

LEADING THE FIGHT FOR ALZHEIMER'S FIRST SURVIVOR.

alzheimer's  association®

SPONSORSHIP PACKAGE

EVERYTHING

YOUR COMPANY NEEDS TO KNOW TO
RELIEVE THE BURDEN OF ALZHEIMER'S
AND HELP END THIS EPIDEMIC.

PORTLAND

2019

WELCOME

ABOUT THE OREGON & SW WASHINGTON CHAPTER

Because of your generous support, the Alzheimer's Association Oregon & SW Washington Chapter provided more than 170,000 service interactions last year through our classes, support groups, 24/7 Helpline and website!

The Oregon & SW Washington Chapter serves the state of Oregon, and Clark and Skamania counties in SW Washington, with offices in Portland, Salem, Eugene, Bend and Medford. In 2017, we conducted 750 care consultations across Oregon for individuals with Alzheimer's or other dementias and/or families and caregivers.

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SNAPSHOT OF OREGON

400+ education classes

80 diverse support groups

6,900+ enthusiastic public policy advocates

112 teams for The Longest Day

325 attendees at the Memories in the Making Art Auction & Gala

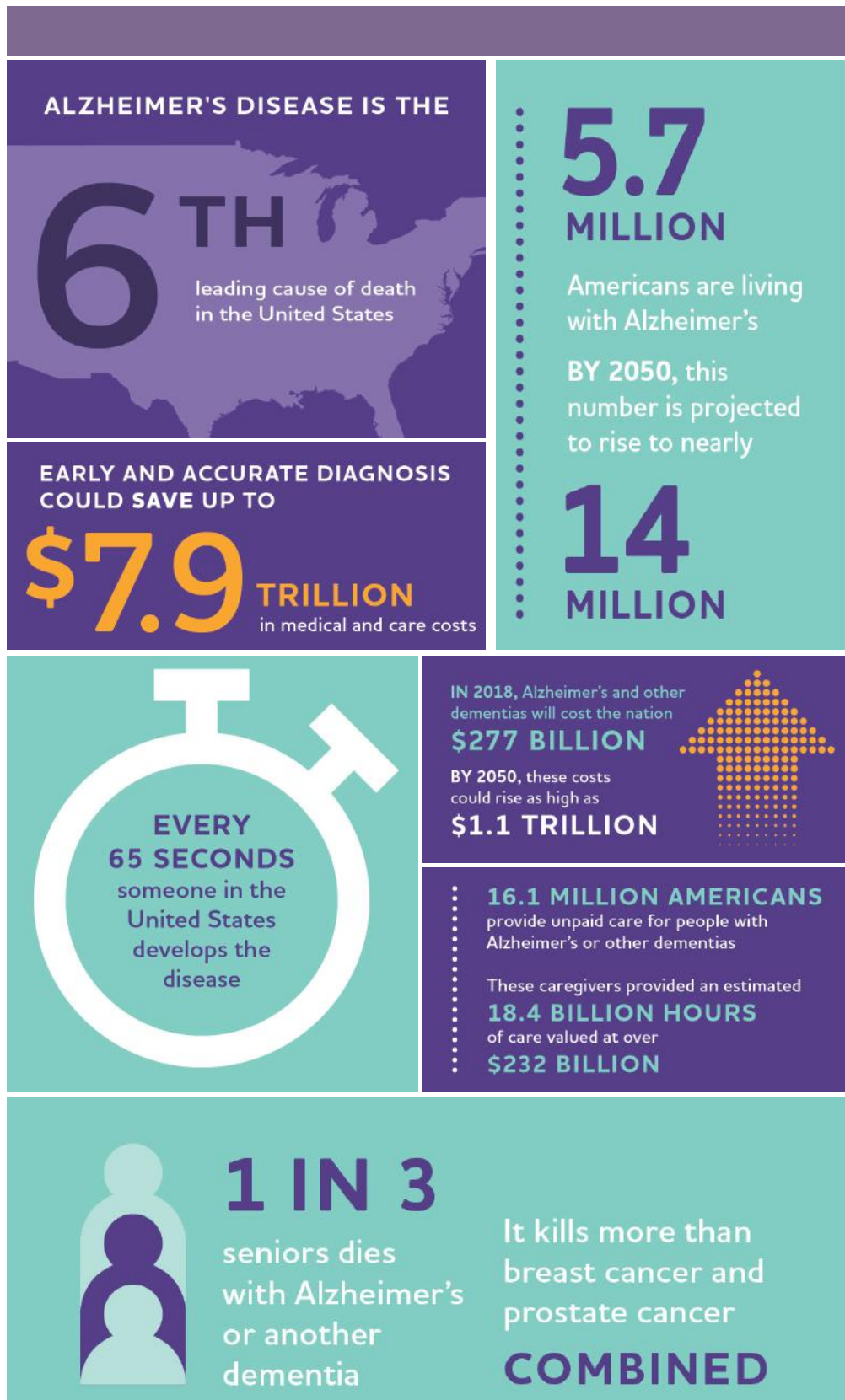
5,400+ calls to our 24/7 Helpline

130+ policy meetings with elected officials

6,000+ participants in our Walks across Oregon

14,000+ E-newsletter subscribers

Alzheimer's disease touches **MILLIONS** of lives.



Why Should My Company Participate?

- ▶ Alzheimer's costs American businesses \$61 billion a year in health care expenses and lost productivity due to caregiver absenteeism.
- ▶ According to the Society for Human Resource Management, nearly 6 out of 10 individuals caring for an aging loved one work full-time.
- ▶ 78 percent of consumers are more likely to buy a product or patronize a business that is associated with a favored cause.

The Effect of Alzheimer's and Dementia Caregiving on the Workplace



A Holistic Partnership Strategy

The Alzheimer's Association offers our corporate partners a variety of ways to engage in a meaningful, multifaceted collaboration.

Opportunities to educate and empower employees include but are not limited to:

