

Elite Sponsorship: \$10,000

- Large company logo included on:
 - Prominent Walk Day signage & banners
 - Official Walk T-shirt
 - Emails sent to Walkers
 - Homepage of Walk Website
 - Sponsor page of Walk website
 - Mass printed event materials
 - Final event instructions and post-Walk thank you email (all Walk participants)
- Verbal acknowledgement on Walk Day
- Dedicated exhibit/ tailgate space on Walk Day
- Speaking opportunity at Walk kickoff and celebration events
- Recognition and invitation to Walk events year-round (3-5 events)
- Individual recognition in E-Newsletter with linked logo (10,000+ recipients)
- Announcement on Chapter Facebook page (10,000+ followers)
- Opportunity for a 30 second Facebook ad on Chapter social media (air 3x)
- Association-led "Lunch and Learn" educational session for employees
- Association-led Walk kickoff for employees
- 20 Walk T-shirts provided

Premier Sponsorship: \$5,000

- Medium company logo included on:
 - Prominent Walk Day signage & banners
 - Official Walk T-shirt
 - Homepage of Walk Website
 - Sponsor page of Walk website
 - Mass printed event materials
 - Final event instructions and post-Walk thank you email (all Walk participants)
- Verbal acknowledgement on Walk Day
- Dedicated exhibit/ tailgate space on Walk Day
- Inclusion in press release and media packages
- Recognition and invitation to Walk events year-round (3-5 events)
- Opportunity for a 30 second Facebook ad on Chapter social media (air 2x)
- Association-led "Lunch and Learn" educational session for employees
- Association-led Walk kickoff for employees
- 10 Walk T-shirts provided

Select Sponsorship: \$2,500

- Small company logo included on:
 - Homepage of Walk Website
 - Sponsor page of Walk website
- Company name included on:
 - Prominent Walk Day signage & banners
 - Official Walk T-shirt
 - Final event instructions and post-Walk thank-you email (all Walk participants)
- Dedicated exhibit/ tailgate space on Walk Day
- Recognition and invitation to Walk events year-round (3-5 events)
- Association-led "Lunch and Learn" educational session for employees
- Association-led Walk kickoff for employees
- 5 Walk T-shirts provided

Don't see a benefit you are looking for?

If you would like to discuss alternate sponsorship benefits to better suit your needs, please contact the Walk Manager below. We will be happy to work with you on finding an opportunity to best fit your business needs.



Promise Garden Sponsor: \$2,000

The Alzheimer's Association Walk to End Alzheimer's® features the Promise Garden — a mission-focused experience that connects participants to a flower color representing their connection to Alzheimer's disease. Together, these flowers create a dynamic display of hope and solidarity.

- Logo on Walk Wednesday Facebook Posts
- Logo on signage at Promise Garden tent and planted promise garden
- Logo on Walk website and Walk sponsor page
- Name and Logo posted in Walk Facebook group as sponsor
- Lunch & Learn opportunity for employees and clients

Registration Sponsor: \$2,000

Registration is a critical component of the Walk to End Alzheimer's. Through registration, all participants sign up, learn about fundraising and make their own contributions before the Walk.

- Clickable ad space on Walk registration receipt sent to every walker
- Logo on signage at Check-In at Walk
- Logo on Walk website and Walk sponsor page
- Name and Logo posted in Walk Facebook group as sponsor
- Lunch & Learn opportunity for employees and clients

Champions Club Sponsor: \$2,000

The Champions Club recognizes Walk to End Alzheimer's participants who reach specific fundraising milestones. These individuals are celebrated on Walk day for leading the way in the fight against Alzheimer's.

- Clickable ad space on local fundraising milestone emails sent to walkers
- Logo and name included in local social media posts recognizing champion walkers
- Logo on signage at Champions Club at Walk
- Opportunity to brand the Champions Club at Walk
- Logo on Walk website and Walk sponsor page
- Name and Logo posted in Walk Facebook group as sponsor
- Lunch & Learn opportunity for employees and clients

Team Photo Sponsor: \$2,000

It only happened if you have the pictures to prove it and making a picture-perfect Walk day starts with the ultimate team photo. From the branded frame and the share worthy post on social media, you can be there as the official Team Photo Sponsor.

- Logo or recognition on digitally released team photo frame
- Co-branded Facebook team photo album
- Logo on signage at team photo station
- Logo on Walk website and Walk sponsor page
- Name and Logo posted in Walk Facebook group as sponsor
- Lunch & Learn opportunity for employees and clients

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If you would like to discuss alternate sponsorship benefits to better suit your needs, please contact the Walk Manager below. We will be happy to work with you on finding an opportunity to best fit your business needs.



Starting Line Sponsor: \$1,000

Getting off to a good start means more than a healthy breakfast and good night's sleep before Walk day. The best start to the Walk to End Alzheimer's comes when you earn your Walk t-shirt and proudly wear it at the starting line during the ceremonial countdown.

- Recognition on auto-email sent to walkers who have fundraised \$90 encouraging them to earn their \$100 fundraising t-shirt
- Opportunity to do the ceremonial Walk countdown
- Logo on signage at the starting line at Walk
- Logo on Walk website and Walk sponsor page
- Name and logo posted in Walk Facebook group as sponsor
- Lunch & Learn opportunity for employees and clients

Entertainment Sponsor: \$1,000

All eyes, and ears, are focused on the sights and sounds of Walk day. Engaging all of the senses at the Walk helps to create a lively atmosphere and an unforgettable experience.

- Verbal read of recognition from stage (x2)
- Opportunity to lead Walk Warm Up
- Logo on signage at DJ booth at Walk
- Logo on Walk website and Walk sponsor page
- Name and logo posted in Walk Facebook group as sponsor
- Lunch & Learn opportunity for employees and clients

Waggin' Walkers Sponsor: \$1,000

No one knows more about the fun of walking like our four legged friends! Help us get them in the Walk to End Alzheimer's spirit by adding a bit of purple to their wardrobe.

- Pet bandanas with sponsor flyer offered at Walk
- Logo on signage at Doggie Station at Walk
- Logo on Walk website and Walk sponsor page
- Name and logo posted in Walk Facebook group as sponsor
- Lunch & Learn opportunity for employees and clients

Refreshment Sponsor: \$1,000

The energy surrounding the Walk to End Alzheimer's is strong on Walk day. Refreshments and snacks help keep spirits high and ensure event day is extra sweet and enjoyable experience for everyone.

- Opportunity to provide branded refreshments
- Logo on signage at water and refreshment stations at walk
- Logo on Walk website and Walk sponsor page
- Name and logo posted in Walk Facebook group as sponsor
- Lunch & Learn opportunity for employees and clients

Little Walkers Sponsor: \$1,000

Walk to End Alzheimer's calls on people of all ages and abilities to join the fight against the disease. Special activities planned specifically for children make Walk day enjoyable for all.

- Recognition on digitally released kids activities via social media or email
- Logo on signage at Kids Zone area at Walk
- Logo on Walk website and Walk sponsor page
- Name and logo posted in Walk Facebook group as sponsor
- Lunch & Learn opportunity for employees and clients