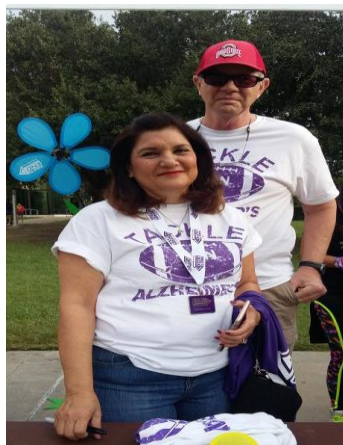


SPONSORSHIP OPPORTUNITIES

2019 Walk to End Alzheimer's® - Laredo, TX



Samantha Garcia

210-822-6449 ext.9824

sagarcia@alz.org

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. 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 Laredo, thousands of 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.



- *One in 10 people (10 percent) age 65 and older has Alzheimer's dementia.*
- *The projected number of Texans age 65 or older with Alzheimer's Dementia is 380,000.*
- *Our free 24/7 Helpline (800.272.3900), receiving nearly 300,000 calls annually.*
- *The 2018 Walk to End Alzheimer's Laredo had an attendance of over 600.*

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 Laredo 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 – Laredo

Saturday, September 28, Texas A&M International University, Laredo, TX

2019 Fundraising Goal: \$60,000





EVENT SPONSORSHIP OPPORTUNITIES

	Elite \$10,000	Premier \$5,000	Select \$2,500
Speaking opportunity at Walk kickoff and celebration events	X		
Recognition on 50 promotional rack cards	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 150 promotional posters	Large Logo	Medium Logo	Small Logo
Recognition on the official 2019 Walk T-Shirt for 800 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

Promise Garden Sponsor - \$1,500

- Two signs with company logo at the Promise Flower pick-up table.
- Company volunteer opportunity in the Promise Flower pick-up area on Walk day.
- Company logo on Walk website sponsor page.
- Company logo on Walk T-Shirt, event day banner, poster and a marketing table.

Honor Wall- \$1,500

- Two signs with company logo at the Honor Wall area.
- Company volunteer opportunity in the Honor Wall area on Walk day.
- Company logo on Walk website sponsor page.
- Company logo on Walk T-Shirt, event day banner, poster and a marketing table.

Champions Club Sponsor - \$1,500

- Two signs with company logo at Champions Club tent.
- Company volunteer opportunity in Champions Club tent on Walk day.
- Company logo on Walk website sponsor page.
- Company logo on Walk T-Shirt, event day banner, poster and a marketing table.

Kids Area Sponsor- \$1,500

- Two signs with company logo in the Kids Area
- Company volunteer opportunity in the Kid's Area on Walk day.
- Company logo on Walk website sponsor page.
- Company logo on Walk T-Shirt, event day banner, poster and a marketing table.



WALK-DAY OPPORTUNITIES

Gold Level

Route Sponsor - \$750

- One sign with company logo at one route station/water stop.
- Company volunteer opportunity at a route station/water stop on Walk day.
- Recognition on Walk website.
- Company logo on Walk T-Shirt, event day banner, poster and a marketing table.

Refreshment Sponsor - \$750

- One sign with company logo at refreshment tent.
- Company volunteer opportunity at refreshment tent on Walk day.
- Recognition on Walk website.
- Company logo on Walk T-Shirt, event day banner, poster and a marketing table.

Check-In Sponsor- \$750

- One sign with company logo in the Check-In Area.
- Company volunteer opportunity in the Check-In on Walk day.
- Recognition on Walk website.
- Company logo on Walk T-Shirt, event day banner, poster and a marketing table.

Start/Finish Line- \$750

- One sign with company logo at the Start/Finish Line.
- Company volunteer opportunity at the Start/Finish Line on Walk day.
- Recognition on Walk website.
- Company logo on Walk T-Shirt, event day banner, poster and a marketing table.



WALK-DAY OPPORTUNITIES

Marketing Opportunity 1 - \$500

- Company logo on event day banner, social media post, and a marketing table.
- 2 complimentary walk shirts

Marketing Opportunity 2 - \$250

- Walk day marketing table with 2 chairs
- 1 complimentary walk shirt

***Complimentary Walk Shirts by Sponsorship Level: Elite-12, Premier-10, Select-8, Purple-6, Gold-4, MO1-2, and MO2-1.**





2019 SPONSORSHIP COMMITMENT FORM

2019 Walk to End Alzheimer's® - Laredo, TX

SPONSOR INFORMATION

Company (as to be displayed) _____ Date _____

Contact name _____

Address _____ City/State/ZIP _____

Phone _____ Fax _____

Email _____ Website _____

SPONSORSHIP COMMITMENT

Event Sponsor Level

- Elite
- Premier
- Select

Purple Level

- Promise Garden
- Honor Wall
- Champions Club
- Kids Area

Gold Level

- Route (3)
- Refreshment
- Check-In Area
- Start/Finish Line

PAYMENT INFORMATION

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 by July 19, 2019 to:

Samantha Garcia

10223 McAllister Fwy #100

San Antonio, TX 78216

sagarcia@alz.org

210-822-6449 ext.9824

alz.org/walk | 800.272.3900