

# THE END OF ALZHEIMER'S STARTS WITH YOU

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alzheimer's  association®

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Mississippi Chapter

..... 2020 .....

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**YOUR COMPANY  
CAN RELIEVE THE  
BURDEN OF ALZHEIMER'S  
& HELP FIGHT THIS**

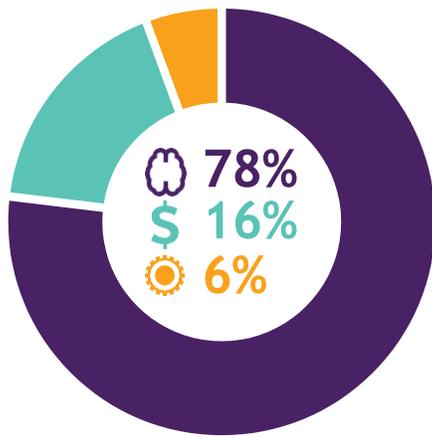
**EPIDEMIC.”**

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**OUR  
MISSION**

■ The Alzheimer's Association leads the way to end Alzheimer's and all other dementia - by accelerating global research, driving risk reduction and early detection, and maximizing quality care and support.

alzheimer's  association®



- Alzheimer's care, support, research, awareness and advocacy
- Fundraising
- Administrative

# Every dollar advances the fight against Alzheimer's

**The Alzheimer's Association** is a global organization, working to advance care, support and research across the world. Your donations make a difference in the lives of millions of people affected by Alzheimer's today and those who will face the disease tomorrow. Thank you for strengthening our efforts and moving us closer to our mission of a world without Alzheimer's.

## We provide care and support to all those facing Alzheimer's.

- In-person support groups connect people facing dementia with a network of help and resources.
- A free nationwide 24/7 Helpline (800.272.3900) — receiving more than 310,000 calls annually — providing support, information and referrals all day, every day.

## We educate and raise awareness to grow understanding of the disease.

- Educational workshops and conferences on the warning signs of Alzheimer's, living with the disease, caregiving at different stages, and much more.
- Far-reaching campaigns to teach people the difference between Alzheimer's disease, dementia and typical aging, and the power of early detection and diagnosis.
- Our website alz.org is a vast repository of information and is often the first stop to learn about the disease, caregiving, accessing resources and planning for the future.

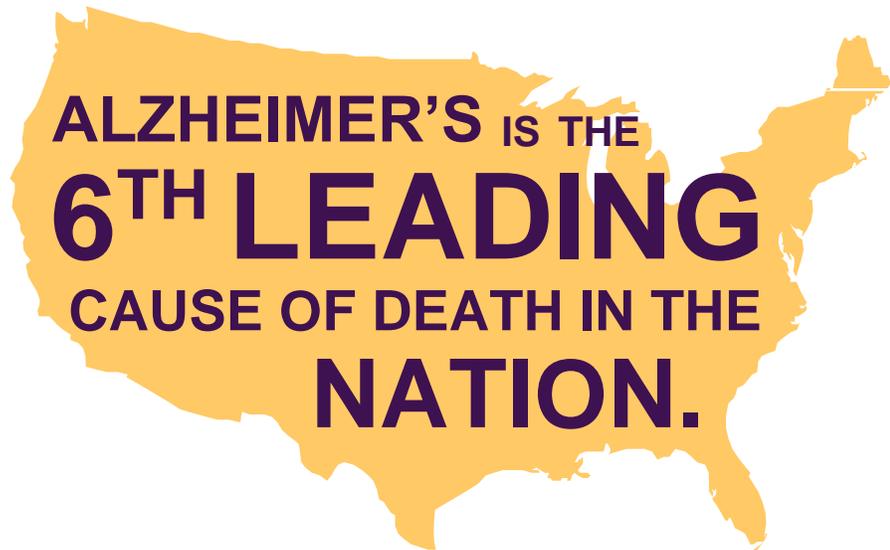
## We drive research toward treatment, prevention and, ultimately, a cure.

- As the world's largest and most impactful nonprofit funder of Alzheimer's disease research, the Alzheimer's Association invests your dollars in innovative projects — from promising early studies to complex international collaborations — that hold the most potential to rapidly accelerate progress and change the devastating trajectory of the disease.

## We speak up for the needs and rights of people affected by Alzheimer's.

- The Alzheimer's Association is the leading voice for Alzheimer's advocacy. Your dollars fuel our efforts to advocate at the global, federal and state levels for the support our movement needs.
- The Association helped to pass landmark legislation such as the National Alzheimer's Project Act, which mandated the creation of a national plan to fight Alzheimer's disease with the goal to prevent and effectively treat Alzheimer's by 2025.

