



2020 SPONSORSHIP OPPORTUNITIES

16,000 walkers and donors
45+ million media impressions
\$2 million raised for
1 fight against Alzheimer's

**THE ALZHEIMER'S ASSOCIATION
WALK TO END ALZHEIMER'S® IS
THE WORLD'S LARGEST EVENT
TO RAISE AWARENESS AND
FUNDS FOR ALZHEIMER'S CARE,
SUPPORT AND RESEARCH.**

This inspiring event calls on participants of all ages and abilities to reclaim the future for millions. Together, families, friends, coworkers and community members raise vital funds in the fight against the nation's sixth-leading cause of death.

In 2019, 16,000 walkers and donors raised over \$2 million in our region.

**2020 CALENDAR OF EVENTS
TO BE ANNOUNCED**



THE SPONSORSHIP EXPERIENCE

We are committed to building meaningful partnerships that bring your commitment in the fight against Alzheimer's to life.

Your experience will include opportunities to:

Invest in mission of a globally recognized charity

Showcase your generosity & achieve business goals

Increase brand visibility & awareness in community

Interact with thousands via experiential activations

Tap new audiences & engage key markets

Provide compelling employee engagement

PHILANTHROPY IS GOOD FOR BUSINESS!

93% of consumers have a positive image of a company when giving to a charity.

90% of consumers are loyal to companies who support social issues.

8 in 10 consumers consider CSR when deciding where to shop, on product recommendations & which companies they want in their communities.

2015 Cone Communications
Ebiquity Global CSR Study



TITLE SPONSORSHIP OPPORTUNITIES

For the company looking for visibility all season long

PREMIERE: \$40,000 (7 WALKS)

- Recognition in marketing materials, print, digital
- Top logo placement on websites, brochures, t-shirts, signage
- 2 email blasts with prime recognition to 2018-2020 walkers including 1 feature
- Sponsor Spotlight on Walk websites
- Ability to activate as Official Premiere Sponsor
- Exhibit table
- Company Walk Kick Off
- Feature in digital Walk Day Guide
- On-stage mention
- CEO participation in ceremony
- 5 social media mentions
- Promo item in Team Captain Packets (1,200)*
- Walk Day video message at Washington, DC Walk*
- 20 t-shirts
- Invitation to Wall of Hope Reception with recognition and commemorative plaque
- Dedicated staff relationship manager
- Categorical exclusivity

VISIONARY: \$30,000 (5 WALKS)

- Top logo placement on websites, brochures, t-shirts, signage
- Included in 2 email blasts to 2018-2020 walkers including 1 feature
- Ability to activate as Official Visionary Sponsor
- Exhibit table
- Company Walk Kick Off
- Feature in digital Walk Day Guide
- On-stage mention
- CEO participation in ceremony
- 4 social media mentions
- 15 t-shirts
- Invitation to Wall of Hope Reception with recognition and commemorative plaque
- Dedicated staff relationship manager
- Categorical exclusivity

CATALYST: \$25,000 (2 WALKS)

- Logo on websites, brochures, t-shirts, signage
- Included in email blast to 2019-2020 walkers
- Exhibit table
- Company Walk Kick Off
- Recognition in digital Walk Day Guide
- On-stage mention
- CEO participation in ceremony
- 3 social media mentions
- 10 t-shirts
- Invitation to Wall of Hope Reception with recognition and commemorative plaque
- Staff relationship manager



TITLE SPONSORSHIP OPPORTUNITIES

For the company looking for visibility all season long

HOPE: \$10,000 (2 WALKS)

- Logo on websites, t-shirts, brochure, signage
- Included in 1 email blast to 2020 walkers
- Exhibit table
- Company Walk Kick Off
- Recognition in digital Walk Day Guide
- On-stage mention
- 2 social media mentions
- 7 t-shirts
- Invitation to Wall of Hope Reception & commemorative plaque
- Staff relationship manager

