



THE END OF **ALZHEIMER'S** STARTS WITH YOU

Company Engagement

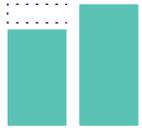


Denver, CO
September 18, 2021

ALZHEIMER'S IS A GROWING PUBLIC HEALTH CRISIS

76k
Coloradans living with Alzheimer's

**256k**
Family caregivers for a loved one with dementia



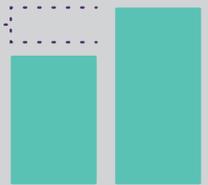
Both are set to increase 21% by 2025

WHAT YOU NEED TO KNOW

\$635 million

Medicaid costs for those with Alzheimer's in 2020

24%
increase by
2025



Nationally people with dementia make up:

42 %

of people living in
residential care communities

48%

of nursing home residents

32%

of people using
home health services

Nearly 80% of people with dementia receive help with a daily personal care activity, meanwhile:

1 in 3

dementia caregivers report
worsening health due to
their caregiving

40%

of dementia caregivers suffer
from depression



The Alzheimer's Association Walk to End Alzheimer's® is the world's largest event to raise awareness and funds for Alzheimer's care, support and research. Held annually in more than 600 communities nationwide, this inspiring event draws over 450,000 participants each year. Colorado Chapter Walks to End Alzheimer's® are among the top in the nation, attracting thousands of participants and raising millions in funds.

“My grandmother passed away from Alzheimer’s when I was 20. She wrote a book on landscape architecture and abruptly had to cancel her book tour because she couldn’t interact well. My grandfather devoted his life to keeping Edith as happy and healthy as possible. My grandmother wandered out of the house, forgot names, and lost the ability to swallow food; but my grandfather never faltered in the amount of love he showed for his wife. I walk to support caregivers like my grandfather and I walk to support those affected by the disease like my grandmother.”

-Andrew Henderson, volunteer



The Colorado Chapter hosts 13 Walks to End Alzheimer's around the state, bringing together over 13,000 people and raising over \$2.5 million statewide.

- Boulder**
- Colorado Springs**
- Cortez**
- Denver**
- Eagle**
- Fort Morgan**
- Grand Junction**
- Greeley**
- Loveland**
- Montrose**
- Pueblo**
- Steamboat Springs**
- Sterling**

PROMISE FLOWERS



PURPLE
I have lost someone to Alzheimer's.



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



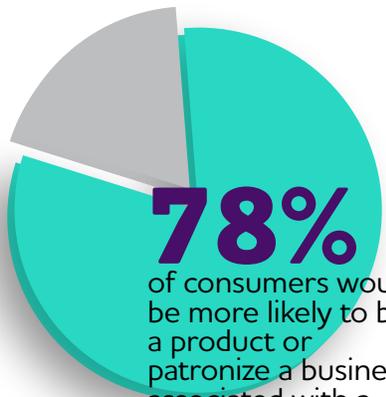
YELLOW
I support or care for someone with Alzheimer's.



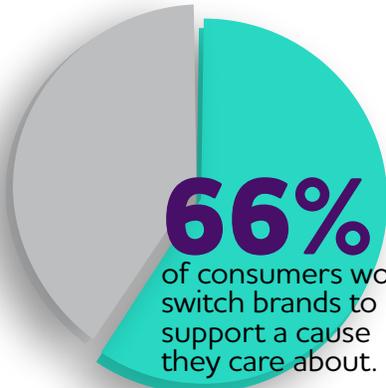
BLUE
I am living with Alzheimer's or dementia.

Your company can make a difference.

As a leading corporation, you're uniquely positioned to advance the Alzheimer's movement in significant ways. It's likely that many members of your corporate community - your employees, customers and key stakeholders - are already connected to the disease.



of consumers would be more likely to buy a product or patronize a business associated with a cause they care about.



of consumers would switch brands to support a cause they care about.



of consumers believe that cause-related marketing creates a positive company image.

