

WALK TO END ALZHEIMER'S

alzheimer's  association®

TM

2011 Walk to End Alzheimer's

Bradenton, Fort Myers,

Lakeland, Naples,

Punta Gorda,

Saint Petersburg,

Sarasota, Sebring,

Spring Hill,

Sun City Center

and Tampa



Corporate Sponsorship Opportunities



alzheimer's  association®

florida gulf coast chapter

www.alz.org/FLGulfCoast

1-800-272-3900



Dear Community Leader,

In the United States, 1 in every 59 individuals has Alzheimer's disease. In the region served by the Alzheimer's Association – **Florida Gulf Coast Chapter, 1 in every 29** individuals has Alzheimer's disease. Nearly every business in our service region has employees who know someone with Alzheimer's disease. A great number of these businesses have employees who in some way provide care for a person living with Alzheimer's disease. With few exceptions, all have customers who are impacted by Alzheimer's disease.

The responsibility of caring for a person with Alzheimer's disease takes a tremendous toll on the caregiver and their workplace. Caregivers experience increased stress, financial burdens, compromised health and almost constant uncertainty. Workplaces experience the costs of tardiness, absenteeism, disruptions in the workday and increased turn-over.

The Alzheimer's Association provides support services and programs that lighten the burden experienced by Alzheimer's caregivers and reduce the financial cost Alzheimer's disease has on our community – including the costs to workplaces such as yours. In addition to providing Alzheimer's caregivers with day-to-day practical and emotional support, the Alzheimer's Association is the leading private contributor to Alzheimer's disease research.

We invite you to join us in these efforts by becoming a corporate sponsor of Walk to End Alzheimer's and letting your employees and patrons know you stand beside them in the battle against Alzheimer's disease. This fall the Florida Gulf Coast Chapter will host eleven exciting and powerful Walk to End Alzheimer's events.

Walk to End Alzheimer's sponsor packages include some exciting and innovative benefits for you as a sponsor. More details can be found on pages 4-7.

As you select the Walk to End Alzheimer's sponsor level which best meets your needs, feel free to contact me with any questions you may have. I can be reached at (800) 272-3900 or via e-mail at wilsonc@alzflgulf.org.

Sincerely,

Carley Alcorn, Director of Special Events
Alzheimer's Association – Florida Gulf Coast Chapter



ALZHEIMER'S ASSOCIATION FLORIDA GULF COAST CHAPTER Corporate Sponsorship Opportunities

What is Walk to End Alzheimer's?

Nationwide, Walk to End Alzheimer's is the Alzheimer's Association premier event. Seventy-four Alzheimer's Association Chapters located in communities across the nation will participate in Walk to End Alzheimer's. The combined goal is to raise more than \$45 million to help fight Alzheimer's disease and provide support and education services to Alzheimer families. Last year we raised over \$42 million nationwide, with over \$636,000 contributed right here for services in the Florida Gulf Coast Chapter's service region.

What are the goals of Walk to End Alzheimer's?

Through Walk to End Alzheimer's, the Florida Gulf Coast Chapter of the Alzheimer's Association plans to:

- Raise \$750,000 to support the Chapter's patient and family services, education programs and to fund, through our partnership with the national Alzheimer's Association, ongoing effort to find effective treatments, preventions and eventually a cure for Alzheimer's.
- Provide more than 6,500 walkers and volunteers with a fun-filled day of fitness, friendship, food, and entertainment while they take steps to help people living with Alzheimer's disease or memory related disorders.

Who is the audience?

A demographic profile of walkers reveals a college-educated group of people who are highly committed to their communities and to the mission of the Alzheimer's Association. Walk to End Alzheimer's will attract diversified populations from a broad area. Research indicates that walkers will travel up to 30 miles for the Walk. In 2010:

- 77% of walkers were female
- 67% of walkers were between the ages of 22-54
- 21% of walkers were over 55 years of age

Why should your company consider involvement in Walk to End Alzheimer's?

Alzheimer's disease is gaining visibility in the media and in the general public's awareness. Implications, should this disease remain incurable and unpreventable, are devastating. It is a cause worthy of your support. In addition, Walk to End Alzheimer's has grown – and will continue to grow – into a high-profile event with indisputable marketing value. Each Corporate Sponsor of **Walk to End Alzheimer's** will gain access to a prime target audience, receive significant recognition for their support, and can build their image as a corporation that is concerned about people living with Alzheimer's disease and their caregivers.

