



SPONSORSHIP OPPORTUNITIES

California Southland Chapter



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 living with Alzheimer's or other dementias.

In California, there are more than 660,000 people living with Alzheimer's or other dementias and over 1.6 million 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 and other dementias 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.

Home Instead Pasadena is a proud partner of the Walk To End Alzheimer's. We encourage all those in our community to support the amazing work the Alzheimer's Association does every day".

– Dr. Greg Sanchez Jr,

Owner Home Instead Pasadena
2021 San Gabriel Valley Presenting Sponsor

Find your local Walk below
or visit act.alz.org/socal

- Bakersfield
- Beach Cities
- Coachella Valley
- Inland Empire
- Long Beach
- Los Angeles
- Ridgecrest
- San Fernando Valley
- San Gabriel Valley
- Santa Clarita Valley
- Santa Monica
- Temecula Valley
- Tulare & King Counties



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 work.



Help lead the way.

When you sponsor Walk to End Alzheimer's, you help enable the Association to provide education and support to those who face dementia every day, while advancing vital research.

SPONSORSHIP INFORMATION

Walk to End Alzheimer's Sponsorship Levels & Benefits

	PRESENTING	PLATINUM	GOLD	SILVER	BRONZE
Company recognition in press & paid advertising, as: "Walk to End Alzheimer's (City) - Presented by":	✓				
Text notification reaching all local walkers	✓				
Opportunity for company executive to speak at opening ceremony	✓				
Opportunity for Facebook Live interview at Walk	✓				
Speaking opportunity at Walk Kickoff & Celebration event(s)	✓	✓			
Company recognition in promotional materials & communication	All	All	Limited		
Company recognition included in select pre-walk/post-walk events	✓	✓	✓		
Logo recognition on Walk App	✓	✓	✓		
Logo recognition (1) in ALZ weekly e-newsletter highlighting company (reach of 15k+ emails)	✓	✓	✓		
Acknowledgment by local Walk emcee during opening ceremony	✓	✓	✓		
Logo included on exclusive sponsor Walk Route signs	✓	✓	✓	✓	
Sponsor level specific recognition in localized social media post(s)	✓	✓	✓	✓	✓
Logo included on Walk website	✓	✓	✓	✓	✓
Logo included on the Walk's official 2022 participant t-shirts	X-Large	Large	Medium	Small	Text
Exhibit Booth at the Walk	✓	✓	✓	✓	✓
Logo recognition on main stage banner	X-Large	Large	Medium	Small	Text

Additional sponsor opportunities available - ask your staff partner for further details:

Example: Promise Garden, FamilyFun Zone, Champions Area, Water Station, Food/Snack Station, Coffee Station

In order to receive benefits, a signed commitment form and logo must be received four (4) weeks prior to Walk day.