



2021 SPONSORSHIP OPPORTUNITIES



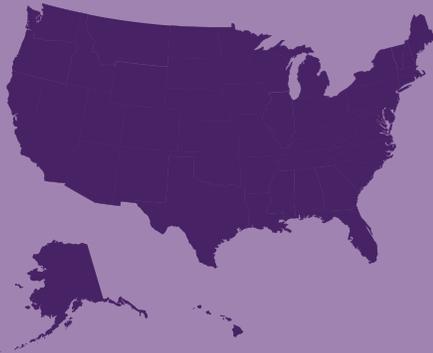
South Sound Walk to End Alzheimer's® October 16, 2021* - Olympia, WA

South Sound Walk Manager
(206) 529-3861
southsoundwalk@alz.org

**Subject to change*

alz.org/walk | 800.272.3900

ALZHEIMER'S DISEASE IS A GLOBAL CRISIS WITH SIGNIFICANT LOCAL IMPACT.



More than
5 MILLION

Americans are living with Alzheimer's.

By 2050, this number is projected to rise to nearly

14 MILLION.

1 in 3
SENIORS

dies with Alzheimer's or another dementia. It kills more than breast cancer and prostate cancer combined.

16 MILLION

Americans provide unpaid care for people with Alzheimer's or other dementias.

In Washington State, there are **120,000** people living with Alzheimer's and **353,000** unpaid family caregivers supporting a loved one with dementia.

The Alzheimer's Association addresses this public health crisis by providing care and support to people facing 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 with Alzheimer's or another dementia were employed in the past year while providing care.

These individuals worked an average of **35 HOURS** per week while caregiving.



83%

of care provided at home is delivered by family caregivers.



18%

went from full-time to part-time or cut back hours.



57%

of employed caregivers had to go in late, leave early or take time off.



16%

took a leave of absence.



9%

of caregivers 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.

South Sound Walk to End Alzheimer's October 16, 2021* Olympia, WA

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Lead the way to Alzheimer's first survivor.

When you partner with the Alzheimer's Association, you help to mobilize, educate and innovate to end this deadly disease.



Show your corporate heart.

Sponsorship of this inspiring community event offers an opportunity to support a cause that affects numerous families in our area and across the country, while increasing your organization's visibility.



Your employees care.

Your involvement in Walk to End Alzheimer's shows your employees that you support a cause that impacts them at home and at work.



The Washington State Chapter hosts 16 Walk to End Alzheimer's events across Washington and North Idaho. Each year in September and October, nearly 9,000 local participants join in the fight for Alzheimer's first survivor.

- | | |
|---------------|---------------|
| Bremerton | Port Townsend |
| Coeur d'Alene | Redmond |
| Everett | Seattle |
| Kennewick | Spokane |
| Lewiston | Tacoma |
| Moses Lake | Walla Walla |
| Mount Vernon | Wenatchee |
| Olympia | Yakima |



"We support the Alzheimer's Association because we have a common goal: finding a cure for Alzheimer's. We believe in their community-led approach and the way they organize and inspire people to join the cause. It's an approach we stand behind because we understand the value and strength of a strong community."

Doug Ellison
Founding Partner
Fieldstone Communities



2021 SPONSORSHIP OPPORTUNITIES

CHAPTER PRESENTING - \$50,000

Exclusive market-wide recognition at 16 Walk events across Washington State and North Idaho, reaching an expected 9,000 participants. One opportunity available.

PRE & POST EVENT

- Prominent logo placement on official 2021 Walk T-shirts for participants Chapter-wide.
- Recognition as “Chapter Presenting Sponsor” on Chapter social media (10,000+ followers).
- Logo recognition with hyperlink on all 16 Walk website homepages and sponsor pages.
- Sponsored blog post highlighted in Chapter e-news and social media.
- Logo recognition as Chapter Presenting Sponsor for popular “Why I Walk” blog series.
- Opportunity to provide a Why I Walk video message, posted on Chapter social media and in Facebook Groups for all 16 events.
- Speaking opportunity at all 16 Walk kickoff and celebration events.
- Logo recognition on all print collateral, including postcards, posters, flyers and brochures.
- Logo recognition in all pre-Walk logistics and post-Walk thank you emails.
- Logo recognition on invitations and at all wraparound events.
- Internal Walk kickoff event provided by Chapter.
- Chapter liaison to assist in creating Walk teams at all desired locations.
- Association-led “Lunch and Learn” educational session for employees.
- Care and support flyer for employees, customized with your company’s logo.

DAY-OF-EVENT

- Opportunity to greet audience at Opening & Promise Garden Ceremony for all 16 events.
- Individual banner prominently displayed at all 16 Walks.
- Prominent logo on sponsor recognition banner displayed at all 16 Walks.
- Exclusive signage at all 16 Walks.
- Recognition in Facebook Groups for all 16 Walks.

Sponsorship commitments received with minimum \$500 deposit by Feb. 1, 2021 will receive a 5% discount. For full benefit delivery, commitment form must be received by April 1, 2021.

