1 Program</strong></td>
<td><strong>LISTING</strong></td>
<td><strong>LISTING</strong></td>
</tr>
<tr>
<td><strong>Social Media “Shout Outs” on Event Walk Facebook Pages</strong></td>
<td><strong>LOGO</strong></td>
<td><strong>LOGO</strong></td>
<td><strong>LOGO</strong></td>
<td><strong>LISTING</strong></td>
<td><strong>LISTING</strong></td>
</tr>
<tr>
<td></td>
<td><strong>10 Shout Outs</strong></td>
<td><strong>8 Shout Outs</strong></td>
<td><strong>6 Shout Outs</strong></td>
<td><strong>4 Shout Outs</strong></td>
<td><strong>2 Shout Outs</strong></td>
</tr>
</tbody>
</table>

## Event Day - Walk to End Alzheimer’s

<table>
<thead>
<tr>
<th><strong>Company Tent / Walk Sponsor Table</strong></th>
<th><strong>Premier Sponsor Area</strong></th>
<th><strong>Table in Sponsor Area</strong></th>
<th><strong>Table in Sponsor Area</strong></th>
<th><strong>LISTING</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Event Day T-Shirt Recognition</strong></td>
<td><strong>LOGO</strong></td>
<td><strong>LOGO</strong></td>
<td><strong>LOGO</strong></td>
<td><strong>LISTING</strong></td>
</tr>
<tr>
<td><strong>Verbal Mention during Walk Ceremony</strong></td>
<td><strong>Opening Ceremony</strong></td>
<td><strong>Opening Ceremony</strong></td>
<td><strong>Opening Ceremony</strong></td>
<td><strong>Pre-Opening Ceremony</strong></td>
</tr>
<tr>
<td><strong>Event Poster Recognition</strong></td>
<td><strong>LOGO</strong></td>
<td><strong>LOGO</strong></td>
<td><strong>LOGO</strong></td>
<td><strong>LISTING</strong></td>
</tr>
<tr>
<td><strong>Signage Along Walk Route</strong></td>
<td><strong>LOGO—2 Signs</strong></td>
<td><strong>LOGO—1 Sign</strong></td>
<td><strong>LOGO—1 Sign</strong></td>
<td><strong>LISTING</strong></td>
</tr>
</tbody>
</table>

- Include Exclusive Logoed Item for Champion’s Club Bags: ✓ ✓ ✓ ✓ ✓
- Complimentary Walk T-Shirts: 50 40 30 25 10

## Post Event

<table>
<thead>
<tr>
<th><strong>Recognition in Walk Participant Thank You Email</strong></th>
<th><strong>LOGO</strong></th>
<th><strong>LOGO</strong></th>
<th><strong>LISTING</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Post Walk Party Sponsor Recognition</strong></td>
<td><strong>LOGO</strong></td>
<td><strong>LOGO</strong></td>
<td><strong>LISTING</strong></td>
</tr>
</tbody>
</table>

### Pricing

<table>
<thead>
<tr>
<th><strong>PLATINUM</strong></th>
<th><strong>DIAMOND</strong></th>
<th><strong>GOLD</strong></th>
<th><strong>SILVER</strong></th>
<th><strong>MEMORY MAKER</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>$15,000</td>
<td>$10,000</td>
<td>$7,500</td>
<td>$3,000</td>
<td>$1,000</td>
</tr>
</tbody>
</table>
/// ADDITIONAL SPONSORSHIPS ///

Champions Club Tent Sponsorship—Exclusive Sponsor
$10,000

Participants who raise between $500 and $999 for the care, support and research efforts of the Alzheimer’s Association become members of the elite Walk to End Alzheimer’s Champions Club. Participants who raise $1,000 or more gain access to the exclusive Grand Champions Club. Champions Club members receive a number of benefits, including access to the Champions Club tent.

Sponsorship Benefits

- Provide logoed snacks & beverages to the Champions Club members.
- Logo on Champions Club materials and signage at event.*
- Recognition on chapter’s Facebook page.
- Logo on Walk Website
- Name in quarterly email and newsletter

Registration Station —Exclusive Sponsor
$7,000

All participants must visit the Walk to End Alzheimer’s Registration Tent. This sponsorship grants exclusive logoed rights to your organization. Each walker will be exposed.

