



SPONSORSHIP OPPORTUNITIES



Walk to End Alzheimer's® -

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.

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.



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Walk to End Alzheimer's -

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.

EVENT SPONSORSHIP OPPORTUNITIES

Walk to End Alzheimer's® - Coastal Georgia



	Elite \$10,000	Premier \$5,000	Select \$2,500
Dedicated press release announcing sponsorship	X		
Speaking opportunity at Walk kickoff and celebration events	X		
Company logo included on Walk mobile app home screen	X		
Sponsorship featured in exclusive GA social media post	X		
Vertical Banner promoting your company as 'Proud Walk Sponsor' for your office	X		
Co-branded social media frame made available to all event participants	X		
Recognition in pre-Walk logistics email	X		
Brochures or Rack Cards for your office	X		
Company logo included in Walk kickoff and celebration event slides	X	X	
Recognition by emcee on Walk day	X	X	
Company logo included on Walk day Signage	X	X	
Company listed in social media post recognizing sponsors	X	X	X
Association-led "Lunch and Learn" educational session	X	X	X
Recognition in post-Walk thank-you email	X	X	X
Exhibit Space on Walk Day	X	X	X
Company logo included on Walk website home page	X	X	X
Recognition on promotional posters	Large Logo	Medium Logo	Small Logo
Company logo included on Walk website sponsor page	Large Logo	Medium Logo	Small Logo
Recognition on the official Walk T-Shirt for participants	Large Logo	Medium Logo	Small Logo
Company logo included on Walk website sponsor page	Large Logo	Medium Logo	Small Logo

WALK-DAY OPPORTUNITIES

Purple Level

Promise Garden Sponsor - \$ 1,000

- Exclusive signage at the Promise Garden
- Company volunteer opportunity in the Promise Garden Flower pick-up area on Walk day
- Company logo on Walk website

Registration Sponsor - \$ 1,000

- Exclusive signage at the Registration Area
- Company volunteer opportunity in the Registration Area on Walk day
- Company logo on Walk website
- Recognition in post-event thank-you email

Champions Club Sponsor - \$ 1,000

- Exclusive signage at the Champions Club
- Company volunteer opportunity in the Champions Club area on Walk day
- Company logo on Walk website
- Recognition in post-event thank-you email

Exhibit Space Sponsor - \$ 1,000

- One table in our sponsor area
- Hand out information and/or freebies about your business on Walk day
- Company logo on Walk website
- Recognition during Opening Ceremony



WALK-DAY OPPORTUNITIES

Gold Level

Route Sponsor - \$ 500

- Exclusive signage along the Walk route
- Company volunteer opportunity to thank walkers along the route on Walk day
- Company logo on Walk website

Water Station Sponsor - \$ 500

- Exclusive signage at a Water Station
- Company volunteer opportunity at a Water Station on Walk day
- Opportunity to provide water bottles to participants with your company logo

Kids Area Sponsor - \$ 500

- Exclusive signage at the Kids Area
- Company volunteer opportunity at the Kids Area on Walk day
- Company logo on Walk website

Photo Booth Sponsor - \$ 500

- Exclusive signage at the Photo Booth
- Company volunteer opportunity at the Photo Booth on Walk day
- Company logo on Walk website



SPONSORSHIP COMMITMENT FORM

Walk to End Alzheimer's® - Coastal Georgia



SPONSOR INFORMATION

Company name (as to be displayed) _____ Date _____

Contact name _____

Address _____ City/State/ZIP _____

Phone _____ Fax _____ Email _____

Website _____

SPONSORSHIP COMMITMENT

- | | | |
|--------------------------------------------|---------------------------------------------------|------------------------------------------------|
| <input type="checkbox"/> Elite - \$10,000 | <input type="checkbox"/> Promise Garden - \$1,000 | <input type="checkbox"/> Route - \$500 |
| <input type="checkbox"/> Premier - \$5,000 | <input type="checkbox"/> Registration - \$1,000 | <input type="checkbox"/> Water Station - \$500 |
| <input type="checkbox"/> Select - \$2,500 | <input type="checkbox"/> Champions Club- \$1,000 | <input type="checkbox"/> Kids Area- \$500 |
| | <input type="checkbox"/> Exhibit Space- \$1,000 | <input type="checkbox"/> Photo Booth- \$500 |

Sponsorship authorized signature _____ Date _____

Print Name _____ Title _____

PAYMENT INFORMATION

2022 Sponsorship payment due July 25, 2022

Check all that apply:

- Check will be issued by our parent company named: _____
- 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 **July 25, 2022** to either:

Kristie Touchton, Event Support Coordinator | ktouchton@alz.org | 478.746.7473

Stephen Holland, Walk Manager | stholland@alz.org | 912.920.3018 (office) | 470.636.2556 (cell)

OR

Alzheimer's Association

Attn: Coastal Georgia Walk

41 Perimeter Center East, Suite 550

Atlanta, GA 30346

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.