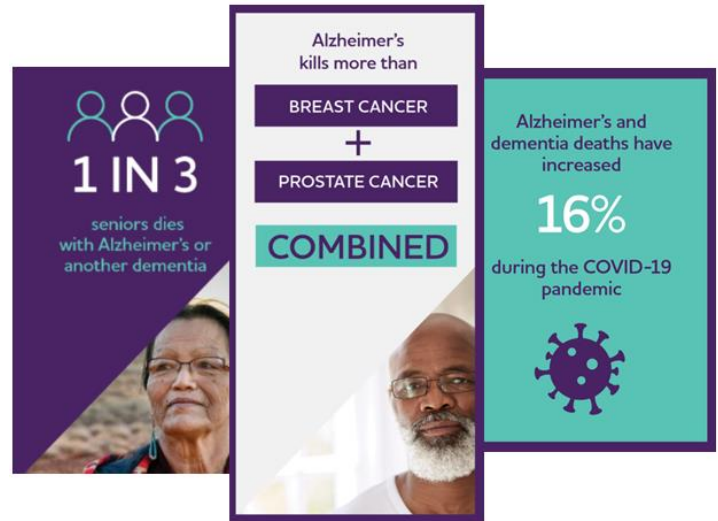


### MOVING FORWARD TO END ALZHEIMER'S

We're moving forward with plans to host Walk to End Alzheimer's® in person this fall. The health and safety of our participants, staff and volunteers remain our top priorities as we make decisions about event details in your community, and we'll continue to offer options to participate online and in your neighborhood.

**Dutchess / Ulster Walk to End Alzheimer's (October 16, 2021)** is an incredible opportunity show the community your commitment to our mission.

Complete our [Online Sponsorship Commitment Form](#) to activate your benefits.



Alzheimer's kills more than  
BREAST CANCER  
+  
PROSTATE CANCER  
COMBINED

Alzheimer's and dementia deaths have increased  
**16%**  
during the COVID-19 pandemic

1 IN 3  
seniors dies with Alzheimer's or another dementia

Sponsorship Levels	Friend	Partner	Bronze	Silver	Gold	Platinum	Presenting
<b>FEATURED BENEFITS</b>							
Recognition as presenting sponsor "Dutchess / Ulster Walk to End Alzheimer's presented by ..."							♦
Opportunity to speak at Walk Day, Pep Rally, and Celebration							♦
Dedicated press release announcing sponsorship							♦
First right of refusal for 2022 Walk							♦
Acknowledgement from emcee at Walk (Opening Ceremony) and during all Walk events (including Pep Rally, Kickoffs, and Celebration)				♦	♦	♦	♦
Exhibit Booth*	Standard	Standard	Standard	Standard	Premium	Premium	Premium
<b>LOGO DISPLAYED ON / WITHIN</b>							
Facebook Cover Image for Walk Page and Event						♦	"Presented by..." and Prominent Logo
Chapter Staff email signature (September and October)					♦	♦	
Informational and Educational presentations to the general public about the Association and our services (when referencing Walk)					♦	♦	
Marketing emails sent throughout the year				♦	♦	♦	
Digital invitations for Pep Rally and Celebration				♦	♦	♦	
Digital flyers and posters			♦	♦	♦	♦	
Walk Shirt (given to participants who raise \$100 or more)		Name	♦	♦	♦	♦	
All Walk related presentations		♦	♦	♦	♦	♦	
Walk Website (silver – presenting linked to company site)	♦	♦	♦	♦	♦	♦	
Signage at Promise Garden	♦	♦	♦	♦	♦	♦	
<b>PARTNERSHIP RECOGNITION</b>							
Featured article in Chapter eNewsletter (8,500+ subscribers)							♦
Inclusion in local media (where possible)						♦	♦
Recognition at Walk Committee planning meetings					♦	♦	♦
Video message provided by you to be shared on Chapter social media				♦	♦	♦	♦
Exclusive social media post recognizing partnership	1x	1x	1x	2x	2x	3x	4x
<b>ADDITIONAL BENEFITS</b>							
2021 Walk Shirts Provided				2	5	5	10
Educational opportunity for company provided by Association	♦	♦	♦	♦	♦	♦	♦
Internal Company Kickoff for Corporate Team	♦	♦	♦	♦	♦	♦	♦

Questions? Contact Lisa Kaurich at [lmkaurich@alz.org](mailto:lmkaurich@alz.org)

\*The health and safety of our participants, staff and volunteers remain our top priorities as we make decisions about event details, and we'll continue to offer options to participate online and in your neighborhood. If we are unable to provide day-of exhibit booths, adequate benefits will be provided in place of a booth. Premium Exhibit Booths will be in a higher traffic area than compared to Standard