Sponsorship Benefits

- Logoed banners across entire registration table area
- Logoed pens at registration
- Your logo on water bottles handed out at registration
- Organization’s team volunteer to work with ALZ staff at registration for exposure
- Name in quarterly email and newsletter
About the Promise Garden

Walk to End Alzheimer’s events across the country feature a Promise Garden — a hands-on, mission-focused experience that allows participants to raise flowers representing their promise to remember, honor, care and fight for those living with Alzheimer’s disease and their caregivers. Through color, these Promise Flowers represent the diverse reasons people participate in Walk to End Alzheimer’s, and include space for participants to write a personal message on them. Participants unite for a heartfelt opening ceremony prior to the commencement of Walk using the Promise Flowers, together creating a dynamic, colorful and meaningful garden.

Color Key
Blue – I have Alzheimer’s.
Yellow – I am supporting or caring for someone with Alzheimer’s.
Purple – I have lost someone to Alzheimer’s.
Orange – I support the cause and the Alzheimer’s Association vision of a world without Alzheimer’s.

Sponsorship Benefits

- Recognition during the Walk opening ceremony.
- Signage with your logo at the Promise Flower pick-up table.*
- Signage with your logo at the Promise Garden. *
- Local sponsorship recognition will use the following language:

  Promise Garden locally sponsored by (company name). One Company per Walk

*All signage is provided by Alzheimer’s Association
Hydration Station — Exclusive Sponsor
$1,000

All walkers will get thirsty and hungry. Imagine your organization as the name that quenches their thirst! This 1st time offering is guaranteed to have wide exposure and make a positive impression. Sponsorship is exclusive to water station and refreshment station separately.

**Sponsorship Benefits**
- Organization’s team volunteers to work station for maximum exposure
- Recognition on chapter’s Facebook page.
- Logo on Walk Website
- Name in quarterly email and newsletter

In addition, your company could also choose one of these opportunities:

**Starting Line Banner – $1,000**
- Name in quarterly newsletter.
- Logo on Walk website.
- Recognition on chapter’s Facebook page.
- Signage at Start Line.*

**Finish Line Banner – $1,000**
- Name in quarterly newsletter.
- Recognition on chapter’s Facebook page.
- Signage at Finish Line.*

**Mile Marker – $500**
- Name in quarterly newsletter.
- Recognition on chapter’s Facebook page.
- Signage at mile markers.*

*All signage is provided by Alzheimer’s Association*
2018 PITTSBURGH SPONSOR COMMITMENT FORM

THANK YOU!

SPONSOR INFORMATION

Company (as to be printed)__________________________________________     Date_____________

Contact Name________________________________________________________________________

Address______________________________  City/State/Zip___________________________________

Phone __________________________  Email______________________________________________

Authorized Signature__________________________________________________________________

COMMITMENT LEVEL

☐ Diamond ($15,000)  ☐ Champion’s Club ($10,000)  ☐ Mile Marker ($500)
☐ Platinum ($10,000)  ☐ Promise Garden ($7,500)  ☐ I am interested in learning more about
☐ Gold ($7,500)  ☐ Registration Station ($7,000)  the Alzheimer’s Workplace Alliance so
☐ Silver ($3,000)  ☐ Hydration Station ($1,000)  I can educate my employees about
☐ Memory Maker ($1,000)  ☐ Starting / Finish Lines ($1,000 Each)  the warning signs of Alzheimer’s, the

Commitment forms should be submitted ASAP to receive all benefits.

Print Deadlines: Poster—May 31, 2018, Shirts—July 31, 2018

All payments are due by November 30th, 2018

☐ My Company would like to start a team. Please send me materials!

PAYMENT INFORMATION

☐ Please invoice me  ☐ Check enclosed (payable to Alzheimer’s Association)
☐ Credit Card
Card number______________________________ Expiration_______________ Sec. Code___________

Payment Authorized Signature__________________________________________     Date________________