A Champagne Brunch & Chocolate Extravaganza

2019

SUNDAY
November 3
IMA at NEWFIELDS
ALZHEIMER’S DISEASE IS A TRIPLE THREAT
Soaring prevalence, lack of treatment and enormous costs.

1 IN 3 seniors dies with Alzheimer’s or another dementia
It kills more than breast cancer and prostate cancer COMBINED

Since 2000
Deaths from Alzheimer’s disease INCREASED 123%
While deaths from other chronic diseases have significantly DECREASED

While the risk increases with age, YOUNGER ONSET Alzheimer’s can affect those in their 40s and 50s as well.

YOUR SUPPORT MAKES A CRITICAL DIFFERENCE
Chocolate Sunday directly supports our programs and services:

24/7 HELPLINE 800.272.3900

Care Consultation
Care Consultation is available for caregivers who need help developing a plan of care for their loved one. Families work one-on-one with a social worker to identify appropriate resources and strategies for care. Please contact the Helpline to request a Care Consultation for your family. alz.org/care or 800.272.3900

Education Programs
Education programs are designed to meet the needs of caregivers and community members during the course of the disease. Find a program near you through the Community Resource Finder, or contact the Helpline to learn how to schedule a program in your area. alz.org/crf and training.alz.org

Early-Stage Programs
Early-stage social engagement programs are available in the early stages of Alzheimer’s disease or another dementia. These programs require screening by a social worker for participation. Early-stage programming is available in the Greater Indianapolis and Fort Wayne areas. Please contact the Helpline with questions. 800.272.3900

Support Groups
Support groups meet monthly to share common experiences and receive support from fellow caregivers. We have more than 60 support groups across the state. Locate a group near you through the Community Resource Finder. alz.org/care

Artwork completed by an individual in one of our Early Stage Programs
Your Sponsor Dollars at Work

The Alzheimer’s Association is the largest non-profit funder of Alzheimer’s research in the world. For every dollar raised, 77 cents goes directly to research, care and support services for those impacted by the disease. We invest 17 cents in our fundraising efforts to generate more financial support for our mission, and the final 6 cents keeps our doors open, our teams operational, and our scientists in the lab. Thank you for your contributions toward finding a cure and moving us one step closer to our vision of a world without Alzheimer’s.

The Alzheimer’s Association exceeds the rigorous standards of America’s most experienced charity evaluator, the Better Business Bureau Wise Giving Alliance. The Association also holds a National Charity Seal from the Alliance.

CRITICAL CARE & SUPPORT

The Alzheimer’s Association helps families facing Alzheimer’s disease through face-to-face education and support programs, our 24/7 Helpline 800.272.3900 and alz.org/indiana. We work with healthcare professionals to diagnose Alzheimer’s as early as possible and provide those facing Alzheimer’s with information, support and tools needed for caregivers to be successful. In our 2018 Fiscal Year (July 1, 2017 – June 30, 2018) the Greater Indiana Chapter serviced:

Information & Referral Contacts 4,106
Support Group Attendees 4,033
Care Consultations 1,645

Education Programs 3,023

16.1 MILLION AMERICANS provide unpaid care for people with Alzheimer’s or other dementias

5.7 MILLION Americans are living with Alzheimer’s. By 2020, this number is projected to rise to nearly 14 MILLION

It kills more than breast cancer and prostate cancer COMBINED

85% of care is provided at home by family caregivers.

75% of caregivers are employed full-time or part-time since assuming caregiving responsibilities.

54% of employed caregiver had to go in late, leave early or take time off due to caregiver demands.

Our vision is a world without Alzheimer’s disease.

Our Mission is to eliminate Alzheimer’s disease through the advancement of research; to provide and enhance care and support for all affected; and to reduce the risk of dementia through the promotion of brain health.
# 2019 Sponsorship Benefits

## Visibility

<table>
<thead>
<tr>
<th>Feature</th>
<th>Presenting $15,000</th>
<th>Major $10,000</th>
<th>Patron $5,000</th>
<th>Corporate Table $2,500</th>
<th>Friend $1,000</th>
</tr>
</thead>
<tbody>
<tr>
<td>Industry Exclusive</td>
<td>X</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Logo on Chocolate Sunday website</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>Name</td>
<td>Name</td>
</tr>
<tr>
<td>Link and logo on save-the-date communications</td>
<td>X</td>
<td></td>
<td></td>
<td>Name</td>
<td></td>
</tr>
<tr>
<td>Logo on printed invitations</td>
<td>X</td>
<td>X</td>
<td></td>
<td>Name</td>
<td></td>
</tr>
<tr>
<td>Name in Press Release</td>
<td>X</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Promotion in Chapter e-newsletter</td>
<td>Story</td>
<td>Mention</td>
<td>Mention</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Logo and tag in social media promotion</td>
<td>X</td>
<td>Tag</td>
<td>Tag</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

## Event Day

<table>
<thead>
<tr>
<th>Feature</th>
<th>Presenting $15,000</th>
<th>Major $10,000</th>
<th>Patron $5,000</th>
<th>Corporate Table $2,500</th>
<th>Friend $1,000</th>
</tr>
</thead>
<tbody>
<tr>
<td>Speaking Opportunity</td>
<td>X</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Opportunity to provide gift to event guests</td>
<td>X</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Reserved luncheon table for 10</td>
<td>2</td>
<td>2</td>
<td>1</td>
<td>1</td>
<td>2 Seats</td>
</tr>
<tr>
<td>Tabletop sign on luncheon table</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td></td>
</tr>
<tr>
<td>Logo on signage throughout event</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Recognition on digital video screen</td>
<td>Logo</td>
<td>Logo</td>
<td>Logo</td>
<td>Name</td>
<td>Name</td>
</tr>
<tr>
<td>Special recognition from stage</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Recognition on printed materials for guests</td>
<td>Logo</td>
<td>Logo</td>
<td>Logo</td>
<td>Name</td>
<td>Name</td>
</tr>
</tbody>
</table>

For questions, please contact

Kristy Garcia | 317.587.2209 | kgarcia@alz.org
2019 SPONSORSHIP COMMITMENT FORM

SPONSOR INFORMATION

Company (as to be displayed) __________________________________________ Date ______________

Contact name ____________________________________________________________________________

Address ___________________________________________________________ City/State/ZIP ______________

Phone __________________________________ Fax ____________________________________________

Email __________________________________ Website ______________________________

Social Media handle ______________________________________________________________

COMMITMENT LEVEL

☐ Presenting Partner $15,000  ☐ I am unable to sponsor, but would like to make a fund the mission gift of $_______________

☐ Major Partner $10,000

☐ Patron Partner $5,000

☐ Corporate Table Partner $2,500

☐ Friend Partner $1,000  ☐ I am interested in volunteering on the Chocolate Sunday Planning Committee.

☐ I am interested in volunteering with the Alzheimer’s Association Greater Indiana Chapter.

Total commitment: $______________

PAYMENT INFORMATION

☐ 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 ____________________________

CORPORATE LOGO

Email logo in .EPS or .TIFF format to in.communication@alz.org by August 1, 2019. Company is responsible for the print quality of any logo sent in a different format than what is recommended. Logo must be received by August 1, 2019 to be printed.

SPONSORSHIP AGREEMENT and PAYMENT DUE:
June 1, 2019

For questions, please contact
Kristy Garcia | 317.587.2209 | kgarcia@alz.org

Alzheimer’s Association – Greater Indiana Chapter | alz.org/indiana