THE END OF ALZHEIMER’S STARTS WITH YOU

alzheimer’s association
Southeastern Wisconsin Chapter

2018
YOUR COMPANY CAN RELIEVE THE BURDEN OF ALZHEIMER’S & HELP FIGHT THIS EPIDEMIC.

As a supporter of the Walk to End Alzheimer’s, our largest signature event, you have an opportunity to have your name or logo on the back of our shirt, earned by participants that raise $100 or more. We give out about 4,000 to walkers across Southeastern Wisconsin.

OUR MISSION

To eliminate Alzheimer’s disease through the advancement of research; to provide and enhance care and support for all affected; and to reduce the risk of dementia through the promotion of brain health.
ALZHEIMER’S IS THE 6TH LEADING CAUSE OF DEATH IN THE NATION.

ALIGN YOUR BRAND WITH THE ALZHEIMER’S ASSOCIATION

and make a powerful statement about your commitment to the future as you support the Alzheimer’s Association – the world’s leading voluntary health organization in Alzheimer’s care, support and research.

Our mission is to eliminate Alzheimer’s disease through the advancement of research; provide and enhance care and support for all affected; and to reduce the risk of dementia through the promotion of brain health. Our vision is a world without Alzheimer’s®.

FAST FACTS

- Over 5.4 million Americans are living with Alzheimer’s disease
- 1 in 3 seniors will die with Alzheimer’s disease
- Alzheimer’s is the most expensive disease in the United States

The brand of the Alzheimer’s Association represents who we are and what we do. It is both a visual symbol of our dual mission of people and science and a commitment that guides us in our daily work in research, advocacy, education and support.
EXCELLENT FINANCIAL STEWARDSHIP

The Alzheimer's Association exceeds the rigorous standards of America's most experienced charity evaluator, the Better Business Bureau Wise Giving Alliance. The Association also holds a National Charity Seal from the Alliance.

WHERE THE MONEY GOES

- Alzheimer’s care, support, research, awareness & advocacy
- Fundraising
- Administrative

WHERE THE MONEY GOES

WE SERVE 11 COUNTIES

POINTS OF SERVICE FISCAL YEAR 17

Our professional program staff of 13 and a team of invaluable volunteers provided 41,627 points of service in 2016-2017.
EVENTS
YEARELY OVERVIEW & TIMELINE

2018

GALA
MARCH 13, 2018

REASON TO HOPE
November 29, 2018

THE LONGEST DAY
JUNE 21, 2018

WALK TO END ALZHEIMER'S
SEPTEMBER/OCTOBER

2019
While there has never been a more critical time in our fight to end Alzheimer’s disease, we believe there is a reason to hope.

This breakfast is an opportunity for you to join the effort and have a profound impact on the movement to end Alzheimer’s – a movement that touches millions of lives! In this fast-paced, one-hour event you will learn about the critical work of the Alzheimer’s Association including information about care and support for families, advocacy, and the latest advances in research.

At the conclusion of the hour-long event, attendees will be invited to take part in our mission by making a financial contribution in support of the Alzheimer’s Association. These gifts will help us continue to provide, free of charge, our education, care and support programs, as well as contribute toward research funding.

Contact Rebecca Peterson for more information or to be added to the invitation list at rpeterson@alz.org or 800.272.3900.

The Longest Day is all about love. Love for all those affected by Alzheimer’s disease. On the summer solstice, team up with the Alzheimer’s Association and select any activity you love — or an activity loved by those affected — to help end Alzheimer’s.

Together, we will raise funds and awareness for care and support while advancing research toward the first survivor of Alzheimer’s.

HOW TO GET INVOLVED:
1. Select an activity you love
2. Pick a way to participate
3. Start a team at thelongestday.alz.org
4. Raise money to move the mission forward
5. Plan your day
6. Participate and celebrate

Contact Sara Rupnick for details at srupnick@alz.org or 800.272.3900 or visit us online at thelongestday.alz.org for details.
For the past 16 years, the Alzheimer’s Association has hosted our Gala attracting over 4,500 community leaders and influential philanthropic donors and raising over $2.5 million. The event includes a silent and live auction along with a formal dinner and presentation. This year we anticipate another sold-out event with over 400 attendees. The Gala helps to raise funding for research, programs and awareness of Alzheimer’s disease and related dementias which affect 1 of every 9 adults over the age of 65.

A Night to Remember Gala will be held on March 13, 2018 at the Pister Hotel. To reserve tickets please contact Georgia Young at 800.272.3900 or gyoung@alz.org.

WE APPRECIATE THE SUPPORT & DEDICATION OF OUR 2017 SPONSORS

$3,000 CARE LEVEL
Associated Bank
Broadview Advisors
Capri Senior Communities
Clement Manor
Froedtert & The Medical College of Wisconsin
Karen Ritchie Crivello
Milwaukee Journal Sentinel
Platypus Advertising + Design
Reinhart Boerner Van Deuren S.C.
Staff Electric
US Bank The Private Client Reserve
Vrakas CPAs & Advisors
Wipfli LLP
Wisconsin Diagnostic Laboratories