- ▶ Starting a team for **Walk to End Alzheimer's®** or **The Longest Day®**.
- ▶ Committing to sponsor one of the events highlighted in this packet or becoming a **Purple Patrons** sponsor (see page 9).
- ▶ Including the Alzheimer's Association in your workplace giving campaign.

WHO OUR EVENTS REACH CHAMPIONS AUDIENCE



PRIMARY
FEMALE

30 TO 50
YEARS OLD

CAUCASIAN



**FULL-TIME
EMPLOYEE**

AVERAGE
HOUSEHOLD
**INCOME OF
\$90,000**

**ONLINE
SHOPPER**



SMARTPHONE
USER



ACTIVE ON
**SOCIAL
MEDIA**

reason to HOPE

alzheimer's  association®

March 5, 2019
7:30 – 8:30 a.m.

Sentinel Hotel

614 SW 11th Ave.
Portland, OR 97205

The Alzheimer's Association Oregon & SW Washington Chapter hosts a Reason to Hope Community Breakfast each spring. The heartfelt testimonies from the presenters at last year's breakfast left attendees with an empowering message of hope and optimism in their hearts.



SPONSORSHIP BENEFIT LEVELS	SUPPORTING \$1,500	SILVER \$2,500	GOLD \$5,000	PRESENTING \$10,000
Preferred table placement for one table of 10 guests	●	●		
Front row placement for one table of 10 guests			●	●
Company name prominently displayed on table	●	●	●	●
Opportunity to have a "lunch and learn" event at your company	●	●	●	●
Acknowledgement from podium		●	●	●
Space for company table & signage at event				●
Small table tent at each table acknowledging your company's sponsorship				●
Recognition in event program	name	name	logo	logo
Recognition in audio-visual presentation	name	name	logo	logo
Recognition in E-newsletter			name	name

2018 PORTLAND REASON TO HOPE SPONSORS

GOLD SPONSOR The Snowden Family **SILVER SPONSORS** Columbia Roofing & Sheet Metal • O'Donnell Law Firm

Oregon Health Care Association • Royalton Place **SUPPORTING SPONSORS** Ameriprise Financial-Toews, Van Zante & Associates
Law Offices of Nay & Friedenbergl LLC • Providence Health and Services • Retirement Connection • The Dash Fund • The Springs Living • Samuels Yoelin Kantor

May 10, 2019
5:30 – 9:30 p.m.

