

**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 - Santa Clarita Valley
Saturday, October 4, 2025**

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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 \$18,940,000,000.

ALZHEIMER'S AFFECTS US ALL 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.

9%

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.



6%

retired early.

JOIN US AS A LEADER IN THE FIGHT.

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.

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

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).

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.

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..."

TIER 2

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.
- Multiple opportunities available.

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).

TRIBUTE WALL SPONSOR

- Have your logo on display at the tribute wall where participants will fill out and place cards in honor of their loved ones.

TIER 3

FAMILY FUN ZONE SPONSOR

As the Family Fun Zone Sponsor, you'll be able to create a FUN area for all!

- Provide a designated area for participants to have their face painted, fun activities and more!
- Have exclusive signage at the Family Fun Zone area.
- Have a branded photo cut-out board with company logo.

REFRESHMENTS SPONSOR

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

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 exclusive signage at the Mascot booth.

TIER 4

TEAM PHOTO AREA 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.

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.

PARKING SPONSOR

WATER STATION SPONSOR

- Ensure easy access to water to participants along the Walk path.
- Have exclusive signage at Water Stations along path.

EVENT SPONSORSHIP OPPORTUNITIES



	PRESENTING \$10,000	TIER 1 \$7,500	TIER 2 \$5,000	TIER 3 \$2,500	TIER 4 \$2,000
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	TEXT
Exhibit space at Walk	✓	✓	✓	✓	✓
Company logo in all emails sent to participants	✓	✓	✓	✓	✓
Recognition on promotional posters, rack cards and invitations	XL	L	M	S	TEXT
Educational opportunities for your employees	✓	✓	✓	✓	✓
Recognition on the official Walk T-shirt	XL	L	M	S	TEXT
Sponsor choice of Event Activation (see above)	Customize	Tier 1	Tier 2	Tier 3	Tier 4
Usage of the "Proud Local Sponsor of Walk to End Alzheimer's" logo	✓	✓	✓	✓	✓