



# **Sponsorship Opportunities Central Arizona Region**

*Saturday, October 23, 2010*

**Beardsley Recreation Center, West Valley**

*Saturday, November 13, 2010*

**Wesley Bolin Plaza, Phoenix**

**alzheimer's association<sup>®</sup>  
desert southwest chapter**

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[www.alz.org/dsw](http://www.alz.org/dsw)

## ALZHEIMER'S DISEASE STATISTICS

Alzheimer's disease (AD) is a progressive, degenerative disease of the brain, and the most common form of dementia. The following are some statistics regarding AD:

- An estimated 5.5 million Americans have AD. Approximately 100,000 of them live in Arizona, which would more than fill both Chase Field and US Airways Arena.
- Americans spend at least \$172 billion a year on AD. Over the next decade, Medicare costs for beneficiaries with Alzheimer's disease are estimated to increase by 54.5% from \$31.9 billion in 2000 to \$49.3 billion in 2010
- As many as 7.7 million Americans will have AD by the year 2030 unless a cure or prevention is found, this is more than a 50% increase from those currently affected.
- Nearly 13 % of the population over 65 have Alzheimer's disease, while nearly 50% of those over 85 are afflicted with the disease.
- Every 70 seconds, a new American will develop Alzheimer's disease. It is estimated that by mid-century someone will develop the disease every 33 seconds.
- Alzheimer's disease was the fifth-leading cause of death for those aged 65 and older in 2006.
- A staggering 11 million Americans provide physical and emotional care to frail elderly relatives or friends – 3 times as many families as 10 years ago. It is estimated that there are more than 200,000 unpaid caregivers in Arizona.

## THE COST TO AMERICAN BUSINESSES

- The cost of AD to American businesses is over \$61 billion a year including:
  - \$36.5 billion in lost productivity due to reduced hours, time off and resignations by employees who are caregivers
  - \$24.6 billion for the business share of health care for individuals with dementia

## What is Alzheimer's Disease and the Alzheimer's Association?

Alzheimer's disease is a major health issue, affecting approximately 5.3 million Americans. Nationally, more than 19 million Americans report they have a family member with Alzheimer's disease. With current demographic trends, the number of afflicted persons will triple in the next 25 years.

Alzheimer's is a progressive, degenerative disease that attacks the brain and significantly impairs memory and eventually the ability to control physical functioning. It is the fourth-leading cause of death among all adults in the United States. To date, there is no known cause, prevention, or effective treatment. When a family member develops memory loss, people turn to the Alzheimer's Association.

The Alzheimer's Association is a national organization dedicated to caring for those afflicted with Alzheimer's and their families, as well as continuing research that will help conquer this devastating disease.

The Alzheimer's Association Desert Southwest Chapter is committed to empowering and supporting the families of Arizona and Southern Nevada. We offer a comprehensive range of programs in the following six categories:

- **Information and Referral**  
24-hour Helpline: 1.800.272.3900  
Web site: [www.alz.org/dsw](http://www.alz.org/dsw)
- **MediAlert + Safe Return™ Program**
- **Family Care Consultation**
- **Support Groups**
- **Education and Training**
- **Early Stage Programs**

In addition we seek to impact federal, state and local legislation and policies that affect persons with the disease and their families through analysis of issues and grass roots advocacy activities.

We are continually improving and expanding our services. Our rapid growth in services and in people served is testimony to the commitment of our volunteers and staff, and to the thousands of Alzheimer's Association friends and community partners who support us.

## Sponsorship Opportunities

Memory Walk Event Sponsors receive corporate recognition and name or logo exposure on event promotional items such as brochures, posters, T-shirts, programs, and on the web. For increasing levels of financial commitment, sponsors will receive additional logo exposure, verbal recognition, and more.

