WALK TO END ALZHEIMER'S
alzheimer's association

SPONSORSHIP OPPORTUNITIES

2022 Walk to End Alzheimer's® - Wisconsin Chapter

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ALZHEIMER'S DISEASE IS A GLOBAL CRISIS WITH SIGNIFICANT LOCAL IMPACT.

MORE THAN
6 MILLION
Americans are living with Alzheimer's.

1 IN 3
SENIORS
dies with Alzheimer's or another dementia. It kills more than breast cancer and prostate cancer combined.

11
MILLION AMERICANS
provide unpaid care for people with Alzheimer's or other dementias.

In WISCONSIN, there are 120,000 people living with Alzheimer's and 196,000 caregivers.

Alzheimer's is a progressive and fatal disease, which is devastating our families, our finances and our future. As the leading voluntary health organization in Alzheimer's care, support and research, the Alzheimer's Association® addresses this global crisis by providing education and support to the millions who face dementia every day, while advancing critical research toward methods of treatment, prevention and, ultimately, a cure.

ALZHEIMER'S AFFECTS US AT HOME AND AT WORK.

6 in 10 caregivers of people living with Alzheimer's or another dementia were employed in the past year while providing care

These individuals worked an average of **35 HOURS** per week while caregiving

57%
had to go in late, leave early or take time off

18%
went from full-time to part-time or cut back hours

16%
took a leave of absence

9%
gave up work entirely

Visit **alz.org/facts** to learn more.

JOIN US AS A LEADER IN THE FIGHT AGAINST THE DISEASE.

Held annually in more than 600 communities nationwide, 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. This inspiring event calls on participants of all ages and abilities to join the fight against the disease, and your organization can help lead the way as a sponsor.

"The Alzheimer's Association has given our firm, for the first time, a way to demonstrate our 'corporate heart' on a national stage, which has measurably raised the loyalty of our clients, strengthened our firm's culture and positioned our firm as a great place to work."

John Beuerlein,
retired General Partner, Edward Jones

TOP FIVE REASONS TO SPONSOR WALK TO END ALZHEIMER'S

Make a difference.
Every year, companies, teams and individuals raise millions of dollars across the country through Walk to End Alzheimer's, advancing the fight against the disease.

Show your corporate heart.
Sponsorship of this inspiring community event offers an opportunity to show your support for a cause that affects numerous families in our area and across the country.

