

**WALK TO END
ALZHEIMER'S**
ALZHEIMER'S ASSOCIATION

SPONSORSHIP OPPORTUNITIES



Be part of the world's largest event to fight Alzheimer's.

**Walk to End Alzheimer's - Los Angeles
2025 - Exposition Park**

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

Alzheimer's is more than just memory loss — it is a progressive and fatal disease. Currently, more than 6 million Americans are living with Alzheimer's and 11 million provide unpaid care for them. Locally, the disease continues to devastate our families, finances and future.

In California there are:

- » 690,000 people living with Alzheimer's.
- » 1,116,000 people who care for them.
- » In 2021, these caregivers provided 881,000,000 hours of unpaid care valued at \$118,940,000.

ALZHEIMER'S AFFECTS US AT HOME AND AT WORK.

6 in 10 caregivers were employed in the past year.

These individuals worked an average of

35 hours

per week while caregiving.



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



Nine percent of caregivers gave up working entirely.

57% OF EMPLOYED CAREGIVERS HAD TO GO IN TO WORK LATE, LEAVE EARLY OR TAKE TIME OFF DUE TO CAREGIVING DEMANDS.



Six percent retired early.



JOIN US AS A LEADER IN THE FIGHT.

The Alzheimer's Association® addresses the global dementia 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.

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. By sponsoring the event, your company can make a difference for families — including your employees and customers — facing the disease now and in the future.

Who are our national supporters?

Edward Jones
Illumifin Inc.
Tokio Marine Group
American Senior Housing Association
Home Instead
AME Churches

Who are our local sponsors?

Waymo
East End Studios
Boston Scientific
Independent Living Systems
Retrofit
Ambarchyan Law
Foundation for Senior Services
LA Care
Gurnick Academy
Lundbeck
New York Life
Oakmont/Ivy Living
Regency Park Oak Knoll
ABC7
Dolby



FOUR REASONS TO SPONSOR WALK TO END ALZHEIMER'S:



Make an impact.

Join individuals, teams and other companies across the country who raise millions of dollars to help the Association provide education and support while advancing critical research.



Advance your corporate social responsibility.

Align your core values and visibility in the community by supporting a cause that affects numerous families locally 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.



Improve employee engagement.

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

ACTIVATION OPPORTUNITIES

TIER 1

PROMISE GARDEN SPONSOR

The Promise Garden is a unique, mission-focused experience where colorful flowers represent participants' connection to the cause.

- Align your brand with the powerful symbol of hope & solidarity.
- Work with Association staff throughout the year to create the Garden.
- Opportunity to hand out Promise Garden Flowers on Walk Day in company T-shirts.
- Have exclusive signage in the Promise Garden.

CHAMPIONS CLUB SPONSOR

The Champions Club is an exclusive area for those participants who have raised \$500 or more.

- Help recognize & reward our Champions Club members.
- Work with Association staff throughout the year to create a celebratory area.
- Have exclusive signage in the Champions Club booth.
- Exclusive Champions Club Sponsor (only 1 per walk).

STAGE SPONSOR

- Have your logo prominently displayed on dedicated stage signage at the focal point of the event.
- Work with Association staff to ensure a positive Walk-day experience, directing participants to the stage throughout the day.
- Exclusive Stage Sponsor (only 1 per walk).

TIER 2

COMMUNITY MISSION EXPO SPONSOR

The Community Mission Expo is a high-traffic area where Walk participants can visit & engage with local sponsors at their booths to learn more about the various companies present.

- Work with Association staff throughout the year, plan expo & engage with local sponsors.
- Have exclusive signage that reads, "Community Mission Expo presented by..."

START/FINISH LINE SPONSOR

- Have your brand on display for all participants to see as they begin & finish their Walk.
- Work with Association staff to inspire & motivate participants to lead the way on event day.

TIER 3

TRIBUTE WALL SPONSOR

The tribute wall is special place at the walk where participants can honor their loved ones.

- Have your logo on display at the tribute wall where participants will fill out and place cards.

REFRESHMENTS SPONSOR

This is a high traffic area where participants gather for fuel up before or after the walk.

- Help provide participants & volunteers with snacks, fruit and other samples throughout the event.
- Have signage displayed at the Refreshments booth.

PHOTO AREA(S) SPONSOR

Teams of all shapes & sizes gather together on Walk day, including companies, friends, families, organizations, schools, clubs, & more.

- Provide teams with a special opportunity to commemorate the day.
- Have exclusive signage at the Team Photo Area booth & the opportunity to provide branded props.

PARKING LOT SPONSOR

Our parking lot is the first opportunity to engage with our walk participants.

- Help provide directions to our participants.
- Have logo displayed on signage at and near the parking lot.

TIER 4

DOG PARADE/DOG MASCOT SPONSOR

We can't have a Walk without our furry friends! Our walkers will send in pictures of their pooches & our participants vote for their chosen mascot!

- Provide a designated area for pets to get water, grab a treat & show off a trick.
- Have signage at the Mascot booth.

SELFIE STATION SPONSOR

- Provide a dedicated spot along the Walk path for participants to capture a special moment with a branded selfie.
- Have a branded photo cut-out board with logo.