### ***Chapter Sponsors***

Chapter Sponsorships are Throughout Arizona and Southern Nevada

- **Diamond Sponsor** \$ 25,000 +
- **Ruby Sponsor** \$ 15,000 +
- **Emerald Sponsor** \$ 10,000 +
- **Sapphire Sponsor** \$ 5,000 +

### ***Community Sponsors***

Community Sponsorships are in Central Arizona

- **Gold Sponsor** \$ 2,500 +
- **Silver Sponsor** \$ 1,000 +
- **Copper Sponsor** \$ 500 +
- **Turquoise Sponsor** \$ 250 +

## Chapter Level Sponsorships

### Diamond Sponsor (\$25,000)

- Web Presence
  - On the Association website (logo)
  - Memory Walk Website (logo)
  - Logo on all Memory Walk E-mails (3)
- Memory Walk Event Presence
  - Recognition Plaque by chapter Board
  - 10 x 10 Tent at the Phoenix Walk
  - Company item included in walker goodie bags (where available)
  - Listing in all promotional and press releases
  - Verbal mention at all walks
  - Listing on Memory Walk Registration Brochure (logo)
  - Complementary Memory Walk T-shirts (up to 10 per walk)
  - Commemorative memory Walk Lapel Pins (up to 10 per walk)
  - Preferred table exhibitor space (at all six walks)
- Visibility
  - Memory Walk Banners (solo logo at all walks)
  - Listing on Memory Walk T-shirts (logo)
  - Newsletter listing (logo on newsletter to 15,000 recipients)

### Ruby Sponsor (\$15,000)

- Web Presence
  - On the Association website (logo)
  - Memory Walk Website (logo)
  - Logo on all Memory Walk E-mails (2)
- Memory Walk Event Presence
  - 10 x 10 Tent at the Phoenix Walk
  - Company item included in walker goodie bags (where available)
  - Listing in all promotional and press releases
  - Verbal mention at all walks
  - Listing on Memory Walk Registration Brochure (logo)
  - Complementary Memory Walk T-shirts (up to 10 per walk)
  - Commemorative memory Walk Lapel Pins (up to 10 per walk)
  - Preferred table exhibitor space (at all six walks)
- Visibility
  - Memory Walk Banners (logo at all walks)
  - Listing on Memory Walk T-shirts (logo)
  - Newsletter listing (logo on newsletter to 15,000 recipients)

## Chapter Level Sponsorships (Continued)

### Emerald Sponsor (\$10,000)

- Web Presence
  - On the Association website (logo)
  - Memory Walk Website (logo)
  - Logo on all Memory Walk E-mails (1)
- Memory Walk Event Presence
  - Company item included in walker goodie bags (where available)
  - Listing in all promotional and press releases
  - Verbal mention at all walks
  - Listing on Memory Walk Registration Brochure (logo)
  - Complementary Memory Walk T-shirts (up to 10 per walk)
  - Commemorative memory Walk Lapel Pins (up to 10 per walk)
  - Preferred table exhibitor space (at all six walks)
- Visibility
  - Memory Walk Banners (logo at all walks)
  - Listing on Memory Walk T-shirts (name)
  - Newsletter listing (name on newsletter to 15,000 recipients)

### Sapphire Sponsor (\$5,000)

- Web Presence
  - On the Association website (logo)
  - Memory Walk Website (name)
  - Logo on all Memory Walk E-mails (1)
- Memory Walk Event Presence
  - Company items included in walker goodie bags (where available)
  - Verbal mention at all walks
  - Listing on Memory Walk Registration Brochure (name)
  - Complementary Memory Walk T-shirts (up to 10 per walk)
  - Commemorative memory Walk Lapel Pins (up to 10 per walk)
  - Preferred table exhibitor space (at three walks)
- Visibility
  - Memory Walk Banners (logo at all walks)
  - Listing on Memory Walk T-shirts (name)
  - Newsletter listing (name on newsletter to 15,000 recipients)

## Central Region Sponsorships

### Gold Sponsor (\$2,500)

- Web Presence
  - Association website (name)
- Memory Walk Presence
  - Verbal mention at both walks (Phoenix and Sun City West)
  - Table exhibitor space (Preferred at both walks)
  - Item in walker goodie bag
  - Complimentary Memory Walk T-shirts (up to 10 total between both walks)
- Visibility
  - Listing on Memory Walk T-shirts (name)
  - Newsletter (name on newsletter to 15,000 recipients)
  - Memory Walk Banners (logo both walks)

