



Dear Community Leader,

In the United States, 1 in every 58 individuals has Alzheimer's disease. In the region served by the Alzheimer's Association - Florida Gulf Coast Chapter, 1 in every 30 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 Memory Walk 2009 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 nine exciting and powerful Memory Walks.

Memory Walk 2009 sponsor packages include some exciting and innovative benefits for you as a sponsor. More details can be found on pages 4-7, but here are a few highlights from the Memory Walk 2009 sponsor packages:

- 2009 Corporate Membership with the Florida Gulf Coast Chapter INCLUDED!
- Display space at Memory Walk Trade Fairs!

As you select the Memory Walk 2009 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 Wilson, Development Associate
Alzheimer's Association - Florida Gulf Coast Chapter



What is Memory Walk?

Nationwide, Memory Walk is the Alzheimer's Association premier event. Seventy-eight Alzheimer's Association Chapters located in communities across the nation will participate in Memory Walk. The combined goal is to raise more than \$38 million to help fight Alzheimer's disease and provide support and education services to Alzheimer families. Last year we raised over \$35 million nationwide, with over \$335,000 contributed right here for services in the Florida Gulf Coast Chapter's service region.

What are the goals of Memory Walk?

Through Memory Walk 2009, the Florida Gulf Coast Chapter of the Alzheimer's Association plans to:

- Raise \$410,000 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 4,500 or more 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. Memory Walk will attract diversified populations from a broad area. Research indicates that walkers will travel up to 30 miles for the Walk. In 2008:

- 69% of walkers were female
- 60% of walkers were between the ages of 22-54
- 20% of walkers were over 55 years of age

Why should your company consider involvement in Memory Walk?

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, Memory Walk has grown - and will continue to grow - into a high-profile event with indisputable marketing value. Each Corporate Sponsor of Memory Walk 2009 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



The Alzheimer's Association - Florida Gulf Coast Chapter exists to provide a support system for those affected by Alzheimer's disease or related disorders through patient & family services, education, advocacy and research.

- 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 Safe Return Program is the only nationwide program designed to expedite locating and safely returning Wanderers to their caregivers
- 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 105 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 10 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.

alzheimer's association®
florida gulf coast chapter

SUPPORT THE MOVE TO END ALZHEIMER'S

Corporate Sponsorship Opportunities

2009 Memory Walks
Fort Myers, Lakeland, Naples, Port Charlotte, Saint Petersburg, Sarasota, Weeki Wachee, Sun City Center and Tampa

alzheimer's association
memory walk '09®
Taking steps to end Alzheimer's
Nationally presented by Genworth Financial

alzheimer's association
florida gulf coast chapter

www.alz-tbc.org

Alzheimer's Association Florida Gulf Coast Memory Walk Sponsorship Opportunities

TITLE SPONSOR -- \$10,000

Title sponsorship offers the highest level of visibility available for all nine Memory Walks 2009. As a Title Sponsor of Memory Walk, 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! Sponsorship recognition will occur in association with all nine Memory Walks.

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

- Your company's logo will receive lead placement as a Memory Walk Title Sponsor on 30,000 Walker Brochures, 3,000 Posters, 3,500 Memory Walk T-shirts, on the Memory Walk Walkers' website and on the Chapter's website with a hyperlink to your website.
- Sponsorship recognized in affiliated media advertisements as permitted.
- Lead logo placement on the central staging Memory Walk banner at all nine Memory Walks.
- The right to hang a company banner in a prominent location during all nine Memory Walks.
- 2009 Gold Level Corporate Membership** with listing on the Chapter's web site as a Corporate Member including your logo, a hyper-link to your web site, your phone number and a 2009 Gold Corporate Member plaque.
- Title Sponsorship highlighted in Memory Walk mailings.
- First choice of table space for the Trade Fairs** at all nine Memory Walks.
- Acknowledgment as Title Sponsor & plaque presentation** during all nine Walks and, if you desire, during a function held by your company.

MARATHON SPONSOR - \$7,500

As a Marathon Sponsor of Memory Walk 2009, your company will be associated with every aspect of Walk publicity, from your commitment date through the conclusion of all Walks!

