2022 SPONSORSHIP OPPORTUNITIES

16,000 walkers and donors
45+ million media impressions
$2 million raised for
1 fight against Alzheimer's
# TITLE SPONSORSHIP OPPORTUNITIES
For the company looking for visibility all season long

<table>
<thead>
<tr>
<th>Presenting: $40,000 (7 Walks)</th>
<th>Visionary: $25,000 (5 Walks)</th>
<th>Catalyst: $15,000 (3 Walks)</th>
</tr>
</thead>
</table>
| - Naming ability for primary Walk  
  - Walk presented by X  
  - Recognition in marketing materials, print, digital & t-shirts  
  - 2 email blasts with prime recognition  
  - Sponsor Spotlight on Walk websites  
  - Ability to activate as Official Presenting Sponsor  
  - Recognition at Walk Pep Rally & post-Walk Celebration Party  
  - Company Walk Kick Off  
  - Feature in digital Walk Day Guide  
  - Mention during Walk Opening Ceremony  
  - Exhibit Table at all 7 walks  
  - CEO participation in ceremony  
  - 5+ Social media mentions  
  - Feature in 2 digital e-news letters  
  - Walk Day video message shared on social media  
  - 20 t-shirts  
  - Dedicated staff relationship manager  
  - Categorical exclusivity | - Top logo placement on websites & T-shirts*  
- 2 email blasts  
- Ability to activate as Official Visionary Sponsor  
- Recognition at Walk Pep Rally & post-Walk Celebration Party  
- Company Walk Kick Off  
- Feature in digital Walk Day Guide  
- Mention during Walk Opening Ceremony  
- CEO participation in ceremony  
- 4 social media mentions  
- Feature in 2 digital e-news letters  
- 15 T-shirts  
- Exhibit Table at 5 Walks  
- Dedicated staff relationship manager  
- Categorical exclusivity  | - Logo on websites & t-shirts*  
- Included in 1 email blast  
- Recognition at Walk Pep rally & post-Walk Celebration party  
- Company Walk Kick Off  
- Recognition in digital Walk Day Guide  
- Mention during Walk opening Ceremony  
- CEO participation in ceremony  
- 3 social media mentions  
- Feature in 2 Chapter E-News digital newsletters  
- 10 shirts  
- Exhibit table at 3 walks  
- Staff relationship manager  |
TITLE SPONSORSHIP OPPORTUNITIES
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HOPE: $10,000 (2 WALKS)
- Logo on websites & t-shirts*
- Included in 1 email blast
- Recognition at Walk Pep Rally & post-walk Celebration party
- Company Walk Kick Off
- Recognition in digital Walk Day Guide
- Mention during Walk opening ceremony
- 2 social media post*
- Feature in 1 Chapter E-News digital newsletter
- 5 t-shirts
- Exhibit Table at 2 Walks
- Staff relationship manager

COURAGE: $5,000
- Logo on websites & t-shirts*
- Company Walk Kick Off
- Recognition in digital Walk Day Guide
- 1 social media post*
- Feature in 1 Chapter E-News digital newsletter
- 3 t-shirts
- Exhibit Table at 1 Walk
- Staff relationship manager

STRENGTH: $3,000
- Logo on website, t-shirt
- Company Walk Kick Off
- Recognition at Walk Pep Rally & post-walk Celebration party
- 1 T-shirt
- Exhibit Table at 1 Walk

FRIEND: $1,500
- Listing on website, t-shirt
- Exhibit Table at 1 Walk

Important Sponsorship Details:
- Additional benefits may apply depending on final 2022 Walk Experience
- Friend level not available for Walk to End Alzheimer’s - Washington, DC
- Deadlines apply for all benefits
- All benefits subject to staff, jurisdiction & venue approval
- Videos to be provided by sponsor
MARKETING OPPORTUNITIES
For the company looking for targeted visibility and connection to the Walk day experience

**PROMISE GARDEN: $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 at Walk Pep Rally & Walk Celebration party events
- Signage at Promise Garden
- Recognition in digital Guide to Walk Day
- Logo included in email autoresponder sent to all participants at time of registration
- 1 social media post
- Day of event presence

**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

**VOLUNTEER: $5,000**
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
YOU'RE IN GOOD COMPANY!
Sponsor and Company Team Highlights

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

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

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