$5,000 FIGHT LEVEL
Brookdale Senior Living
Baird
Brewers Community Foundation
Direct Supply
Marten Transport, Ltd.
Northwestern Mutual Foundation
Schlossmann Auto Group
Silverado
WaterStone Bank
<table>
<thead>
<tr>
<th>Sponsorship Package Recognition</th>
<th>Name</th>
<th>Name</th>
<th>Name</th>
<th>Name</th>
</tr>
</thead>
<tbody>
<tr>
<td>Website Recognition</td>
<td>Logo</td>
<td>Logo</td>
<td>Logo</td>
<td>Name</td>
</tr>
<tr>
<td></td>
<td>Name</td>
<td>Name</td>
<td>Name</td>
<td>Name</td>
</tr>
<tr>
<td>Digital Program</td>
<td>Logo</td>
<td>Logo</td>
<td>Logo</td>
<td>Name</td>
</tr>
<tr>
<td></td>
<td>Name</td>
<td>Name</td>
<td>Name</td>
<td>Name</td>
</tr>
<tr>
<td>Prominent Event Signage</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Name</td>
<td>Name</td>
<td>Name</td>
<td>Name</td>
</tr>
<tr>
<td>Company Name Displayed at Table</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
</tr>
<tr>
<td>Event Tickets</td>
<td>10</td>
<td>10</td>
<td>10</td>
<td>10</td>
</tr>
<tr>
<td></td>
<td>6</td>
<td>4</td>
<td>2</td>
<td></td>
</tr>
<tr>
<td>Auction Website Recognition</td>
<td>Logo</td>
<td>Logo</td>
<td>Logo</td>
<td></td>
</tr>
<tr>
<td>eNews Recognition</td>
<td>Logo</td>
<td>Logo</td>
<td>Name</td>
<td></td>
</tr>
<tr>
<td>Verbal Recognition from Stage</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td></td>
</tr>
<tr>
<td>Premium Wine at Tables</td>
<td>X</td>
<td>X</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Logo on Printed Program</td>
<td>X</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Special Logo Placement</td>
<td>Napkins &amp; 2019 Save the Date</td>
<td>Water Bottles in Cars</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
The Walk to End Alzheimer’s is the nation’s largest event to raise awareness and funds for Alzheimer’s care, support and research. By sponsoring our Walks, businesses lead the way in the battle against this disease and demonstrate to employees who are caregivers that they are making an active effort to ease their burden. Additionally, businesses can further communicate in a deeply personal way their organization’s support for an issue that touches one in four families throughout Southeastern Wisconsin.

CONTACT Amanda Gabert 800.272.3900 agabert@alz.org

DATE & LOCATION OF 2018 WALKS

WAUKESHA COUNTY
Saturday, September 8
Frame Park, Waukesha

WALWORTH COUNTY
Saturday, September 15
Library Park, Lake Geneva

MILWAUKEE COUNTY
Sunday, September 16
Henry Maier Festival Park, Milwaukee

WASHINGTON COUNTY
Saturday, September 22
Regner Park, West Bend

KENOSHA & RACINE COUNTIES
Saturday, September 29
UW-Parkside, Kenosha

SHEBOYGAN COUNTY
Saturday, September 29
Evergreen Park, Sheboygan

FOND DU LAC COUNTY
Saturday, October 6
Moraine Park Technical College, Fond du Lac

OZAUKEE COUNTY
Saturday, October 6
Veteran’s Memorial Park, Port Washington
<table>
<thead>
<tr>
<th>Sponsorship Level</th>
<th>Hope</th>
<th>Remember</th>
<th>Fight</th>
<th>Promised Garden</th>
<th>Care</th>
<th>Caregiver Sanctuary</th>
<th>Purple Clubhouse</th>
<th>Team Photo Stop</th>
<th>Water Stop</th>
<th>Stage Sponsor</th>
<th>Mile Marker</th>
<th>Fact Sign</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>$10,000</td>
<td>$7,500</td>
<td>$5,000</td>
<td>$3,000</td>
<td>$3,000</td>
<td>$2,500</td>
<td>$2,000</td>
<td>$1,500</td>
<td>$1,000</td>
<td>$1,000</td>
<td>$750</td>
<td>$500</td>
</tr>
<tr>
<td><strong>X</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>X</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>X</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>X</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>X</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>X</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>X</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>X</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>X</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>X</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Logo</strong></td>
<td>Logo</td>
<td>Logo</td>
<td>Logo</td>
<td>Name on T-Shirt Only</td>
<td>Name on T-Shirt Only</td>
<td>Linked Logo</td>
<td>Logo</td>
<td>Name</td>
<td>Name</td>
<td>Name</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Linked Logo</strong></td>
<td>Logo</td>
<td>Logo</td>
<td>Logo</td>
<td>Name</td>
<td>Name</td>
<td>Name</td>
<td>Name</td>
<td>Name</td>
<td>Name</td>
<td>Name</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Logo</strong></td>
<td>Logo</td>
<td>Logo</td>
<td>Logo</td>
<td>Name</td>
<td>Name</td>
<td>Name</td>
<td>Name</td>
<td>Name</td>
<td>Name</td>
<td>Name</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>40 Shirts</strong></td>
<td>20 Shirts</td>
<td>30 Keychains</td>
<td>30 Keychains</td>
<td>30 Keychains</td>
<td>15 Keychains</td>
<td>15 Keychains</td>
<td>15 Keychains</td>
<td>15 Keychains</td>
<td>15 Keychains</td>
<td>15 Keychains</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>X</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>X</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>X</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>X</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>X</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>X</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>X</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>X</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Logo</strong></td>
<td>Logo</td>
<td>Logo</td>
<td>Logo</td>
<td>Name</td>
<td>Name</td>
<td>Name</td>
<td>Name</td>
<td>Name</td>
<td>Name</td>
<td>Name</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

* 1 available