The impact of Alzheimer's on the workplace:



83%

of care provided at home is delivered by family caregivers.



57%

of employed caregivers had to go in late, leave early or take time off.



16%

took a leave of absence.



18%

went from full-time to part-time.



9%

gave up work entirely.



6 in 10 caregivers were employed the past year.

These individuals worked an average of

35 hours

per week while caregiving.



Nearly **1/4** of caregivers are in the "sandwich generation," caring for a parent and a child.

Corporate Sponsorship — Denver

\$25,000 PLATINUM

- Logo on participant t-shirt
- Logo on Denver Walk website
- 5 social media posts- including Facebook, Instagram, Twitter and LinkedIn
- Alzheimer's Association blog post
- Story in Chapter e-news
- Recognition on Walk Day platform
- Recognition during Opening Ceremony on Walk Day
- Recognition on Thank You video
- Statewide participation video
- Company recognition on all Wrap Around Events — Corporate Kickoff, Walk Pep Rally, and Celebration Party
- Speaking opportunity at the Corporate Kickoff and Celebration Party
- Virtual company team kickoff
- Company logo on and swag in Champion Club bags
- *Signage on the Promise Flower Garden drive-thru/walk route
- *Exhibitor space on Walk Day
- *2 VIP parking passes on Walk Day
- *Additional sponsored area on Walk Day

** These benefits are contingent on how we are able to conduct Walk Day.*



\$15,000 GOLD

- Logo on participant t-shirt
- Logo on Denver Walk website
- 4 social media posts- including Facebook, Instagram, Twitter and LinkedIn
- Alzheimer's Association blog post
- Story in Chapter e-news
- Recognition on Walk Day platform
- Recognition on Thank You video
- Statewide participation video
- Company Recognition on all Wrap Around Events- Corporate Kickoff, Walk Pep Rally, and Celebration Party
- Speaking opportunity at the Corporate Kickoff and Celebration Party
- Virtual company team kickoff
- Company logo on and swag in Champion Club bags
- *Signage on the Promise Flower Garden drive-thru/walk route
- *Exhibitor space on Walk Day
- *2 VIP parking passes on Walk Day
- *Additional sponsored area on Walk Day

\$10,000 SILVER

- Logo on participant t-shirt
- Logo on Denver Walk website
- 3 social media posts- including Facebook, Instagram, and LinkedIn
- Story in Chapter e-news
- Recognition on Walk Day platform
- Recognition on Thank You video
- Statewide participation video
- Company recognition on all Wrap Around Events- Corporate KO, Walk Pep Rally, and Celebration Party
- Company logo on and swag in Champion Club bags
- *Signage on the Promise Flower Garden drive-thru/walk route
- *Exhibitor space on Walk Day
- *2 VIP parking passes on Walk Day
- *Additional sponsored area on Walk Day

**These benefits are contingent on how we are able to conduct Walk Day.*

\$5,000 BRONZE

- Logo on participant t-shirt
- Logo on Denver Walk website
- 2 social media posts- including Facebook and Instagram
- Recognition on Walk Day platform
- Recognition on Thank You video
- Company recognition on all Wrap Around Events- Corporate KO, Walk Pep Rally, and Celebration Party
- Company logo on and swag in Champion Club bags
- *Signage on the Promise Flower Garden drive-thru/walk route
- *Exhibitor space on Walk Day

\$1,500 EXHIBITOR

- 1 social media post via Denver Walk Instagram
- Recognition on Walk Day platform
- Recognition on Thank You video
- *Exhibitor space on Walk Day

** These benefits are contingent on how we are able to conduct Walk Day.*

Why Sponsor a Walk to End Alzheimer's

JOIN A WINNING TEAM

Every year, Walk to End Alzheimer's raises millions of dollars across the country to advance the fight against the disease.

SHOW YOUR CORPORATE HEART

Sponsorship of this inspiring community event offers an opportunity to support a cause that affects numerous families in our area and across the country, while increasing your organization's visibility.