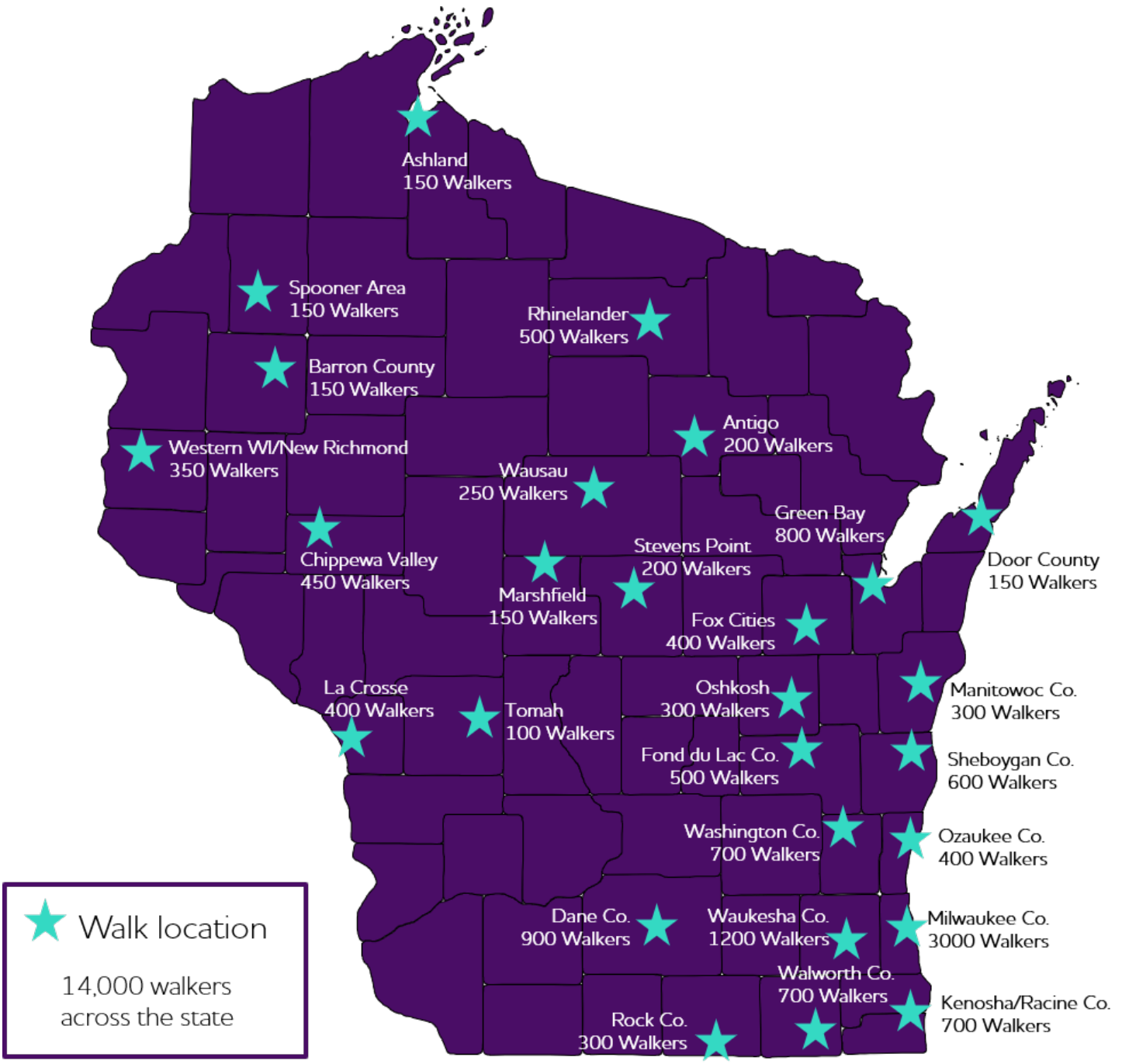
Gain brand visibility.
Our Walk participants have buying power: 68% are female, 60% are between the ages of 35 and 64 and 77% are college-educated.

Support your employees.
Your involvement in Walk to End Alzheimer's demonstrates your commitment to a cause that impacts them at home and at work.

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

alz.org/walk | 800.272.3900

WALK TO END ALZHEIMER'S
STATE OF WISCONSIN



WALK TO END ALZHEIMER'S WISCONSIN CHAPTER DATES

SATURDAY, SEPTEMBER 10

Antigo
Ashland
Barron County
Door County
Marshfield
Waukesha County

SATURDAY, SEPTEMBER 17

La Crosse
Manitowoc County
Rhinelander
Spooner Area
Stevens Point Area
Walworth County
Washington County
Western, WI/New Richmond

SUNDAY, SEPTEMBER 18

Milwaukee County
Tomah

SATURDAY, SEPTEMBER 24

Chippewa Valley
Green Bay - Determined once NFL schedule is released
Kenosha & Racine Counties
Oshkosh
Rock County
Sheboygan County
Wausau -Tentative

