



SPONSORSHIP OPPORTUNITIES



Walk to End Alzheimer's® - Traverse City

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October 2, 2021

alz.org/walk | 800.272.3900

EVENT SPONSORSHIP OPPORTUNITIES

	Elite \$10,000	Premier \$5,000	Select \$2,500
Speaking opportunity at Walk kickoff and celebration events	X		
Sponsor highlight in Michigan Chapter's eNews publication	X		
Recognition in pre-Walk logistics email	X		
Dedicated team banner located at Promise Garden	X		
Individual sponsorship post on chapter Facebook page	X		
Dedicated press release announcing sponsorship	X		
"Proud Sponsor" social media post with company logo	X	X	
Company logo included in Walk kickoff presentation	X	X	
Recognition by emcee on Walk day	X	X	
Company logo included on banner at the start/finish line on Walk day *	X	X	
Association-led "Lunch and Learn" educational session	X	X	X
Company included on walk website	Logo	Logo	Name
Recognition on promotional materials **	Logo	Logo	Name
Inclusion in the 2021 Community Resource Guide	Full Page Ad	Half Page Ad	Logo
Recognition on the official Walk T-Shirt **	Logo	Logo	Logo
Walk Day sponsor booth (staffed by sponsor) *	X	X	X
Recognition in post-Walk thank you email	X	X	X
Post Walk performance meeting with Association staff	X	X	X
Ability to receive regular updates on Association pillars & impact	X	X	X

* If in-person event is not possible, adapted benefit will be equal in value and approved by sponsor

** Deadline for full/complete delivery of benefit is 6/1/21

WALK-DAY OPPORTUNITIES

Purple Level - Event exclusive benefits

Promise Garden Sponsor - \$5,500

- Includes Premier Sponsor benefits plus...
- Ability to hand out flowers at Walk Day Promise Garden.*
- Small Promise Garden at company location, with 20 flowers and additional signage.
- Preferred placement on Walk website.
- Company sign at event.*

Stage Sponsor - \$3,000

- Includes Select Sponsor benefits plus...
- Company logo present on Walk day stage listing company as "Stage Sponsor".*
- Small Promise Garden at company location, with 20 flowers and additional signage.
- Preferred placement on Walk website.
- Company sign at event.*

Champions Club Sponsor - \$3,000

- Includes Select Sponsor benefits plus...
- Ability to volunteer at event day "Champions Club" area/tent (staffed by sponsor).*
- Small Promise Garden at company location, with 20 flowers and additional signage.
- Preferred placement on Walk website.
- Company sign at event.*

Memory Wall - \$3,000

- Includes Select Sponsor benefits plus...
- Ability to volunteer at event day "Memory Wall" area/tent (staffed by sponsors).*
- Small Promise Garden at company location, with 20 flowers and additional signage.
- Preferred placement on walk website.
- Company sign at event.*

* If in-person event is not possible, adapted benefit will be equal in value and approved by sponsor



WALK-DAY OPPORTUNITIES

Gold Level

Can be added to any sponsorship level for additional benefits

Route Sponsor - \$1,000

- Company logo featured on one yard sign on Walk Day route.*
- Opportunity to receive yard sign to display at company location.
- Recognition on Walk website.

Refreshment Sponsor - \$1,000

- Company logo featured on one yard sign at refreshment station on Walk Day.*
- Opportunity to receive yard sign to display at company location.
- Recognition on Walk website.

Kids Zone Sponsor - \$1,000

- Company logo featured on one yard sign at Kids Zone tent/area on Walk Day.*
- Opportunity to receive yard sign to display at company location.
- Opportunity to volunteer at Kids Zone.*
- Recognition on Walk website.

Event Day Vendor - \$1,000

- Walk day sponsor booth in sponsor area/tent (staffed by sponsor).*
- Opportunity to receive yard sign to display at company location.
- Recognition on Walk Website.

~Multiple Opportunities Available

* If in-person event is not possible, adapted benefit will be equal in value and approved by sponsor





SPONSORSHIP COMMITMENT FORM

SPONSOR INFORMATION

Company name: _____
(as to be displayed)

Date: _____

Contact name: _____

Address: _____

City/State/Zip: _____

Phone: _____

Fax: _____

Email: _____

Website: _____

SPONSOR SOCIAL MEDIA

Facebook URL: facebook.com/ _____

Twitter URL: twitter.com/ _____

SPONSORSHIP COMMITMENT (check one)

Event Level

___ Elite - \$10,000

___ Premier - \$5,000

___ Select - \$2,500

Purple Level

___ Promise Garden - \$5,500

___ Stage Sponsor - \$3,000

___ Champions Club - \$3,000

___ Memory Wall - \$3,000

Gold Level

___ Route - \$1,000

___ Refreshment - \$1,000

___ Kids Zone - \$1,000

___ Vendor - \$1,000

Sponsorship authorized signature: _____ Date: _____

Printed name: _____ Title: _____

PAYMENT INFORMATION - Payment due by 11/30/21

Total commitment: \$ _____

Paying company's name (if different from above): _____

___ Check enclosed (payable to Alzheimer's Association) ___ Invoice me

Credit card type: _____

Card number: _____ Exp.: _____ Security Code (back of card): _____

Payment authorized signature: _____ Date: _____

Printed name: _____ Title: _____

Send completed form and high-resolution logo in JPEG or PNG format to:

miwalks@alz.org

Please contact your Walk Manager with questions.

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:

- Had its license(s) revoked by any governmental authority exercising jurisdiction over Sponsor;
- Sponsor has voluntarily surrendered its license(s) after being cited for misconduct by any governmental authority exercising jurisdiction over that party;
- Sponsor has been alleged to have willfully violated the laws, rules or regulations of any jurisdiction or any governmental authority exercising jurisdiction over Sponsor;
- Otherwise violated the terms of sponsorship, which will be determined at the sole discretion of the Alzheimer's Association.

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.

Alzheimer's disease is the

6TH leading cause
OF DEATH
in the United States.

16
MILLION AMERICANS

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

In Michigan, there are
190,000 people living
with Alzheimer's and
518,000 caregivers.

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 with Alzheimer's or another dementia were employed in the past year while providing care

These individuals worked an average of

35 HOURS




83%
of care provided at
home is delivered by
family caregivers


18%
went from full-time
to part-time or
cut back hours


16%
took a leave
of absence


57%
of employed
caregivers had to go
in late, leave early
or take time off


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, and your organization can help lead the way as a sponsor.

The Alzheimer's Association has given our firm, for the first time, a way to demonstrate our 'corporate heart' on a national stage, which has measurably raised the loyalty of our clients, strengthened our firm's culture and positioned our firm as a great place to work.

*John Beuerlein,
retired General Partner, Edward Jones*

Walk to End Alzheimer's - Traverse City

Saturday, October 2, 2021

9 a.m. Opening Ceremony
9:30 a.m. Walk to End Alzheimer's



WHY SPONSOR WALK TO END ALZHEIMER'S



Join a winning team.

Every year, Walk to End Alzheimer's raises millions of dollars across the country to advance the fight against the 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 customers are our participants.

Our Walk participants have buying power: 68% are female, 60% are between the ages of 35 and 64 and 77% are college-educated.



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.



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.