YOUR CUSTOMERS ARE OUR PARTICIPANTS

Our Walk participants have buying power: 68% are female, 60% are between the ages of 35 and 64 and 77% are college-educated.

YOUR EMPLOYEES CARE

Your involvement in Walk to End Alzheimer's shows your employees that you support a cause that impacts them at home and at work.

LEAD THE WAY TO ALZHEIMER'S FIRST SURVIVOR

When you partner with the Alzheimer's Association, you help to mobilize, educate and innovate to end this deadly disease.

Start a Company Team

As a corporate leader, we need your help to rally your company and community around the Alzheimer's cause.

- Visit alz.org/walk to find a Walk, and sign up as a Company Team Captain.
- Select a team name. Make sure to include your company or organization in the name.
- Search for your company name in the drop-down or enter it yourself.

YOU HAVE THE SKILLS. WE HAVE THE TOOLS.

Once you register, you'll have access to your online Participant Center - a portal full of resources to help you:

- Encourage colleagues to join your company team.
- Expand your team to include friends, family, and other community members.
- Ask others to support your efforts by making a donation to your team.
- Hold a fundraising event in your office, like Casual for a Cause or Purple with a Purpose.
- Offer incentives to encourage participation and promote friendly fundraising competition.
- Implement departmental challenges that create camaraderie.
- Explore ways to maximize your fundraising, including matching gift or similar workplace programs. Visit matchinggifts.com/walk to see if your company participates.
- Get further involved by volunteering for your Walk Planning Committee or other opportunities with the Association.

Further strengthen your company as you work to end Alzheimer's

EMPLOYEE BENEFITS

- Build relationships and have fun with colleagues as you work together to fight Alzheimer's.
- Refine your leadership skills as you inspire one another to raise funds that will help the millions of people facing the disease continue to receive quality care and support.
- Achieve a sense of accomplishment by raising funds to help advance research that will ultimately end the nation's sixth-leading cause of death.

COMPANY BENEFITS

- Increase employee engagement, which can lead to higher employee retention and productivity.
- Create a positive presence in the community, attracting potential employees, customers and partners.
- Be socially responsible while showing support for the individuals in your



Thank you to our 2020 sponsors and exhibitors

Anthem BCBS
Arapahoe Human Services
Christian Living Communities
Denver Hospice
Denver Life Magazine
Dispatch Health
HealthOne TMCA
Juniper Village Communities
Keller Williams- Pride of Denver Group
Life Care Centers of America
Mariner Wealth Advisors

MorningStar Senior Living
Seniors Blue Book
Sevens Home Care/Assured
Springwood Retirement
Springbrooke Retirement
Spectrum Retirement Communities
Empower Retirement
RD Cattle Company, LLC
Zaniah Ranch, LP
Spyderco Knives



2021 Sponsor Commitment Form

Organization Information

Company name: _____
(Please write exactly how you or your company should be recognized)

Contact name: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: (_____) _____ Email: _____

Website: _____

Sponsorship Level

Platinum \$ _____

Gold \$ _____

Silver \$ _____

Bronze \$ _____

Exhibitor \$ _____

Other \$ _____

Total commitment \$ _____

Printed Name/Title: _____ Date: ____/____/____

Signature: _____

Event Location

Boulder

Colorado Springs

Cortez

Denver

Eagle

Fort Morgan

Grand Junction

Greeley

Larimer County

Pueblo

Steamboat Springs

Sterling

Montrose

Payment Type

Check enclosed payable to Alzheimer's Association

Is your check coming from your business name or your parent company? If it is your parent company, what is the name? _____

Send invoice (Due within 30 days)

Credit Card

Card Number: _____

Exp. Date: ____/____ CVV: _____ Name on Card: _____

Signature: _____

Billing Address (if different than above): _____

City: _____ State: _____ Zip: _____



ALZHEIMER'S ASSOCIATION OF COLORADO

alz.org/co

303.813.1669

24/7 HELPLINE: 800.272.3900

455 N. Sherman St., #500, Denver, CO 80203