COURAGE: \$5,000

- Logo on website, t-shirt, brochure, signage
- Exhibit table
- Company Walk Kick Off
- Recognition in digital Walk Day Guide
- 1 social media mention
- 5 t-shirts
- Invitation to Wall of Hope Reception & commemorative plaque
- Staff relationship manager

STRENGTH: \$3,000

- Logo on website, t-shirt, signage
- Exhibit table
- Company Walk Kick Off
- 2 t-shirts

FRIEND: \$1,000

- Listing on website, t-shirt
- Exhibit table

Important Sponsorship Details:

- Friend level and shared exhibit space not available for Walk to End Alzheimer's - Washington, DC
- Deadlines apply for all benefits
- All benefits subject to staff, jurisdiction & venue approval
- Shared exhibit space available: \$500
- *Promo items and video provided by sponsor



MARKETING OPPORTUNITIES

For the company looking for targeted visibility and connection to the Walk day experience

FINISH LINE BRIGADE: \$1,500

Finishing the Walk for is an experience filled with joy & meaning. Your company can be connected with this special moment. Benefits include:

- Recognition in select messaging
- Signage with your logo or listing
- Opportunity to provide giveaways*

PROMISE GARDEN: \$3,000-\$5,000

A hands-on, mission focused experience on Walk Day, the Promise Garden allows participants to select flowers representing their promise to remember, honor, care and fight for those living with Alzheimer's and their caregivers. This sponsorship allows your company to connect with our participants in this very special tradition. Benefits include:

- Logo on Walk website
- Recognition in select messaging
- Signage with your logo or listing
- Recognition in digital Walk Day Guide
- Employee volunteer opportunity

VOLUNTEER: \$5,000-\$10,000

Volunteers are vital to the success of the Walk to End Alzheimer's. Nearly 1,000 volunteers assist during Walk Day. Support these incredible community leaders who donate their time in the fight against Alzheimer's. Benefits include:

- Logo on Walk website
- Logo on 1,000 volunteer shirts
- Exhibit space at 2 Walks

Upgrade your sponsorship to \$10,000 and receive increased visibility:

- Logo placement on 7 Walk volunteer information webpages
- Logo placement on volunteer sign up webpage
- Signage with logo or listing on Walk Day at 7 Walks.

PHOTO BOOTH: \$5,000

Walkers will take their picture in this fun and interactive photo booth and receive a branded picture to take home. This opportunity will go quickly and is a popular attraction! Benefits include:

- Logo on photo
- Signage with your logo
- Logo on Walk website
- Exhibit space
- Recognition in digital Walk Day Guide
- Deadlines apply



BENEFIT SUMMARY	PREMIERE \$40,000	VISIONARY \$30,000	CATALYST \$25,000	HOPE \$10,000	COURAGE \$5,000	STRENGTH \$3,000	FRIEND \$1,000	VOLUNTEER \$5,000- \$10,000	PROMISE GARDEN \$3,000- 5,000	PHOTO BOOTH \$5,000	FINISH LINE \$1,500
Walk Visibility	7 Walks	5 Walks	2 Walks	2 Walks	1 Walk	1 Walk	1 Walk	2-7 Walks	1 Walk	1 Walk	1 Walk
Recognition on website	logo	logo	logo	logo	logo	logo	listing	logo	logo	logo	
Recognition on 2019 T-Shirt	logo	logo	logo	logo	logo	logo	listing	logo volunteer shirt			
Recognition on signage	logo	logo	logo	logo	logo	logo		varies	logo	logo	logo
Recognition on brochures	logo	logo	logo	logo	logo						
Exhibit Table	x	x	x	x	x	x	x	x		x	
2019 T-Shirts	20	15	10	7	5	2					
Company Walk Team Kick Off	x	x	x	x	x	x					
Listing in Walk Day Guide	feature	feature	listing	listing	listing				listing	listing	
Social Media Mention	5	4	3	2	1						
Wall of Hope Invitation & Plaque	x	x	x	x	x						
Staff Relationship Manager	x	x	x	x	x						
On Stage Mention	x	x	x	x							
Email Blast	(2) '18-'20 walkers	(2) '18-'20 walkers	(1) '19-'20 walkers	(1) '20 walkers							
CEO Participation in ceremony	x	x	x								
Categorical Exclusivity	x	x									
Giveaways	x									logo: photo giveaway	x
Walk Day Video Message (DC)	x										
Sponsor Spotlight on website	x										
Recognition in select messaging	x							varies	x	x	x
Volunteer webpages recognition								varies			
Employee engagement opportunity	x							x	x	x	x
Inclusion in local media opportunities & press releases	x										

