

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  association®

2017 Walk to End Alzheimer's

NATIONAL PRESENTING SPONSOR

Edward Jones®

JOIN US

NATIONAL DIAMOND TEAM



NATIONAL PLATINUM TEAMS



SIGMA ♡ KAPPA

800.272.3900 | alz.org®

POWER SPONSORS

The Cordon
Family
Foundation



MARTIN SCHREIBER
& ASSOCIATES, INC.
PUBLIC AFFAIRS CONSULTING

HOPE SPONSORS

BAIRD



ZIZZOGROUP.com

FIGHT SPONSORS

FRANK SR. / FRANK JR. / FRED

Ruekert



PROHEALTH CARE

CARE SPONSORS

Associated Bank
Azura Memory Care
Brookdale Senior Living
Cedar Community
Century Community
Century Fence Company
Casarz, Charapata & Zinnecker
In Memory of Lucille Charapata
Community Care, Inc.

Direct Supply
Geneva Cabinets
Heritage Senior Living
Lowell Construction Company
R&R Insurance Services Inc.
Silverado Senior Living
Saint John's on the Lake
WaterStone Bank

PROMISE GARDEN SPONSORS

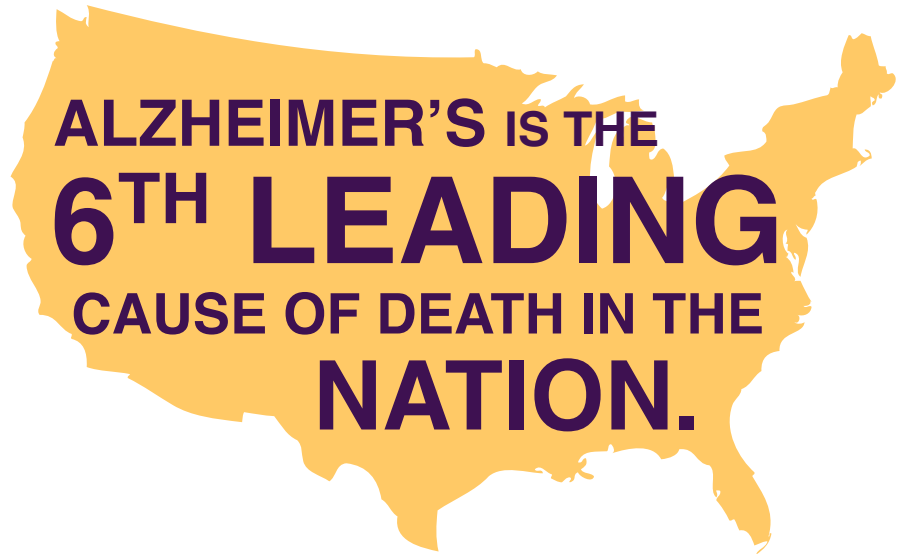
Smith Anderson, LLC
Crest Senior Communities
Winchester Place

Primex Family of Companies
RF Technologies Inc.
Sergento Foods Inc.

WELL SPONSOR
Linda Geneva Jaycees

MEDIA PARTNER
B93.3
The 80's to Today

ABOUT US



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

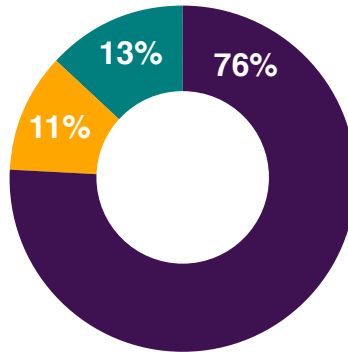
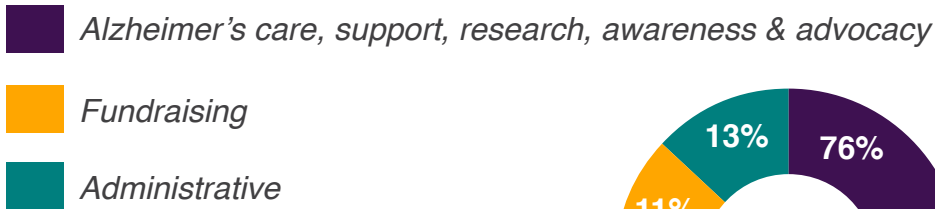
- **Over 5.4 million Americans are living with Alzheimer's disease**
- **1 in 3 seniors will die with Alzheimer's disease**
- **Alzheimer's is the most expensive disease in the United States**

