



2016 Sponsorship Opportunities

Chapungu Sculpture Gardens at Centerra

9/24/2016

WHAT IS THE WALK TO END ALZHEIMER'S™

The Alzheimer's Association Walk to End Alzheimer's™ is the nation's largest event to raise awareness and funds for Alzheimer care, support and research. The Walk to End Alzheimer's movement unites the entire community in a display of combined strength and dedication. Sponsors, team captains, walk participants and volunteers are the leaders in the effort to defeat this devastating disease.

Together, we can end Alzheimer's – the nation's 6th leading cause of death.



WHO PARTICIPATES?

Walk to End Alzheimer's is a multi-generational event that brings together families dealing with Alzheimer's, professionals working in both care and research settings, corporations dedicated to supporting employees and their personal causes, and media representatives tracking the nation's largest movement to defeat Alzheimer's. In Colorado, the Walk is attended by thousands of people, many of whom are caring for a loved one with Alzheimer's disease. Walk participants are young and old, and come from diverse, multicultural backgrounds and geographies. Everyone is welcome to participate!

WHY SPONSOR?

More than 5 million Americans have Alzheimer's disease and nearly 15 million more are acting as caregivers for a person with dementia. While deaths from other major diseases have decreased in recent years, deaths from

Alzheimer's are on the rise. Walk to End Alzheimer's is our opportunity to come together as a community and raise funds needed to alter the trajectory of this fatal disease.

In 2014, more than 10,200 registered participants in the State of Colorado raised over \$1.7 million at the 10 individual Walks to End Alzheimer's – earning us the 8th spot among the 81 Association chapters in the nation! By aligning with us, your organization can have a profound impact on the movement to end Alzheimer's – both within your local community and throughout our state.

WHAT ARE THE BENEFITS?

By becoming a Partner with the Alzheimer's Association of Colorado, your company gains significant exposure to your constituents and target market. Walk sponsors gain community recognition and valuable exposure through a wide variety of opportunities – before, during and after the Walk. Specific details are included in the following pages. Contact us today to discuss how your company can help achieve its community and revenue goals – and help us in the fight against Alzheimer's disease.



2016 Larimer County Sponsorship Opportunities

Signature Area Sponsor (\$5,000) *Signature Areas at the Larimer County Walk to End Alzheimer's include [Breakfast & Beverage Station](#), [Entertainment Area](#), [Children's Activity Area](#), [Promise Garden](#), and [Water Stations](#). These exclusive opportunities offer significant exposure on Walk day with special signage and recognition. The Association will create an individualized sign that thanks your company for sponsoring this area using your corporate logo. Additional benefits include:*

- Walk Presence
 - 10x10 Exhibit Tent, 6-foot table, and 2 chairs
 - Individualized sign featuring your logo at the designated Signature Area
 - Logo on Sponsor Thank-You Sign
 - 5 Route Signs with Sponsor Logo
 - 25 T-Shirts (valued at \$100 each)
 - Corporate Banner displayed in main activity area
 - Name recognition from podium
- Web Presence
 - Logo on Association Website
 - Name recognition on Association Twitter, Facebook
 - Logo on Walk Registration Page
- Visibility – Prominent identification of your company as a sponsor in our 2016 marketing materials
 - Logo displayed prominently on Walk T-shirts
 - Team Sign-up Day hosted by Alzheimer's Association
 - **Ten Warning Signs - Seminar for your employees**– the Alzheimer's Association will schedule and provide your company with a complimentary "Ten Warning Signs" brown bag seminar

Platinum Sponsor (\$2,500)

- Walk Presence
 - 6-foot Exhibit Table with 2 chairs
 - Logo on Sponsor Thank-You Sign
 - 3 Route Signs with Sponsor Logo
 - 10 T-Shirts (valued at \$100 each)
 - Corporate Banner displayed in main activity area
 - Name recognition from podium
- Web Presence
 - Logo on Association Website
 - Name recognition on Association Twitter, Facebook
 - Logo on Walk Registration Page
- Visibility – Identification of your company as a sponsor in our 2016 marketing materials
 - Logo displayed prominently on Walk T-shirts
 - **Ten Warning Signs - Seminar for your employees**– the Alzheimer's Association will schedule and provide your company with a complimentary "Ten Warning Signs" brown bag seminar

Gold Sponsor (\$1,000)

- Walk Presence
 - 6-foot Exhibit Table with 2 chairs
 - Logo on Sponsor Thank-You Sign
 - 1 Route Sign with Sponsor Logo
 - 5 T-Shirts (valued at \$100 each)
 - Corporate Banner displayed in main activity area
 - Name recognition from podium
- Web Presence
 - Logo on Walk Registration Page
- Visibility – Identification of your company as a sponsor in our 2016 marketing materials
 - Logo displayed on Walk T-shirts

Silver Sponsor (\$750)

- Walk Presence
 - 6-foot Exhibit Table with 2 chairs
 - Logo on Sponsor Thank-You Sign
 - 2 T-Shirts (valued at \$100 each)
 - Corporate Banner displayed in main activity area
- Web Presence
 - Logo on Walk Registration Page
- Visibility – Identification of your company as a sponsor in our 2016 marketing materials
 - Logo displayed on Walk T-shirts

Bronze Sponsor (\$500)

- Walk Presence
 - 6-foot Exhibit Table with 2 chairs
 - Logo on Sponsor Thank-You Sign
 - 1 T-Shirt (valued at \$100 each)
- Visibility – Identification of your company as a sponsor in our 2016 marketing materials
 - Logo displayed on Walk T-shirts
 -

Shuttle Sponsor or Exhibitor (\$250)

- Walk Presence
 - 6-foot Exhibit Table with 2 chairs
 - 2 T-Shirts (valued at \$100 each)

2016 Larimer County Walk to End Alzheimer's Sponsorship

Please sign and fax to Danielle at 970-493-1571.

Please print:

Name: _____

Organization: _____

Address: _____

City, State, ZIP: _____

Phone: _____ Fax: _____

E-mail: _____

Walk Sponsorship Amount: _____

Signature: _____

The above company/organization agrees to sponsor 2016 Larimer County Walk to End Alzheimer's. Your company will receive the benefits outlined in the sponsorship opportunities packet.