Sponsors at the Silver level and above are eligible for a 5% discount off additional Walk sponsorships. Contact Corporate & Foundation Relations Manager, Karen Wilson: kswilson@alz.org.



2021 SPONSORSHIP OPPORTUNITIES

LOCAL PRESENTING - \$7,500

Our Local Presenting sponsorship is the highest level sponsorship offered for each Walk. Local Presenting sponsors receive an elevated level of sponsor benefits, including select recognition amongst all Walk participants pre, post and during the event.

PRE & POST EVENT

- Prominent logo placement on the official 2021 regional Walk T-shirts for participants.
- Logo recognition with hyperlink on Walk-specific website homepage and sponsor page.
- Opportunity to provide a Why I Walk video message for Walk-specific Facebook Group.
- Speaking opportunity at all Walk-specific kickoff and celebration events.
- Logo on regional and local print collateral, including posters, flyers and brochures.
- Logo recognition in pre-event logistics and post-event thank you emails for local Walk.
- Logo recognition on invitations and at all wraparound events related to local Walk.
- Recognition as “Local Presenting Sponsor” in Walk-specific Facebook Group.
- Internal Walk kickoff event provided by Chapter.
- Chapter liaison to assist in creating a Walk team.
- Care and support flyer for employees, customized with your company’s logo.

DAY-OF-EVENT

- Opportunity to greet audience at Walk-specific Opening & Promise Garden Ceremony.
- Custom banner prominently displayed at Walk and gifted to sponsor post-event.
- Prominent logo on sponsor recognition banner displayed at all regional Walks.
- Logo recognition on exclusive event-day signage at local Walk.

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2021 SPONSORSHIP OPPORTUNITIES

PLATINUM SPONSOR - \$5,000

- Prominent logo placement on the official 2021 regional Walk T-shirts for participants.
- Logo recognition with hyperlink on Walk-specific website homepage and sponsor page.
- Opportunity to provide a Why I Walk video message for Walk-specific Facebook Group.
- Logo and emcee recognition at all Walk-specific kickoff and celebration events.
- Logo on regional and local print collateral, including posters, flyers and brochures.
- Logo recognition in pre-event logistics and post-event thank you emails for local Walk.
- Recognition as “Platinum Sponsor” in Walk-specific Facebook Group.
- Chapter liaison to assist in creating a Walk team.
- Care and support flyer for employees, customized with your company’s logo.
- Emcee recognition during Opening & Promise Garden Ceremony.
- Company logo on sponsor recognition banner displayed at all regional Walks.
- Logo recognition on exclusive event-day signage at local Walk.

GOLD SPONSOR - \$2,500

- Logo placement on official 2021 regional Walk T-shirts for participants.
- Logo recognition on Walk-specific website homepage and sponsor page.
- Opportunity to provide a Why I Walk video message for Walk-specific Facebook Group.
- Logo recognition at all Walk-specific kickoff and celebration events.
- Name on regional and local print collateral, including posters, flyers and brochures.
- Logo recognition in pre-event logistics and post-event thank you emails for local Walk.
- Recognition as “Gold Sponsor” in Walk-specific Facebook Group.
- Chapter liaison to assist in creating a Walk team.
- Care and support flyer for employees, customized with your company’s logo.
- Company logo on sponsor recognition banner displayed at all regional Walks.
- Logo recognition on shared event-day signage at local Walk.

Sponsorship commitments received with minimum \$500 deposit by Feb. 1, 2021 will receive a 5% discount. For full benefit delivery, commitment form must be received by April 1, 2021.

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SILVER SPONSOR - \$1,000

- Name on official 2021 regional Walk T-shirts for participants.
- Name recognition on Walk-specific website homepage and sponsor page.
- Name recognition at all Walk-specific kickoff and celebration events.
- Name recognition in pre-event logistics and post-event thank you emails for local Walk.
- Recognition as “Silver Sponsor” in Walk-specific Facebook Group.
- Chapter liaison to assist in creating a Walk team.
- Care and support flyer for employees, customized with your company’s logo.
- Name on sponsor recognition banner displayed at all regional Walks.
- Name on shared event-day signage at local Walk.

BRONZE SPONSOR - \$500

- Name recognition on Walk-specific website homepage and sponsor page.
- Name recognition in pre-event logistics and post-event thank you emails for local Walk.
- Chapter liaison to assist in creating a Walk team.
- Care and support flyer for employees, customized with your company’s logo.

Sponsorship commitments received with minimum \$500 deposit by Feb. 1, 2021 will receive a 5% discount. For full benefit delivery, commitment form must be received by April 1, 2021.

Sponsors at the Silver level and above are eligible for a 5% discount off additional Walk sponsorships. Contact Corporate & Foundation Relations Manager, Karen Wilson: kswilson@alz.org.



WHO WALKS TO END ALZHEIMER'S?

Each year, nearly 9,000 people across Washington State and North Idaho participate in a Walk to End Alzheimer's. Many participants have been personally impacted by Alzheimer's, and at each event, they receive a Promise Garden flower symbolizing their connection to the disease.