SATURDAY, OCTOBER 1

Fond du Lac County
Fox Cities
Ozaukee County

SUNDAY, OCTOBER 2

Dane County

MULTIPLE WALK OPPORTUNITIES

	Statewide Presenting $50,000	Statewide Multiple Walk $25,000	Statewide Multiple Walk $15,000	Statewide Multiple Walk $10,000
Choice of Walk Location	Up to 27 Walks Logo on Stage	Up to 15 Walks Logo on Stage	Up to 12 Walks Logo on Stage	Up to 10 Walks Logo on Stage
Co-Branded Promotional Item for Fundraising Incentive	3 items Up to 27 Walks	2 items Up to 27 Walks	1 Item Up to 27 Walks	
Speaking Opportunity on Walk Day	Up to 27 Walks	Up to 15 Walks	Up to 12 Walks	
Facebook Post on Chapter Page	Boosted	Boosted	Boosted	Standard
Recognition at Team Kick Off	Up to 27 Walks	Up to 15 Walks	Up to 12 Walks	Up to 10 Walks
Recognition in Pre-Walk Press Release	Up to 27 Walks	Up to 15 Walks	Up to 12 Walks	Up to 10 Walks
Recognition at Opening Ceremony	Up to 27 Walks	Up to 15 Walks	Up to 12 Walks	Up to 10 Walks
Recognition at Celebration Party	Up to 27 Walks	Up to 15 Walks	Up to 12 Walks	Up to 10 Walks
Exhibit Space on Walk Day	Up to 27 Walks	Up to 15 Walks	Up to 12 Walks	Up to 10 Walks
Logo included on Team Signs	Up to 27 Walks	Up to 27 Walks	Up to 27 Walks	Up to 27 Walks
Logo on Day-of Volunteer T-shirts	Up to 27 Walks	Up to 15 Walks	Up to 12 Walks	Up to 10 Walks
Logo Recognition on Champions Club Mailings (post-walk thank you, etc)	Up to 27 Walks	Up to 15 Walks	Up to 12 Walks	Up to 10 Walks
Logo Recognition on All Walker Mailings	Logo on Pre + Post-Walk postcards Up to 27 Walks	Logo on Pre + Post-Walk postcards Up to 15 Walks	Logo on Pre + Post-Walk postcards Up to 12 Walks	Logo on Pre + Post-Walk postcards Up to 10 Walks
Logo in Post-Event Email	Up to 27 Walks	Up to 15 Walks	Up to 12 Walks	Up to 10 Walks
Recognition on Earned T-shirt	Large logo on all walk t-shirts (7,000+)	Large logo on all walk t-shirts (7,000+)	Large logo on all walk t-shirts (7,000+)	Large logo on all walk t-shirts (7,000+)
Logo on Walk Website	Up to 27 Walks	Up to 15 Walks	Up to 12 Walks	Up to 10 Walks
Logo on Walk Brochures/Flyers	Up to 27 Walks	Up to 15 Walks	Up to 12 Walks	Up to 10 Walks
Local Facebook Post	Logo	Logo	Logo	Logo
Proud Sponsor Yard Sign	X	X	X	X
Badge for Company's Website	X	X	X	X
Logoed Sign at Designated Area on Walk Day	Up to 27 Walks (stage)	Up to 15 Walks (stage)	Up to 12 Walks (stage)	Up to 10 Walks (stage)
Walk Day Volunteer Opportunity	Up to 27 Walks	Up to 15 Walks	Up to 12 Walks	Up to 10 Walks