# ABOUT US



## ALIGN YOUR BRAND WITH THE ALZHEIMER'S ASSOCIATION

and make a powerful statement about your commitment to the future as you support the Alzheimer's Association – the world's leading voluntary health organization in Alzheimer's care, support and research.

## FAST FACTS

- **Over 5.7 million Americans are living with Alzheimer's disease**
- **1 in 3 seniors will die with Alzheimer's disease**
- **Alzheimer's is the most expensive disease in the United States**



The brand of the Alzheimer's Association represents **who we are and what we do**. It is both a visual symbol of our dual mission of people and science and a commitment that guides us in our daily work in research, advocacy, education and support.

# WHO WALKS TO END ALZHEIMER'S?

Each year thousands of Mississippians participate in a Walk to End Alzheimer's. Many participants have been personally impacted by Alzheimer's, so at each event, they receive a Promise Garden flower that symbolizes their connection to the disease.



## ORANGE

I support the cause and a vision of a world without Alzheimer's



## YELLOW

I support or care for someone with Alzheimer's



## BLUE

I am living with Alzheimer's or another dementia



## PURPLE

I have lost someone to Alzheimer's

## WHO OUR EVENTS REACH

### 2018 AUDIENCE DEMOGRAPHICS



**68% Female**

**60% Age 35-64**



**76% Married**



**27%**

Post-Graduate Degree



**\$90k**

Median Household Income

# PREMIER PARTNERSHIP LEVEL & BENEFITS

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## HOPE PARTNERSHIP \$10,000

By partnering with the Alzheimer's Association as a sponsor, your company can stand with the leading voluntary health organization in Alzheimer's care, support, and research as we confront a crisis that devastates millions of families – and a significant portion of our nation's workforce.

Exclusive market-wide recognition at all Walk events across Mississippi.

### VISIBILITY

- Company logo with hyperlink on all Walk websites and e-mail campaigns to participants
- Prominent logo placement on official event day t-shirts
- Logo recognition on promotional posters displayed in community
- Company recognition on Chapter social media posts and eNews
- Special recognition provided to your company at pre and post Walk event celebrations
- Company provided banners at pre and post Walk event celebrations

### WALK DAY

- Emcee introduction and speaking opportunity from the stage at the Walk
- Acknowledgement by the emcee from the stage at the Walk
- Company logo included on sponsor acknowledgement banner at the Walk
- Display table and/or tent in the VIP partner area at the Walks
- Company provided banners at Walk displayed at your table

### COMPANY ENGAGEMENT

- Chapter liaison to assist in creating Walk teams at all desired locations
  - Invitation to pre and post Walk event celebrations
  - Educational program(s) at company
  - Help craft your local Walk to End Alzheimer's campaign as a member of the Walk to End Alzheimer's planning committee
  - 100 purple "Ask me about Walk to End Alzheimer's?" pins to distribute in June for Alzheimer's and Brain Awareness Month
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# PREMIER PARTNERSHIP LEVEL & BENEFITS

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## REMEMBER PARTNERSHIP \$5,000

By partnering with the Alzheimer's Association as a sponsor, your company can stand with the leading voluntary health organization in Alzheimer's care, support, and research as we confront a crisis that devastates millions of families – and a significant portion of our nation's workforce.

Industry exclusive market-wide recognition at local Walk event of company choice in Mississippi.

### VISIBILITY

- Company logo with hyperlink on all Walk websites and e-mail campaigns to participants
- Prominent logo placement on official event day t-shirts
- Logo recognition on promotional posters displayed in community
- Company recognition on Chapter social media posts and eNews

### WALK DAY

- Acknowledgement by the emcee from the stage at the Walk
- Company logo included on sponsor acknowledgement banner at the Walk
- Display table in the VIP partner area at the Walk – 6ft table and 2 chairs
- Company provided banners at Walk displayed at your table

### COMPANY ENGAGEMENT

- Chapter liaison to assist in creating Walk teams at all desired locations
- Invitation to pre and post Walk event celebrations
- Educational program(s) at company
- Help craft your local Walk to End Alzheimer's campaign as a member of the Walk to End Alzheimer's planning committee

# PREMIER PARTNERSHIP LEVEL & BENEFITS

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## FIGHT PARTNERSHIP \$2,500

By partnering with the Alzheimer's Association as a sponsor, your company can stand with the leading voluntary health organization in Alzheimer's care, support, and research as we confront a crisis that devastates millions of families – and a significant portion of our nation's workforce.