Sentinel Hotel

614 SW 11th Ave.
Portland, OR 97205

Memories in the Making

— ART AUCTION & GALA —

alzheimer's  association®

The Memories in the Making® Art Auction & Gala highlights one of a kind, original art created by participants in the Memories in the Making program.

Individual ticket price: \$145 | Early-bird ticket price: \$115 | visit alz.org/orswwa/events to purchase tickets.

SPONSORSHIP BENEFIT LEVELS	TABLE \$2,000	EVENT \$3,500	EXCLUSIVE \$5,000	PRESENTING \$10,000
Table (8), signature cocktails at silent auction	●	●		
Table (8), full bar at silent auction		●	●	●
Wine at table during the live auction (2 bottles)	●	●	●	●
Art table sponsor (if applicable)		●	●	●
Recognition in printed program	name	logo	logo	logo
Recognition in event presentation	name	logo	logo	logo
Recognition in E-newsletter			name	name
Recognition on invitation		name	logo	logo
Ad in printed program		1/2 page color ad	Full page color ad	Full page color ad
Name recognition from the silent and live auction stage			1	2
Recognition on MIMAA event website		logo	logo	logo
MIMAA sponsor exclusive promotional video		●	●	●

Exclusive Memories in the Making Art Auction & Gala Sponsorship Opportunities

Artist Reception Sponsor – \$5,000

Honor our artists featured in the Art Auction & Gala. The Artist Reception celebrates our artists, allows their families to drop in, view the art prior to the auction and be inspired by their loved one. Your company's logo will be on the invitation, all social media associated with the event and signage at the reception.

VIP Reception + After Party Sponsor – \$5,000

Make this event even more memorable by sponsoring a VIP Reception prior to the silent auction, where event sponsors and presenting sponsors can mingle and toast. Keep the music rolling after the event by sponsoring the after-party and karaoke.

Friday's Featured Artist Sponsor – \$5,000

Each Friday, from March to May, our Facebook page highlights an artist's profile. As the statewide Friday's Featured Artist Sponsor, your company's logo and name will be included in our weekly social media posts, reaching 3,200+ individuals.

Program Sponsor – \$5,000

Stay in front of each guest with the keepsake event program, which includes pictures of all original, participant artwork as well as your logo and company name displayed prominently beneath each bidder number on the back cover page.

2018 MEMORIES IN THE MAKING ART AUCTION & GALA SPONSORS

PRESENTING SPONSORS Frontier Management • Retirement Connection **EXCLUSIVE SPONSOR** Home Matters Caregiving **EVENT SPONSORS** Avamere Health Services
Columbia Roofing & Sheet Metal • Generations/Cherrywood Village • O'Donnell Law Firm • Providence Health and Services • Royalton Place • The Springs Living
TABLE SPONSORS Bristol Hospice • Century 21 - Mike Peabody • Concepts in Community Living • Filzen Sales & Marketing • Home Instead • JEA Senior Living
Koelsch Senior Communities • Myhre Group Architects • Novosel & Edwards Families • Oregon Health Care Association • Pacifica Senior Living
Soft Landings, Solutions for Seniors • Terwilliger Plaza • Wind Song at Eola Hills **DESSERT SPONSOR** Home Instead **WINE SPONSOR** Visiting Angels



August 2019

Rose Quarter Commons

Portland, OR

The Walk to End Alzheimer's® provides an opportunity for the community — family and professional caregivers, those diagnosed with Alzheimer's, people who have lost a loved one to Alzheimer's and those who know Alzheimer's could impact them at any time during their lives — to come together with one voice and say that now is the time to fight back.

