

SPONSORSHIP OPPORTUNITIES

2019 Walk to End Alzheimer's® - Southeastern Wisconsin



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alz.org/walk | 800.272.3900

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

5.7 MILLION

Americans are living with Alzheimer's. By 2020, this number is projected to rise to nearly

14 MILLION

Alzheimer's disease is the

6TH leading cause
OF DEATH

in the United States

16.1
MILLION
AMERICANS

provide unpaid care for people with Alzheimer's or other dementias

Currently, more than 5 million Americans are living with Alzheimer's and 16 million individuals are serving as their unpaid caregivers. Right here in Wisconsin, 110,000 families 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 the millions who face dementia every day, while advancing critical research toward methods of treatment, prevention and, ultimately, a cure.

ALZHEIMER'S AFFECTS US AT HOME AND AT WORK.

- Six in 10 caregivers of people with Alzheimer's or another dementia were employed in the past year while providing help. These individuals worked an average of 35 hours per week while caregiving.
- Nearly one-quarter of dementia caregivers are in the "sandwich generation" — meaning they care not only for an aging parent, but also for children under the age of 18.
- With 83% of care at home being provided by family members, friends or other unpaid caregivers, the personal impact of Alzheimer's is far-reaching.
- Alzheimer's takes a disruptive toll in the workplace, too: 57% of employed caregivers had to go in late, leave early or take time off due to caregiver demands.

Visit alz.org/facts to learn more.

JOIN US AS A LEADER IN THE FIGHT AGAINST THE DISEASE.



- The Walk to End Alzheimer's® is the fastest growing event of its kind in the country, having increased more than 30% in just the past three years.
- In 2018, nearly 8,400 participants attended Walk to End Alzheimer's® events in eight Southeastern Wisconsin Counties.
- The 2018 Southeastern Wisconsin Walk events raised nearly \$1.8 million.
- The Milwaukee County event has been one of the Top 15 Walks in the nation for four consecutive years.

Held annually in more than 600 communities nationwide, 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 join the fight against the disease, and your organization can help lead the way as an event sponsor.

Every year, Walk to End Alzheimer's raises millions of dollars across the country to benefit all those affected by the disease. Sponsorship of this inspiring community event offers an opportunity to support a cause that affects numerous families in Southeastern Wisconsin and across the country, while increasing your organization's visibility in the area.

We offer a wide range of sponsorship levels and benefits. Review our Sponsorship Options on the next page to find an opportunity that works best for your organization.

2019 Walk to End Alzheimer's - Southeastern Wisconsin

Saturday, Sept. 7 - Frame Park, Waukesha

Sunday, Sept. 15 - Henry Maier Festival Park, Milwaukee

Saturday, Sept. 21 - Regner Park, West Bend

Saturday, Sept. 21 - Library Park, Lake Geneva

Saturday, Sept. 28 - Evergreen Park, Sheboygan

Saturday, Sept. 28 - UW - Parkside Student Center, Kenosha

Saturday, Oct. 5 - Moraine Park Technical College, Fond du Lac

Saturday, Oct. 5 - Veteran's Memorial Park, Port Washington



REGIONAL OPPORTUNITIES

	Elite \$25,000	Premier \$10,000	Select \$7,500
Speaking opportunity at Walk kickoff and celebration events	X		
Recognition on 24,000 promotional brochures	X		
Company logo included on Walk website home page	X		
Recognition in pre-Walk logistics email	X		
Dedicated team area with signage on Walk day	X		
Sponsorship featured on chapter Facebook page	X		
Dedicated press release announcing sponsorship	X		
Inclusion in local media opportunities	X		
"Proud Sponsor" social media post with company logo	X	X	
Company logo included in Walk kickoff presentation	X	X	
Recognition by emcee on Walk day	X	X	
Company logo included on banner at the start/finish line on Walk day	X	X	
Association-led "Lunch and Learn" educational session at workplace	X	X	X
Company logo included on Walk website sponsor page	Large Logo	Medium Logo	Small Logo
Recognition on 3,800 promotional posters	Large Logo	Medium Logo	Small Logo
Recognition on 10,000 "Save The Date" postcards	Large Logo	Medium Logo	Small Logo
Recognition on the official 2019 Walk T-Shirt for 4,000 participants	Large Logo	Medium Logo	Small Logo
Exhibit space on Walk day	Premium Size	Standard Size	Standard Size
Recognition in post-Walk thank-you email	X	X	X

WALK-DAY OPPORTUNITIES

Purple Level

Champions Club Sponsor - \$5,500

- One sign with company logo at Champions Club tent.
- Company volunteer opportunity in Champions Club tent on Walk day.
- Company logo on Walk website sponsor page.
- Recognition in post-event thank-you email.
- Sponsor logo on T-Shirt.