Custom packages available. Contact us today!

YOU'RE IN GOOD COMPANY!

Sponsor and Company Team Highlights

300Brand	Edward Jones	NetApp
Altimate Electric	EldenStreet Financial	Novant Health
AARP	Encompass Health	Optum
Akin Gump Strauss Hauer & Feld LLP	Erickson Senior Living	Perkins Eastman
Arden Courts	Enterprise Holdings	Poet's Walk Memory Care
Atlas Services	Envoy	Potomac Place Assisted Living
Always Best Care	Ernst & Young	Prince George's Community College
American Seniors Housing Association	Evergreen Health and Rehabilitation	Peak Roofing Contractors
Asbury Methodist Village	Evermay Wealth Management	Perkins Eastman
Ashby Ponds	FirstLight Home Care	Pioneering Evolution
Ameriprise Financial	FVC Bank	Powers Pyles Sutter & Verville
AT&T	General Dynamics	Praxis Engineering
AVSI	Grainger	RBC Wealth Management
Baker Donelson	Grand Oaks	Restore Health
Bank of Clarke County	Great Falls Assisted Living	Reston Hospital Center
Bayada Home Health Care	Greenspring	Riderwood
Berean Employment Screening Solutions	HeartFields at Bowie	Rotary Club
Booz Allen Hamilton	HCR ManorCare	Sagepoint Senior Living Services
Boston Properties	Hogan Lovells	Sandy Spring Bank
Brandywine Living	Home Instead Senior Care	SBSB Wealth Management
Brightview Great Falls	Host Hotels & Resorts	Seyfarth Shaw LLP
BrightStar Care	Insight Memory Care Center	Sibley Memorial Hospital
Brooke Grove Retirement Village	Insight Imaging	Sigma Kappa
Burke and Herbert Bank	Integrated Neurology Services	SMECO
Canteen	Jones Lang Lasalle	St. Mary's Nursing & Rehabilitation
Calvert County Nursing Center	Jewish Social Services Agency	Sunrise Senior Living
CareFirst BlueCross BlueShield	Kaiser Permanente	Spring Village at Wildewood
Capital City Nurses	Kangen Water Distributors	Tall Oaks Assisted Living
CapTech Consulting	Kensington	TerpSys
The Charleston	Legacy Healthcare Services	Thermo Fisher
Constellation Energy Nuclear Group	LegalShield of the Northern Shenandoah Valley	Tribute Senior Living
CBRE	LifeSprings Eldercare	The Sylvestery
Cedar Creek Associates	Linked Senior	TJX Companies
Deloitte	Meadows Farms Nurseries	UBS
The Collington	MedStar Washington Hospital Center	UMD Charles Regional Medical Center
Distinctive Home Care	MNCPPC	Valley Health System
Dulles Chamber of Commerce	My Plumber Heating & Cooling	The Village at Orchard Ridge
Dulles Health & Rehabilitation	My Potential at Home	Waldorf Toyota
	Network of Care	Waltonwood Senior Living
	National Council on Aging	Weichert, Realtors
		Wells Fargo



ALZHEIMER'S DISEASE IS A GLOBAL CRISIS WITH SIGNIFICANT LOCAL IMPACT.