Exclusive market-wide recognition at local Walk event of company choice in Mississippi.

### VISIBILITY

- Company logo with hyperlink on Walk websites
- Company logo placement on official event day t-shirts
- Logo recognition on promotional posters displayed in community
- Company recognition on Chapter social media posts

### WALK DAY

- Acknowledgement by the emcee from the stage at the Walk
- Company logo included on sponsor acknowledgement banner at the Walk
- Display table in the VIP partner area at the Walk
- Company provided banners at Walk displayed at your table

### COMPANY ENGAGEMENT

- Chapter liaison to assist in creating Walk team
- Invitation to pre and post Walk event celebrations
- Educational program(s) at company
- Help craft your local Walk to End Alzheimer's campaign as a member of the Walk to End Alzheimer's planning committee

# PREMIER PARTNERSHIP LEVEL & BENEFITS

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## CARE PARTNERSHIP \$1,250

By partnering with the Alzheimer's Association as a sponsor, your company can stand with the leading voluntary health organization in Alzheimer's care, support, and research as we confront a crisis that devastates millions of families – and a significant portion of our nation's workforce.

Exclusive market-wide recognition at local Walk event of company choice in Mississippi.

### VISIBILITY

- Company logo with hyperlink on Walk website
- Company logo placement on official event day t-shirts
- Logo recognition on promotional posters displayed in community
- Company recognition on Chapter social media posts

### WALK DAY

- Company name included on sponsor acknowledgement banner at the Walk
- Display table in the VIP partner area at the Walk

### COMPANY ENGAGEMENT

- Chapter liaison to assist in creating Walk team
- Invitation to pre and post Walk event celebrations
- Educational program(s) at company
- Help craft your local Walk to End Alzheimer's campaign as a member of the Walk to End Alzheimer's planning committee

**alz.org**



Mississippi Chapter: **alz.org/ms**  
Caregiving resources: **alz.org/care**

**800-272-3900**



**24/7 Helpline**  
Available toll free, all day, every day

**Follow Us**



Facebook: **@AlzAssocMS**  
Twitter or Instagram:  
**@AlzAssocMS**  
Use the hashtag **#ENDALZ**

**Locations**



**Metro Jackson – September 26, 2020**  
Jackson, MS 39201  
769.230.0611

**Northeast Mississippi – October 10, 2020**  
Tupelo, MS 38801  
662.270.5959

**Northeast Mississippi – November 7, 2020**  
Hattiesburg, MS 39046  
228.437.0650

**One Coast – November 14, 2020**  
Biloxi, MS 39530  
228.270.5959

**CONTACT US:**

Alzheimer's Association, Mississippi Chapter  
207 West Jackson Street, 2nd Floor, Suite 1  
Ridgeland, MS 39157  
769.230.0611  
ms-info@alz.org

**alzheimer's  association®**

**1.800.272.3900 | alz.org®**

The Alzheimer's Association is the leading voluntary health organization in Alzheimer's care, support and research. Our mission is to lead the way to end Alzheimer's and all other dementia - by accelerating global research, driving risk reduction and early detection, and maximizing quality care and support.

**Our vision is a world without Alzheimer's and all other dementia®.**



# 2020 PARTNERSHIP COMMITMENT FORM

## SPONSOR INFORMATION

Company (as to be displayed) \_\_\_\_\_ Date \_\_\_\_\_

Contact Name \_\_\_\_\_

Address \_\_\_\_\_ City/State/ZIP \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_

Email \_\_\_\_\_ Website \_\_\_\_\_

## WALK LOCATIONS TO SPONSOR

Metro Jackson  
Jackson, MS  
September 26, 2020

Northeast MS  
Tupelo, MS  
October 10, 2020

Pine Belt  
Hattiesburg, MS  
November 7, 2020

One Coast  
Biloxi, MS  
November 14, 2020

Total Commitment: \$ \_\_\_\_\_

Print name \_\_\_\_\_

Authorized signature \_\_\_\_\_ Title \_\_\_\_\_

## PAYMENT INFORMATION

Check enclosed (payable to: Alzheimer's Association, P.O. Box 456, Ridgeland, MS 39158)

Please invoice me (Payment terms: Net 30 days)

Billing contact name: \_\_\_\_\_ Phone #: \_\_\_\_\_

Billing Address: \_\_\_\_\_ E-Mail Address: \_\_\_\_\_

Credit Card (American Express/Visa/MasterCard/Discover)

Card number \_\_\_\_\_ Expiration \_\_\_\_\_ Security code (back of card) \_\_\_\_\_

Payment authorized signature \_\_\_\_\_ Date \_\_\_\_\_