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

- Your company's logo will receive lead placement as a Memory Walk Marathon Sponsor on 30,000 Walker Brochures, 3,000 Posters, 3,500 Memory Walk T-shirts, on the Memory Walk Walker's website and on the Chapter's website with a hyperlink to your website.
- Sponsorship recognized in affiliated media advertisements as permitted.
- Logo on the central staging Memory Walk banner at all nine Memory Walks.
- The right to hang a company banner at all nine Memory Walks.
- 2009 Silver Level Corporate Membership** with listing on the Chapter's web site as a Corporate Member including your logo, a hyper-link to your web site, your phone number, and a 2009 Silver Corporate Member plaque.
- Table for the Trade Fairs** at all nine Memory Walks.
- Acknowledgment as Marathon Sponsor & plaque presentation** at all nine Memory Walks.

CROSS COUNTRY SPONSOR - \$5,000

As a Cross Country Sponsor of Memory Walk 2009, your company will be associated with every aspect of Walk publicity, from your commitment date through the conclusion of all Walks! Cross Country Sponsorship provides your company with the following promotional advantages...

- Your company's logo as a Memory Walk Cross Country Sponsor on 30,000 Walker Brochures, 3,000 Posters, 3,500 Memory Walk T-shirts, on the Memory Walk Walkers' website and on the Chapter's website with a hyperlink to your website.
- Logo on the central staging Memory Walk banner at all nine Walks.
- The right to hang a company banner at all Walks.
- 2009 Bronze Level Corporate Membership** with the Chapter including Corporate Member listing on the Chapter's website with your phone number, and a 2009 Bronze Corporate Member plaque.
- Table space for the Trade Fairs at all nine Memory Walks.**
- Acknowledgment as a Cross Country Sponsor and plaque presentation** during all nine Memory Walks.



DECATHLON SPONSOR - \$2,500

Decathlon Sponsorships offers recognition on highly visible Memory Walk collateral materials. As a Decathlon Sponsor your company will receive the following benefits...

- Your company's logo will appear as a Memory Walk Decathlon Sponsor on 30,000 Walker Brochures, 3,000 Posters, 3,500 Memory Walk T-shirts, on the Memory Walk Walkers' website and on the Chapter's website with a hyperlink to your website.
- Logo placement on Memory Walk staging banner at all nine Walks.
- 2009 Bronze Level Corporate Membership** with the Chapter including Corporate Member listing on the Chapter's website with your phone number, and a 2009 Bronze Corporate Member plaque.
- Table space for the Trade Fairs** at four Memory Walks.
- Acknowledgment as a Decathlon Sponsor and plaque presentation** during all nine Memory Walks.

TRIATHLON SPONSOR - \$1,000

Triathlon Sponsorship offers name recognition on a variety of Memory Walk collateral materials. As a Triathlon Sponsor your company will receive the following benefits...

- Name listing on 3,500 Memory Walk T-shirts.
- Name listing on all nine Memory Walk banners.
- Trade Fair table at the Memory Walk of your choice.
- Acknowledgment as a Triathlon Sponsor during all Walks.

TRADE FAIR - \$500

- A table space at the Memory Walk Trade Fair of your choice.

PACESETTER SPONSOR- \$150 per sign

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



Sponsorship Commitment Form

Company Name: _____

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

Telephone: _____ E-mail: _____

Contact: _____ Title _____

Website: _____

SPONSORSHIP OPPORTUNITIES

- TITLE SPONSOR** - \$10,000 *Commitment Deadline - 6/14/09*
- MARATHON SPONSOR** - \$7,500 *Commitment Deadline - 6/14/09*
- CROSS COUNTRY SPONSOR** - \$5,000 *Commitment Deadline - 6/14/09*
- DECATHLON SPONSOR**- \$2,500 *Commitment Deadline - 6/14/09*
- TRIATHLON SPONSOR** - \$1,000 *Commitment Deadline - 8/21/09*
- TRADE FAIR** - \$500 per table *Commitment Deadline - 8/31/09*

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

___ Weeki Wachee	___ Naples	___ Tampa
___ Fort Myers	___ Port Charlotte	___ Sarasota
___ Saint Petersburg	___ Lakeland	___ Sun City Center

- PACESETTER SPONSOR** - \$150 per sign *Commitment Deadline - 8/31/09*

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

___ Weeki Wachee	___ Naples	___ Tampa
___ Fort Myers	___ Port Charlotte	___ Sarasota
___ Saint Petersburg	___ Lakeland	___ Sun City Center

To be printed on the Walk Brochure & Poster, logo artwork and sponsorship commitments must be received by 6/14/09. 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
9365 US Hwy 19 N, Suite B, Pinellas Park, FL 33782