Check-In Sponsor - \$5,500

- One sign with company logo at the check-in/registration tent.
- Company volunteer opportunity in the check-in/registration area on Walk day.
- Company logo on Walk website sponsor page.
- Recognition in post-event thank-you email.
- Sponsor logo on T-Shirt.

Promise Garden Sponsor - \$3,500

- One sign with company logo at the Promise Flower pick-up tent.
- Company volunteer opportunity in the Promise Flower pick-up area on Walk day.
- Company logo on Walk website sponsor page.
- Recognition in post-event thank-you email.
- Sponsor name on T-Shirt.

Custom Opportunity - \$3,500

- One sign with company logo in the selected custom sponsor location. Opportunities include the Caregiver Sanctuary or T-Shirt tent.
- Company Walk day volunteer opportunity, if applicable, in the custom location.
- Company logo on Walk website sponsor page.
- Recognition in post-event thank-you email.
- Sponsor name on T-Shirt.



WALK-DAY OPPORTUNITIES

Gold Level

Purple Clubhouse Sponsor - \$2,500

- One sign with company logo in the kids/family activity area.
- Walk Day company volunteer opportunity in the kids/family activity area.
- Opportunity to distribute a branded item in the kids/family area.
- Company name on Walk website sponsor page.

Water Stop Sponsor - \$1,500

- One sign with company logo at water stop.
- Walk Day company volunteer opportunity at the water stop.
- Opportunity to donate company-branded bottled water.

Custom Opportunity - \$1,500

- One sign with company logo in the selected custom sponsor location. Opportunities include: Photo Stop or Refreshments tent.
- Company Walk day volunteer opportunity, if applicable, in the custom location.

Route Sign Sponsor - \$500

- Choice of Mile Marker or Alzheimer's Fact Sign.
- One sign with company logo along the Walk route.





2019 SPONSORSHIP COMMITMENT FORM

2019 Walk to End Alzheimer's®

SPONSOR INFORMATION

Company (as to be displayed) _____ Date _____

Contact name _____

Address _____ City/State/ZIP _____

Phone _____ Fax _____

Email _____ Website _____

SPONSORSHIP COMMITMENT

Walk Location

- ☐ Fond du Lac County
- ☐ Kenosha/Racine Counties
- ☐ Milwaukee County
- ☐ Ozaukee County
- ☐ Sheboygan County
- ☐ Waukesha County
- ☐ Walworth County
- ☐ Washington County

Event Sponsor Level

- ☐ Elite
- ☐ Premier
- ☐ Select

Purple Level

- ☐ Promise Garden
- ☐ Check-In
- ☐ Champions Club
- ☐ Custom Opportunity

Gold Level

- ☐ Purple Clubhouse
- ☐ Water Stop
- ☐ Custom Opportunity
- ☐ Walk Route

Total commitment: \$ _____

☐ Check enclosed (payable to Alzheimer's Association)

☐ Please invoice me

☐ Credit card

Card number _____ Expiration _____ Security code (back of card) _____

Payment authorized signature _____ Date _____

Print name _____ Title _____

Submit this completed form and a high resolution image of your company logo to:

Amanda Gabert

620 S. 76th Street, Suite 160

Milwaukee, WI 53214

414.479.8800

agabert@alz.org

To obtain all sponsorship benefits, the commitment deadline for:

- Elite, Premier, and Select Level Sponsorships: March 15, 2019
- Purple Level Sponsorships: July 19, 2019
- Gold Level Sponsorships: August 12, 2019

alz.org/walk | 800.272.3900