### Silver Sponsor (\$1,000)

- Web Presence
  - Association website (name)
- Memory Walk Presence
  - Verbal mention at both walks (Phoenix and Sun City West)
  - Table exhibitor space (at both walks)
  - Item in walker goodie bag
  - Complimentary Memory Walk T-shirts (up to 7 total between both walks)
- Visibility
  - Newsletter (name on newsletter to 15,000 recipients)
  - Memory Walk Banners (name both walks)

### Copper Sponsor (\$500)

- Memory Walk Presence
  - Table exhibitor space (at one walk)
  - Item in walker goodie bag
  - Complimentary Memory Walk T-shirts (up to 5 total between both walks)
- Visibility
  - Memory Walk Banners (name both walks)

### Turquoise Sponsor (\$250)

- Memory Walk Presence
  - Item in walker goodie bag
  - Complimentary Memory Walk T-shirts (up to 2 total between both walks)

## Additional Ways You Can Support Memory Walk

### Opportunities to Help Memory Walk Make an Even Bigger Impact in Our Community

- Put together a Corporate Team and receive your own Team web page for on-line registration and fundraising. It can be customized with your company logo, photos and text. It's easy and fun! Memory Walk Teams will receive fundraising training, invitation to Kick-off events and more.
- Host an **Alzheimer's Awareness Day** – spend part of a lunch hour or staff meeting learning about Alzheimer's disease (we can provide a speaker), then finish with a Memory Walk rally featuring on-line registration!
- Make Alzheimer's Association brochures available at retail outlets or in your workplace.
- Offer Memory Walk brochures at retail outlets or in your workplace.
- Feature Memory Walk on your web site.
- Feature Memory Walk on your internal newsletter, intranet, or paycheck stuffer.
- Promote Memory Walk in local advertising.
- Have your company invest in visors, sunglasses, or banners with your team name for company recognition at Memory Walk and for increased employee morale.
- Donate a percentage of your proceeds from a promotional event or offer to Memory Walk.
- Offer incentives or comp time to employees participating in Memory Walk.
- Schedule a **Memory Walk Registration Day** in your office. We can come in and help your employees register for the walk and start fundraising!

## 2010 Sponsorship Commitment Form

Yes! We will be a part of the **Memory Walk 2010** Team as a

### Chapter Sponsor

_____ Diamond Chapter Sponsor	\$ 25,000
_____ Ruby Chapter Sponsor	\$ 15,000
_____ Emerald Sponsor	\$ 10,000
_____ Sapphire Chapter Sponsor	\$ 5,000

### Community Sponsor

_____ Gold Sponsor	\$ 2,500
_____ Silver Sponsor	\$ 1,000
_____ Copper Sponsor	\$ 500
_____ Turquoise Sponsor	\$ 250

Sponsor commitments must be received by **August 2, 2010** to be featured in promotional materials.

Sponsors of the Phoenix Memory Walk must provide a copy of their Certificate of Liability Insurance to the Special Events Coordinator no later than **October 1, 2010**.

\_\_\_\_\_ I have enclosed a check for sponsorship, payable to Alzheimer's Association Desert Southwest Chapter.

\_\_\_\_\_ My company is also interested in organizing a TEAM to participate in Memory Walk. Please send me information and brochures.

\_\_\_\_\_ My company can't participate as a sponsor, but would like to make a contribution to the Alzheimer's Association Desert Southwest Chapter.

Company Name: \_\_\_\_\_

Contact Person & Title: \_\_\_\_\_

Address: \_\_\_\_\_

City/State/Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_ E-mail: \_\_\_\_\_

Responsible Party's Signature \_\_\_\_\_

Please return this completed form to:  
Kerry Fetherston, Special Events & Volunteer Coordinator  
Alzheimer's Association Desert Southwest Chapter  
1028 E. McDowell Road, Phoenix, Arizona 85006  
Phone: 602.528.0545 • Fax: 602.528.0546