That is important, because...

- 79% of consumers would be likely to switch from one brand to another brand if the other brand is associated with a cause they care about.
- Consumer expectations and support of businesses that support causes is at an all time high. 38% of consumers bought products associated with a cause in 2008, compared to 20% in 1993.
- 85% of Americans have a more positive image of a company when it supports a cause they care about.

From Cone/Roper Survey on Cause-Related Marketing, Cone Communications, Boston

CHAPTER WIDE SPONSORSHIP OPPORTUNITIES

PREMIER SPONSOR -- \$10,000

Premier sponsorship offers the highest level of visibility available for all eleven Walks. As a Premier Sponsor of Walk to End Alzheimer's, your company will be associated with every aspect of the event's publicity, from your commitment date through the conclusion and follow-up of **all Walks!**

Premier Sponsorship provides your company with the following promotional advantages...

- Your company's logo will receive **lead placement** as a Premier Sponsor on **40,000** Walker Brochures, **4,000** Posters, **6,500** Walk T-shirts and placement on both the Walk to End Alzheimer's Walkers' website and on the Chapter's website with a hyperlink to your company's website.
- Sponsorship recognized in affiliated media advertisements as permitted.
- Lead logo placement on the central staging banner at all eleven Walks.
- The right to hang a company banner in a prominent location during all eleven Walks.
- Opportunity for Walk to End Alzheimer's corporate presentations for your company.
- Premier Sponsorship highlighted in Walk to End Alzheimer's mailings.
- **First choice of table space for the Trade Fairs** at all eleven Walks.
- **Acknowledgment as Premier Sponsor & plaque presentation** during all eleven Walks.



CHAPTER WIDE SPONSORSHIP OPPORTUNITIES

SIGNATURE SPONSOR - \$5,000

As a Signature Sponsor of Walk to End Alzheimer's, your company will be associated with every aspect of Walk publicity, from your commitment date through the conclusion of **all Walks!**

Signature Sponsorship provides your company with the following promotional advantages...

- Your company's logo will appear as a Signature Sponsor on **40,000** Walker Brochures, **4,000** Posters, **6,500** Walk T-shirts, and placement on both the Walk to End Alzheimer's Walkers' website and on the Chapter's website with a hyperlink to your company's website.
- Logo on the central staging banner at all eleven Walks.
- The right to hang a company banner at all Walks.
- **Table space for the Trade Fairs** at all eleven Walks.
- **Acknowledgment as a Signature Sponsor and plaque presentation** during all eleven Walks.



Best Corporate Sponsorship Opportunities

REGIONAL SPONSORSHIP OPPORTUNITIES

REGIONAL SPONSOR - \$2,500

Regional Sponsorship offers recognition on highly visible Walk to End Alzheimer's collateral materials. As a Regional Sponsor, your company will receive the following benefits at the Regional Walks of your choice - North Region Walks (Spring Hill, Saint Petersburg, Lakeland, Sebring, Sun City Center, Tampa) or South Region Walks (Bradenton, Fort Myers, Naples, Punta Gorda, Sarasota):

- Your company's logo will appear as a Walk to End Alzheimer's, Regional Sponsor on **20,000** Walker Brochures, **2,000** Posters, **3,000** Memory Walk T-shirts, and placement on both the Walk to End Alzheimer's Walkers' website and on the Chapter's website with a hyperlink to your website.
- Logo placement on Walk to End Alzheimer's staging banner at the Regional Walks of your choice.
- **Table space for the Trade Fairs** at your selected Regional Walks.
- **Acknowledgment as a Regional Sponsor and plaque presentation** during all of your selected Regional Walks.

COMMUNITY SPONSOR - \$1,000

Community Sponsorship offers name recognition on a variety of Walk to End Alzheimer's collateral materials. As a Community Sponsor, your company will receive the following benefits...

- Name listing on 3,000 Walk T-shirts.
- Name listing on all Walk banners at your selected Regional Walks.
- Trade Fair table at the Walk of your choice.
- Acknowledgment as a Community Sponsor during all of your selected Regional Walks.

TRADE FAIR - \$300

- A table space at the Walk to End Alzheimer's Trade Fair of your choice.

ROUTE SPONSOR- \$150 per sign

- Sponsor's message and/or image will appear on signage along the Walk to End Alzheimer's route of your choice.





