

**Meeting of the Minds Week is the premier Virtual Dementia Conference in the Hudson Valley...and beyond.**

This week-long virtual conference welcomes professionals, caregivers, family, friends and those with early-stage dementia. It features keynote speakers and breakout sessions. As a sponsor, you have the opportunity to showcase your services through speaking opportunities and advertising in our Digital Conference Program sent to all attendees and available online before, during and following the Conference.

*Sponsorship Opportunities*

**PRESENTING** \$10,000 | One Available

Exclusive recognition as presenting sponsor  
("Meeting of the Minds presented by ...")

- ✓ **Opportunity to speak** at Opening Session (day one) **AND** Closing Session (last day). *Please limit speeches to 3 minutes per session*
- ✓ **Acknowledgment from emcee** each day of Conference
- ✓ **Logo placement on:**
  - Front Cover of Digital Program (exclusive);
  - Every slide of each presentation (exclusive);
  - All Promotional material;
  - Conference webpage (with link to company webpage);
  - Sponsorship Acknowledgment Page  
(displayed before each speaker / session and within Digital Program);
- ✓ Inclusion in local media (where possible)
- ✓ Dedicated press release announcing sponsorship
- ✓ Full-Page ad in Digital Program
- ✓ Recognition on Facebook, Twitter, Instagram and LinkedIn

**GOLD** \$5,000 | Two Available

- ✓ **Opportunity to speak** during welcome on Day 2 **OR** Day 3 of Conference. *Please limit speeches to 3 minutes (first come, first serve)*
- ✓ **Acknowledgment from emcee** each day of Conference
- ✓ **Logo placement on:**
  - Select Promotional material;
  - Conference webpage;
  - Sponsorship Acknowledgment Page  
(displayed before each speaker / session and within Digital Program);
- ✓ Inclusion in local media (where possible)
- ✓ Half-Page ad in Digital Program
- ✓ Recognition on Facebook and Instagram

**BREAKOUT** \$2,000 | Five Available

- ✓ **Opportunity to speak and introduce** one workshop presenter  
*Please limit speeches to 3 minutes (first come, first serve)*
- ✓ **Logo placement on:**
  - Conference webpage;
  - Sponsorship Acknowledgment Page  
(displayed before each speaker / session and within Digital Program);
- ✓ Quarter-Page ad in Digital Program
- ✓ Recognition on Facebook

*Sponsor Commitment Form*

Alzheimer's Association – Hudson Valley Chapter  
2900 Westchester Ave., Suite 306 Purchase, NY 10577-2551  
Phone: 914.252.6871 | Email: [lmkaurich@alz.org](mailto:lmkaurich@alz.org)

Organization Name (as to be displayed)

Sponsor Contact (name & title)

Address

City State Zip

Phone Fax

Email

**Commitment** (select one):

**Event Sponsor**

- Presenting \$10,000
- Gold \$5,000
- Breakout \$2,000

**Ad in Digital Program**

- Full-Page \$1,000
- Half-Page \$750
- Quarter-Page \$500

**Payment:**

- Check Enclosed (make payable to Alzheimer's Association)
- Please Invoice
- Charge my Credit Card full commitment (complete below)

Name (as it appears on card)

Card Number Security Code Exp. Date

Billing Address (if different from above)

City State Zip

Signature Date

**Guidelines and Deadlines**

Submit Ads and Logos to Lisa Kaurich ([lmkaurich@alz.org](mailto:lmkaurich@alz.org))

**Deadline:** Ads and logos must be received by June 1, 2020

**Ad Format:** Color, High Res. JPEG or PDF

**Ad Dimensions** (height x width):

**Full-Page** 8.5x11 **Half-Page** 5x7 **Quarter-Page** 5x3.5

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