EVENT SPONSORSHIP OPPORTUNITIES



	PRESENTING \$50,000	TIER 1 \$25,000	TIER 2 \$15,000	TIER 3 \$10,000	TIER 4 \$5,000
Speaking opportunity at Walk kickoff & celebration event(s)	✓				
Opportunity for company executive to speak at opening ceremony	✓				
Recognition by emcee on Walk day	✓	✓			
Sponsor featured in social media posts	✓	✓			
Sponsor article in Chapter E-News (reach of 15k+ emails)	2	1	1		
Inclusion in press release announcing the Walk	✓	✓	✓		
Company logo included on Walk day Route Signage	5	4	3	2	
Sponsor logo included on Walk website homepage	✓	✓	✓	✓	✓
Company logo included on Stage Signage	XL	L	M	S	
Exhibit space at Walk	✓	✓	✓	✓	✓
Company logo in all emails sent to participants	✓	✓	✓	✓	✓
Recognition on promotional posters, rack cards and invitations	XL	L	M	<u>TEXT</u>	
Educational opportunities for your employees	✓	✓	✓	✓	✓
Recognition on the official Walk T-shirt	XL	L	M	S	<u>TEXT</u>
Sponsor choice of Event Activation (see below)		Tier 1	Tier 2	Tier 3	Tier 4
Usage of the "Proud Local Sponsor of Walk to End Alzheimer's" logo	✓	✓	✓	✓	✓



SPONSORSHIP COMMITMENT AGREEMENT

Walk to End Alzheimer's® - Los Angeles

SPONSOR INFORMATION

Company name (as to be displayed) _____ Date _____

Contact name _____

Address _____ City/State/ZIP _____

Phone _____ Fax _____

Email _____ Website _____

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 and a high-resolution image of your company logo by [INSERT DATE] to:

[Insert contact name]

[Insert email/phone number]

[Insert email/phone number]

SPONSORSHIP TERMS OF AGREEMENT

This sponsorship agreement is made on _____, 202_ (the "effective date" by and between Alzheimer's Disease and Related Disorders Association, Inc., d/b/a Alzheimer's Association®, a Delaware non-stock corporation with offices at 225 North Michigan Avenue, 17th Floor, Chicago, Illinois 60601 (the "Association"), and _____ (the "Sponsor,"), with offices at _____

RECITALS

The Association is a nonprofit corporation and its 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. The Sponsor is _____. The Association is organizing its Walk to End Alzheimer's® in _____ (the "Event"), which is scheduled to occur in _____, 202_ (the "Event Date").

AGREEMENT

1. Sponsorship. Sponsor agrees to sponsor the Event in the amount of \$ _____. If, in the Payment Information section of this Agreement, the Sponsor has elected to be invoiced for this amount, then the Association shall invoice the Sponsor for this sponsorship, and the Sponsor agrees to pay the full amount of the sponsorship within 30 days of receipt of the invoice.
2. Undertakings by Association. In consideration for the foregoing sponsorship, the Association will provide Sponsor with the benefits set forth on Exhibit A. As further consideration, the Sponsor is hereby granted the right to use of the Association Marks set forth in Exhibit B in accordance with the terms set forth below.
3. Term. This Agreement will expire 30 days after the Event Date.
4. Use of Trademarks.
 - (a) Sponsor acknowledges Association's exclusive right, title and interest in its trade names, logos and trademarks depicted in Exhibit B ("Association Marks"). Subject to the terms of this Agreement, Association hereby grants to Sponsor a limited non-exclusive non-transferable revocable license to use the Association Marks solely for the purpose of publicizing its sponsorship or the Event and promoting the Event, including raising funds. In exercising the rights granted by this provision, and in furtherance of its obligations under Section 4, Sponsor expressly agrees and acknowledge that it may not affix, attach, use or depict the Association Mark onto or in connection with any specific product or service of Sponsor.
 - (b) Association acknowledges Sponsor's exclusive right, title and interest in its trade names, logos and trademarks set forth in Exhibit C ("Sponsor Marks"). Subject to the terms of this Agreement, Sponsor hereby grants to Association a limited non-exclusive non-transferable revocable license to use the Sponsor Marks solely for the purpose of promoting the Event and the Sponsor's sponsorship thereof.
 - (c) Each Party agrees to protect, defend, indemnify and hold harmless the other Party, its officers, directors and employees (collectively "Indemnitees") from and against all loss, cost, damage, or expense (including reasonable attorney's fees) liabilities, settlements, penalties and assessments incurred by the other Party Indemnitees in connection with, or arising as a result of a Party's use of the other's trademarks as permitted under this Agreement.
5. Termination. (a) Either party shall have the right to immediately terminate this Agreement if any situation arises which could have a negative effect on the other party's reputation. Upon the termination of this Agreement by either party for any reason, each party must cease using the other party's intellectual property and promptly destroy materials containing such other party's intellectual property, except as required by law.
6. Miscellaneous. Nothing contained in this Agreement is to be deemed to create a partnership, joint venture, or agency relationship between the Association and Sponsor. Sponsor shall not indicate or imply to third parties that its products/services are endorsed by the Association. No party may assign any of its rights or obligations under this Agreement without the prior written consent of the other Party. This Agreement, including Exhibits A, B and C, constitutes the entire agreement between the Association and the Sponsor in connection with the performance of the obligations described above. It may not be changed or modified, except by written amendment signed by all parties.

In witness whereof, the parties have caused this Agreement to be signed as of the Effective Date first written above.

Alzheimer's disease and related disorders association, inc. ,

Signature: _____

Date: _____

Printed Name: _____

Sponsor _____,

Signature: _____

Date: _____

Printed Name: _____

EXHIBIT A: SPONSOR BENEFITS

- Deliver all benefits as noted in the attached sell sheet. •
- Present post-event proof of performance information. [•
- Include any other local recognition efforts.] [• Include any other local recognition efforts.] [• Include any other local recognition efforts.]

EXHIBIT B: ASSOCIATION MARKS



EXHIBIT C: SPONSOR MARKS

Sponsor Marks must be inserted as Exhibit C prior to the Agreement being signed.