Sponsorship Commitment Form

Company Name: _____

Address: _____ City: _____ State: _____ Zip: _____

Telephone: _____ E-mail: _____

Contact: _____ Title _____

Website: _____

SPONSORSHIP OPPORTUNITIES

Chapter Wide Sponsorship Opportunities

PREMIER SPONSOR - \$10,000 *Commitment Deadline - 6/1/11*

SIGNATURE SPONSOR - \$5,000 *Commitment Deadline - 6/1/11*

Regional Sponsorship Opportunities

REGIONAL SPONSOR- \$2,500 *Commitment Deadline - 6/1/11*

North Region - Spring Hill, Saint Petersburg, Lakeland, Sebring,
Sun City Center, Tampa

South Region - Bradenton, Fort Myers, Naples, Punta Gorda, Sarasota

COMMUNITY SPONSOR - \$1,000 *Commitment Deadline - 8/1/11*

North Region - Spring Hill, Saint Petersburg, Lakeland, Sebring,
Sun City Center, Tampa

South Region - Bradenton, Fort Myers, Naples, Punta Gorda, Sarasota

TRADE FAIR - \$300 per table *Commitment Deadline - 9/1/11*

Please indicate the number of tables you would like to reserve for the Walks listed below.

___ Spring Hill	___ Naples	___ Tampa	___ Bradenton
___ Fort Myers	___ Punta Gorda	___ Sarasota	___ Sebring
___ Saint Petersburg	___ Sun City Center	___ Lakeland	

ROUTE SPONSOR - \$150 per sign *Commitment Deadline - 9/1/11*

Please indicate the number of signs you would like to reserve for the Walks listed below.

___ Spring Hill	___ Naples	___ Tampa	___ Bradenton
___ Fort Myers	___ Punta Gorda	___ Sarasota	___ Sebring
___ Saint Petersburg	___ Sun City Center	___ Lakeland	

To be printed on the Walk Brochure & Poster, logo artwork and sponsorship commitments must be received by 6/1/11. The quality of your logo on printed materials is strongly dependent on the quality of logo artwork you provide for our use.

**Please make checks payable to: The Alzheimer's Association - Florida Gulf Coast Chapter
14010 Roosevelt Blvd., Suite 709 • Clearwater, FL 33762**

alzheimer's association™

The Alzheimer's Association – Florida Gulf Coast Chapter exists to eliminate Alzheimer's disease through the advancement of research; to provide and enhance care and support for all affected; and to reduce the risk of dementia through the promotion of brain health.

- A 24/7 Helpline (1-800-272-3900) for resources, referrals, support and information packets, individually compiled to meet the needs of each caller
- Respite Care Assistance Program offers eligible families temporary relief from the intensive responsibility of caring for their loved one at home
- Caregiver Days Out to provide a break to those caring for a loved one at home, as well as a chance to meet and socialize with other family caregivers
- The Medic Alert + Safe Return and Comfort Zone Programs to address issues related to wandering by people living with Alzheimer's or a related dementia
- Caregiver Training classes to help caregivers learn the best ways to care for their loved one, preserve their dignity and enhance their quality of life
- Over 100 support groups around the Florida Gulf Coast area, each facilitated by a Chapter-trained volunteer provide Alzheimer's caregivers with peer-based support
- One-on-one care consultations for individuals or families
- Memories in the Making™, a creative program to help those with Alzheimer's express themselves through art even as they lose their communication skills
- State-certified training programs for health care professionals
- Multi-Cultural Outreach to reach and provide services to minority populations that are disproportionately impacted by Alzheimer's disease
- Specialized training for law enforcement, businesses, schools and other groups to raise awareness of the disease and the appropriate methods to use when communicating with those affected by Alzheimer's
- Memory Mobile is a full-service mobile office targeting outreach and services to hard to reach rural and inner city communities

The Alzheimer's Association – Florida Gulf Coast Chapter is a member of the national Alzheimer's Association and is a 501(c)(3) charitable organization.

The Florida Gulf Coast Chapter has 8 offices and a mobile office serving the counties of Charlotte, Citrus, Collier, DeSoto, Glades, Hardee, Hernando, Hendry, Highlands, Hillsborough, Lee, Manatee, Pasco, Pinellas, Polk, Sarasota and Sumter.