ORANGE
I support the cause and a vision of a world without Alzheimer's.



YELLOW
I support or care for someone with Alzheimer's.



BLUE
I am living with Alzheimer's or another dementia.



PURPLE
I have lost someone to Alzheimer's.

WHO OUR EVENTS REACH

2019 AUDIENCE DEMOGRAPHICS



73%
Female



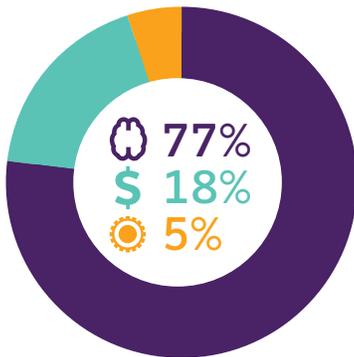
27%
Post-Graduate Degree



75%
Age 35-64



45% Median Household Income of \$90k or More



- Alzheimer's care, support, research, awareness and advocacy
- Fundraising
- Administrative

Every dollar advances the fight against Alzheimer's

The Alzheimer's Association is a global organization, working to advance care, support and research around the world. Your donations make a difference in the lives of millions of people affected by Alzheimer's today and those who will face the disease tomorrow. Thank you for strengthening our efforts and moving us closer to our vision of a world without Alzheimer's and all other dementia.

- We provide care and support to all those facing Alzheimer's.
- We educate and raise awareness to grow understanding of the disease.
- We drive research toward treatment, prevention and, ultimately, a cure.
- We speak up for the needs and rights of people affected by Alzheimer's.





2021 SPONSORSHIP COMMITMENT

South Sound Walk to End Alzheimer's® - Olympia, WA

SPONSOR INFORMATION

Company name: _____ Date: _____

Acknowledge as (if different than above): _____

Primary contact name: _____

Email: _____ Phone: _____

Billing contact name: _____

Email: _____ Phone: _____

Company website: _____

Address: _____ City/State/ZIP: _____

SPONSORSHIP COMMITMENT

Chapter Presenting – \$50,000

Platinum – \$5,000

Silver – \$1,000

Local Presenting – \$7,500

Gold – \$2,500

Bronze – \$500

With your sponsorship commitment, please also provide your company logo in a vector file (.ai or .eps) or high-resolution .jpg file to your event manager or to ksmcglynn@alz.org. Low-resolution .jpg files or .png files cannot be accepted.

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Sponsors at the Silver level and above are eligible for a 5% discount off additional Walk sponsorships. Contact Corporate & Foundation Relations Manager, Karen Wilson: kswilson@alz.org.

Sponsorship authorized signature _____ Date _____

Print name _____ Title _____

PAYMENT INFORMATION

TOTAL COMMITMENT: \$ _____

Check enclosed (made payable to: Alzheimer's Association, 19031 33rd Ave W, Ste 301, Lynnwood, WA 98036)

Please invoice me (payment terms net 30 days)

Please charge my credit card:

Card number _____ Expiration _____ CVC code _____

Print name _____ Authorized signature _____

Thank you for supporting our vision of a world without Alzheimer's and all other dementia.

For payment or logo questions, or to submit the form via email or fax, please contact Kelsey McGlynn at: ksmcglynn@alz.org, 206.529.3862 (phone) or 206.363.5700 (fax).

Disclaimer: This form confirms your contractual commitment to be a sponsor of the Walk to End Alzheimer's. Walk to End Alzheimer's is a rain or shine event. If the event is canceled due to an "Act of God" (e.g., electrical storm, flooding, etc.), no portion of this sponsorship will be refunded.

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; and d) Otherwise violated the terms of sponsorship, which will be determined at the sole discretion of the Alzheimer's Association.

alz.org



Washington State Chapter: alzwa.org

Caregiving resources: alz.org/care

800.272.3900



24/7 Helpline

Available toll free, all day, every day

Follow Us



Facebook: [@ALZWCWA](https://www.facebook.com/ALZWCWA)

Twitter or Instagram: [@ALZ_WA](https://www.instagram.com/ALZ_WA)

Use the hashtag [#ENDALZ](https://twitter.com/ALZ_WA)

Locations



Lynnwood (Main Office)

19031 33rd Ave W, Ste 301

Lynnwood, WA 98036

206.363.5500

InquiryWa@alz.org

Tukwila

635 Andover Park W, Ste 202

Tukwila, WA 98188

206.363.5500

Tri-Cities

609 The Parkway

Richland, WA 99352

509.321.4579

Spokane

509.456.0456

Coeur d'Alene

2065 W Riverstone Dr, Ste 205

Coeur d'Alene, ID 83814

208.666.2996

alzheimer's  association[®]

1.800.272.3900 | alz.org[®]

The Alzheimer's Association is a worldwide voluntary health organization dedicated to Alzheimer's care, support and research. Our mission is to lead the way to end Alzheimer's and all other dementia — by accelerating global research, driving risk reduction and early detection, and maximizing quality care and support.

Our vision is a world without Alzheimer's and all other dementia[™].