SINGLE WALK OPPORTUNITIES

	One Walk $7,500	One Walk $5,500	One Walk $3,500	One Walk $2,000	One Walk $1,500	One Walk $1,000	One Walk $750	One Walk $500
Choice of Walk Location	1 Walk	1 Walk	1 Walk	1 Walk	1 Walk	1 Walk	1 Walk	1 Walk
Co-Branded Promotional Item for Fundraising Incentive								
Speaking Opportunity on Walk Day								
Facebook Post on Chapter Page								
Recognition at Team Kick Off								
Recognition in Pre-Walk Press Release								
Recognition at Opening Ceremony								
Recognition at Celebration Party								
Exhibit Space on Walk Day	1 Walk	1 Walk	1 Walk	1 Walk	1 Walk	1 Walk		
Logo included on Team Signs	1 Walk							
Logo on Day-of Volunteer T-shirts	1 Walk							
Logo Recognition on Champions Club Mailings (post walk thank you, etc)	1 Walk	1 Walk						
Logo Recognition on All Walker Mailings	Logo on Pre + Post Walk postcard to local walkers	Logo on Pre-Walk postcard to local walkers	Logo on Pre-Walk postcard to local walkers					
Logo in Post Event Email	X	X	Name only	Name only				
Recognition on Earned T-shirt	Small logo on walk t-shirts for 1 walk	Small logo on walk t-shirts for 1 walk	Small logo on walk t-shirts for 1 walk	Small logo on T-Shirts for one walk	Name on T-Shirts for one walk			
Logo on Walk Website	X	X	X	X	X	X	X	
Logo on Walk Brochures/Flyers	X	X	X	X	X	X	X	
Local Facebook Post	Logo	Logo	Logo	Logo	Logo	Logo	Logo	name
Proud Sponsor Yard Sign	X	X	X	X	X	X	X	X
Badge for Company's Website	X	X	X	X	X	X	X	X
Logoed Sign at Designated Area on Walk Day	Large Check-In or Finish Line	Large Champions Club, Photo Stop, or Caregiver Sanctuary	Large Promise Garden or Custom Location	Medium Purple Clubhouse or Refreshments Area	Medium Water Stop & Route Sign	Small Route Sign	Small Entertainment	Small Route Sign
Walk Day Volunteer Opportunity	X	X	X	X	X	X	X	X

2022 SPONSORSHIP COMMITMENT FORM

SPONSOR INFORMATION

Company name *(as to be displayed)* _____ Date _____

Contact name _____

Address _____ City/State/ZIP _____

Phone _____ Fax _____

Email _____ Website _____

SPONSORSHIP COMMITMENT

Walk Location

- ❑ Antigo
- ❑ Ashland
- ❑ Barron County
- ❑ Chippewa Valley
- ❑ Dane County
- ❑ Door County
- ❑ Fond du Lac County
- ❑ Fox Cities
- ❑ Green Bay
- ❑ Kenosha/Racine Counties
- ❑ La Crosse
- ❑ Manitowoc County
- ❑ Marshfield
- ❑ Milwaukee County
- ❑ Oshkosh
- ❑ Ozaukee County
- ❑ Rhinelander
- ❑ Rock County
- ❑ Sheboygan County
- ❑ Spooner Area
- ❑ Stevens Point Area
- ❑ Tomah
- ❑ Walworth County
- ❑ Washington County
- ❑ Waukesha County
- ❑ Wausau
- ❑ Western WI/New Richmond

Event Sponsor Level

- ❑ $50,000
- ❑ $25,000
- ❑ $15,000
- ❑ $10,000
- ❑ $7,500
- ❑ $5,500
- ❑ $3,500
- ❑ $2,000
- ❑ $1,500
- ❑ $1,000
- ❑ $750
- ❑ $500
- ❑ Custom Opportunity_____

Sponsorship authorized signature _____ Date _____

Print name _____ Title _____

PAYMENT INFORMATION

Total commitment: $_____

❑ Check enclosed (payable to Alzheimer's Association) ❑ Please invoice me

❑ Credit card

Card number _____ Expiration_____ Security code (back of card) _____

Payment authorized signature _____ Date _____

Print name _____ Title _____

Submit this completed form to:

Alzheimer's Association, Wisconsin Chapter, 7900 West 78th Street, Suite 100, Minneapolis, MN 55439

ATTN: CJ Werley / Walk to End Alzheimer's Manager

cjwerley@alz.org / 414.296.5102

Sponsor warrants and represents that all its products and services comply with all applicable federal, state and local laws and regulations.
Alzheimer's Association has the right to immediately cancel this sponsorship agreement in the event that Sponsor has:

a) Had its license(s) revoked by any governmental authority exercising jurisdiction over Sponsor;
b) Sponsor has voluntarily surrendered its license(s) after being cited for misconduct by any governmental authority exercising jurisdiction over that party;
c) Sponsor has been alleged to have willfully violated the laws, rules or regulations of any jurisdiction or any governmental authority exercising jurisdiction over Sponsor;
d) Otherwise violated the terms of sponsorship, which will be determined at the sole discretion of the Alzheimer's Association.