

ALZHEIMER'S  ASSOCIATION®



for **Dementia Care Professionals**

*Formerly A Map Through the Maze and the  
CT Dementia Education Conference*

**May 2<sup>nd</sup>, 2024**

**SPONSORSHIP OPPORTUNITIES**



for **Dementia Care Professionals**  
Formerly *A Map Through the Maze* and  
the *CT Dementia Education Conference*

The **Alzheimer's Association**<sup>®</sup> is the leading voluntary health organization in Alzheimer's care, support and research.

**Our Vision:** A world without Alzheimer's and all other dementia<sup>®</sup>.

**Our Mission:** The Alzheimer's Association leads the way to end Alzheimer's and all other dementia — by accelerating global research, driving risk reduction and early detection, and maximizing quality care and support.



### **CARE AND SUPPORT**

We work on a national and local level to provide care and support for all those affected by Alzheimer's and all other dementia.



### **RESEARCH**

As the largest nonprofit funder of Alzheimer's research, the Association currently has over \$310 million invested in over 90 active research studies that are working toward methods of treatment, prevention - and ultimately, a cure.



### **ADVOCACY**

The Association is the leading voice for Alzheimer's disease advocacy, fighting for critical Alzheimer's research and care initiatives at the state and federal level.



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# 11.3 MILLION

family and other unpaid caregivers of people with Alzheimer's or other dementias provided an estimated 16 billion hours of unpaid help

Black caregivers are more likely to provide more than

## 40 HOURS

of care per week and are more likely to care for someone with dementia

 **ALZHEIMER'S  
ASSOCIATION**



[alz.org/facts](https://alz.org/facts)



24/7 Helpline  
800.272.3900

Approximately **two-thirds** of dementia caregivers are **women**

About **30%** of caregivers are age **65 or older**

**Over 60%** of caregivers are married, living with a partner or in a long-term relationship

**Over half** of caregivers are providing assistance to a **parent or in-law** with dementia

Approximately **10%** of caregivers provide help to a **spouse** with Alzheimer's disease or another dementia

# 6 in 10

caregivers of people with Alzheimer's or another dementia were employed or had been employed in the prior year while providing care

Fatigue and burnout among dementia caregivers and their lack of access to services and supports for themselves and for the people for whom they provide care are common themes in research on the wide-ranging effects **of the COVID-19 PANDEMIC.**



for **Dementia Care Professionals**

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*The New England Conference for Dementia Care Professionals teaches best practices and provides updates on the most cutting-edge research related to Alzheimer's and dementia. The conference emphasizes practical and concrete recommendations that professionals can take back to any care setting. This is a wonderful opportunity for your staff to attend to receive training and for your company to showcase open job opportunities for potential recruitment.*

**Networking** with presenters and over 200 care professionals through Conference-specific Facebook group

**Virtual Exhibitor Hall** for more information from our sponsors during breaks

**Digital Program Book** for ad space distributed to all attendees

**New England-wide collaboration and connections** with CT, MA, ME, NH, RI and VT professionals attracted throughout the region

## WHAT ATTENDEES ARE SAYING

"Very informative, valuable information, excellent speakers."

"I like the virtual because there is no traveling and it was cost-effective. All of the Zoom meetings were amazing."

"Excellent presentations, filled with extensive medical research."

"This was very informative, and I look forward to sharing some ideas with family caregivers."

"Some of the best presentations I have seen in a while! Thank you!"

"Phenomenal and relevant presentations! It was great and so informative!!!"

# SPONSORSHIP OPPORTUNITIES

## PRESENTING SPONSOR

**\$7,500**

- (8) Complimentary Registrations

### Marketing

*Company logo featured prominently on Conference marketing materials:*

- All Conference e-blasts (Distribution: 17,000)
- Invitation postcard (Distribution: 21,000/January)
- Conference website

### Virtual Event Program

- Verbal recognition during opening and closing remarks
- Prominent logo feature in sponsor slideshow
- Opportunity to give 90-second pre-recorded presentation prior to the Keynote or closing remarks
- CEO or Executive 45-second promotional video commercials to play during waiting room and breaks
- Full-page (8.5x11") color ad in digital Event Program Book
- Full Exhibitor Profile on Conference website
- Opportunity to host (2) 30-minute "office hours" sessions for networking with attendees

### Social Media

- (1) social media post on ALZ Chapter channels, (7) "Sponsor Highlight" posts in ALZ Chapter Conference Facebook Group
- Promotional video also posted to Facebook group & emailed to attendees post-event

## PLATINUM SPONSOR

**\$5,000**

- (6) Complimentary Registrations

### Marketing

*Company logo featured on Conference marketing materials:*

- (5) Conference e-blasts (Distribution: 17,000)
- Conference website

### Virtual Event Program

- Verbal recognition during opening and closing remarks
- Prominent logo feature in sponsor slideshow
- CEO or Executive 45-second promotional video to play during waiting room and breaks
- Full-page (8.5x11") color ad in digital Event Program Book
- Full Exhibitor Profile on Conference website
- Opportunity to host (2) 30-minute "office hours" sessions for networking with attendees

### Social Media

- (1) social media post on ALZ Chapter channels, (5) "Sponsor Highlight" posts in ALZ Chapter Conference Facebook Group
- Promotional video also posted to Facebook group & emailed to attendees post-event

# SPONSORSHIP OPPORTUNITIES

## GOLD SPONSOR

**\$3,000**

- (4) Complimentary Registrations

### Marketing

*Company listing featured on Conference marketing materials:*

- (2) Conference e-blasts (Distribution: 17,000)
- Conference website

### Virtual Event Program

- Verbal recognition during opening and closing remarks
- Company logo in sponsor slideshow
- CEO or Executive 30-second promotional video to be played to play during waiting room and breaks
- Half-page (8.5x5.5") color ad in digital Event Program Book
- Full Exhibitor Profile on Conference website

### Social Media

- Inclusion in (3) "Sponsor Highlight" posts in ALZ Chapter Conference Facebook Group
- Promotional video also posted to Facebook group & emailed to attendees post-event

## SILVER SPONSOR

**\$1,500**

- (2) Complimentary Registrations

### Marketing

*Company listing featured on Conference marketing materials:*

- (1) Conference e-blast (Distribution: 17,000)
- Conference website

### Virtual Event Program

- Company listing featured in sponsor slides
- Half-page (8.5x5.5") color ad in digital Event Program Book
- Full Exhibitor Profile on Conference website

### Social Media

- Inclusion in (1) "Sponsor Highlight" in ALZ Chapter Conference Facebook Group

## BRONZE SPONSOR

**\$750**

### Marketing

*Company listing featured on:*

- Conference Website

### Virtual Event Program

- Company listing featured in sponsor slides
- Quarter-page (4.25"x5.5") color ad in digital Event Program Book
- Limited Exhibitor profile on Conference website

### Social Media

- Inclusion in Bronze Sponsor group post in ALZ Chapter Conference Facebook Group

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**[alz.org](https://www.alz.org) | 24/7 Helpline 800.272.3900**