Currently more than 5 million Americans are living with Alzheimer's and over 15 million individuals are serving as their unpaid caregivers. Right here in the National Capital Area, 249,000 people live with Alzheimer's along with their 777,000 caregivers. Thousands of families in our backyard are facing this progressive disease, which is devastating our families, our finances and our future.

As the leading voluntary health organization in Alzheimer's care, support and research, the Alzheimer's Association® addresses this global crisis by providing education and support to those who face dementia every day, while advancing critical research toward methods of treatment, prevention and ultimately a cure.

JOIN US AS A LEADER IN THE FIGHT AGAINST ALZHEIMER'S.





THANK YOU!

To discuss opportunities, customize your package or sponsor today, contact:

Stefanie McHugh
Director, Walk to End Alzheimer's
smchugh@alz.org
703-766-9009
Washington, DC Walk

Sonya Amartei
Constituent Events Manager
samartei@alz.org
703-766-9025
Northern Virginia, Virginia Tri-Counties,
N. Shenandoah Valley Walks

Molly Redican
Constituent Events Manager
mmredican@alz.org
703-766-9009
Prince George's County, Charles County,
Southern Maryland Walks

Rebecca Caldwell
Vice President of Development
recaldwell@alz.org
703-766-9004
Chapter & Multi-Walk Partnerships



2020 SPONSORSHIP COMMITMENT FORM

Thank you! Please return form to your walk manager or send via mail to
Alzheimer's Association Attn: Walk to End Alzheimer's 8180 Greensboro Dr. Suite 400 McLean, VA 22102

Company (as to be recognized): _____ Date: _____

Contact Name: _____ Contact Phone: _____

Contact Email: _____ Company Website: _____

Company Social Handles (Facebook/Twitter/Instagram): _____

Accounts Payable Contact Information: _____

Total Commitment: \$ _____ Authorization Name (print) _____

Authorized Signature: _____ Title: _____

WALK INVOLVEMENT

- ☐ Yes! Register my company as a Company Team!
- ☐ Yes! We are interested in scheduling a kickoff for our employees!
- ☐ Yes! An employee is interested in joining the Walk Committee!
- ☐ Yes! We are interested in employee volunteer opportunities!
- ☐ Yes! We are interested in using our exhibit table!

COMMITMENT LEVEL

- | | |
|--|--|
| <input type="checkbox"/> Premiere: \$40,000 (7 Walks) | <input type="checkbox"/> Friend: \$1,000 |
| <input type="checkbox"/> Visionary: \$30,000 (5 Walks) | <input type="checkbox"/> Shared Exhibit Space: \$500 |
| <input type="checkbox"/> Catalyst: \$25,000 (2 Walks) | <input type="checkbox"/> Promise Garden: \$3,000-\$5,000 |
| <input type="checkbox"/> Hope: \$10,000 (2 Walks) | <input type="checkbox"/> Volunteers: \$5,000-\$10,000 |
| <input type="checkbox"/> Courage: \$5,000 | <input type="checkbox"/> Photo Booth: \$5,000 |
| <input type="checkbox"/> Strength: \$3,000 | <input type="checkbox"/> Finish Line Brigade: \$1,500 |
| | <input type="checkbox"/> Tent: \$375 (Reston only) |

WALK LOCATION(S)

- ☐ Washington, DC
- ☐ Southern Maryland (Solomons)
- ☐ Charles County (La Plata)
- ☐ Prince George's County (National Harbor)
- ☐ Northern Virginia (Reston)
- ☐ Virginia Tri-Counties (Manassas)
- ☐ N. Shenandoah Valley (Winchester)

PAYMENT INFORMATION

- ☐ Check enclosed (payable to Alzheimer's Association)
- ☐ Please send invoice (payment due June 15, 2020)
- ☐ Pay by credit card
- Card number: _____
- Expiration: _____ Security Code: _____
- Authorization Signature: _____