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



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

YEARLY 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



reason to HOPE

alzheimer's  association®

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

alzheimer's  association®

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.



GALA

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



\$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

\$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

	Hope \$10,000	Remember \$7,500	Fight \$5,000	Care \$3,000	Hors d'oeuvres \$2,500	Cocktail \$2,000	Entertainment \$1,500	Coat Check \$1,000	Valet \$500
Special Logo Placement	Napkins & 2019 Save the Date	Water Bottles in Cars							
Logo on Printed Program	X								
Premium Wine at Tables	X	X							
Verbal Recognition from Stage	X	X	X						
Auction Website Recognition	Logo	Logo	Logo						
eNews Recognition	Logo	Logo	Name						
Event Tickets	10	10	10	10	6	4	2		
Company Name Displayed at Table	X	X	X	X					
Prominent Event Signage					Name	Name	Name	Name	
Digital Program	Logo	Logo	Logo	Name	Name	Name	Name	Name	Name
Website Recognition	Logo	Logo	Logo	Name	Name	Name	Name	Name	Name
Sponsorship Package Recognition	Name	Name	Name	Name					

WALK TO END ALZHEIMER'S



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

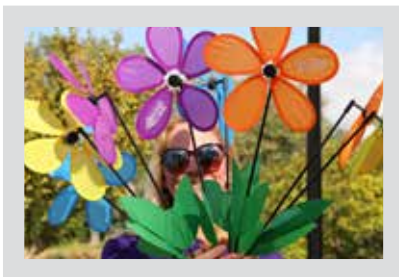
Saturday, September 29
Evergreen Park, Sheboygan

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



Verbal Recognition During Stage Announcements →

Logo on Paid Print Advertising & Posters →

Logo on Volunteer T-Shirts →

Customized Education Session from Alzheimer's Association Staff →

Feature on Association FB Page

Alzheimer's Association Staff Liaison Designated to Help Start Your Walk Team →

Recognition on Walk to End Alzheimer's® T-Shirt & Sponsor Board →

Walk to End Alzheimer's® Website and eNews Recognition →

Recognition on Event Thank You Emails →

Alzheimer's Association Themed Gift for Staff →

Sponsorship Kit →

Volunteer Opportunity for Staff at Sponsored Location →

36"x24" Signage at Sponsored Location →

24"x18" Signage at Destination →

	Hope \$10,000	Remember \$7,500	Fight \$5,000	Promise Garden \$3,000 * 1 available	Care \$3,000	Caregiver Sanctuary \$2,500 * 1 available	Purple Clubhouse \$2,000 * 1 available	Team Photo Stop \$1,500 * 1 available	Water Stop \$1,000 * 2 available	Stage Sponsor \$750	Mile Marker \$500	Fact Sign \$300
X												
X												
X												
X												
X	X											
X	X	X										
Logo	Logo	Logo	Name on T-Shirt Only	Name on T-Shirt Only								
Linked Logo	Logo	Logo	Name	Name	Name							
Logo	Logo	Logo	Name	Name	Name							
40 Shirts	20 Shirts	30 Keychains	30 Keychains	30 Keychains	15 Keychains	15 Keychains	15 Keychains					
X	X	X	X	X	X	X	X					
			X	X		X		X				
			X		X	X						
								Logo	Logo	Logo	Name	Name

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