SPONSORSHIP BENEFIT LEVELS	SILVER \$1,500	GOLD \$3,500	PLATINUM \$5,000	LOCAL PRESENTING \$15,000	STATEWIDE PRESENTING \$70,000
PRE-EVENT BENEFITS					
Chapter liaison to assist in creating Walk team	•	•	•	•	•
Recognition on chapter social media channels				•	•
Opportunity to host Walk team kick-off party				•	•
Printed posters and brochures	name	logo	logo	logo	logo
Recognition on Walk website	logo	logo	logo	logo/hyperlink	logo/hyperlink
Recognition in E-newsletter				name	name
Printed mailers and save the dates				name	logo
DAY-OF BENEFITS					
Expo booth on Walk Day	•	•	•	•	•
Verbal acknowledgement from stage			•	•	•
Interview opportunity at starting line					•
Recognition on T-shirts	name	logo	logo	logo	logo
Walk T-Shirts provided	5	10	15	20	25
Recognition on event sponsor signage	name	logo	logo	logo	logo
POST-EVENT BENEFITS					
Recognition in 2018 sponsorship packet	•	•	•	•	•
Invitation to exclusive research event			•	•	•
Opportunity to place honorary chair on Walk committee				•	•
Recognition in post-Walk thank you ad				•	•
Printed thank you postcards				name	logo

Exclusive Walk Sponsorship Opportunities

Bank Week Sponsor – \$6,000

Stay in front of walkers as they come to the Oregon & SW Washington Chapter office during Bank Week to hand in their last-minute donations and pick up their Walk T-shirts. Your logo will be featured on all communications to all registered walkers starting two weeks prior to the event date, and your company will get a promotional table during Bank Week to hand out collateral. Your company will also have the opportunity to pass out T-shirts to walkers.

Champions Club Sponsor – \$6,000

On Walk day, your company will have a station in the Champions Club tent where you can thank our top fundraisers. Your logo will be featured on exclusive signage near the Champions Club tent and will be included on invitations to our Champions Club luncheon in February. In addition, you will have the opportunity to set up a promotional table at the luncheon.

Entertainment Sponsor – \$6,000

Keep the music rolling on Walk day! Your sponsorship helps provide music and gets your name featured on signage near the stage. Your sponsorship helps make Walk day fun!

Kidz Zone Sponsor – \$6,000

Sponsor the designated area for kids at the Walk. Your gift provides face painting, a bounce house, balloon animals and more. You can bring your company banner to display at the play area, or we can provide your logo on signage.

Promise Garden Sponsor – \$6,000

All registered walkers receive a Promise Garden flower, the color of which indicates their connection to Alzheimer's. Your company will have exclusive signage throughout the Walk as the Promise Garden sponsor.

Refreshment Sponsor (3 spots available) – \$6,000

Keep the walkers refreshed! The refreshment sponsors help provide items such as water and snacks for the walkers. Perks include company signage at the refreshment area. Arrange your set-up with the Walk coordinator.

Statewide Fundraising Sponsor – \$6,000

Help cheer on our 6,000+ walkers throughout the state as they compete for prizes by going above and beyond with fundraising. Your company logo will be included in all communications for online fundraising challenges throughout Walk season, as well as on the prize when the winning walker redeems it.

Statewide Team Week Sponsor – \$6,000

Sponsor our weeklong friendly competition among all walkers in Oregon & SW Washington as they compete for fun prizes by recruiting walkers and raising dollars. Your company's logo will be included in all emails sent to walkers during team week, on the team week save-the-date, and your company will be mentioned during team captain kick-off parties.

Statewide Wednesday's Walker Sponsor – \$6,000

Each Wednesday, from June to October, our Facebook page highlights a walker profile. As the statewide Wednesday's Walker sponsor, your company's name will be included in our weekly post, included on our social media handout given to each team captain, and mentioned at team captain kick-off events.

Team Party Sponsor – \$6,000

The not-to-be-missed team captain parties officially kick off Walk season. As the sponsor, your company's logo appears on all team party promotional materials. You also get a booth at the event. Your spokesperson gets the opportunity to speak at the party and you can mix with top fundraisers.

Team Photo Sponsor – \$6,000

Make the day even more memorable for Walk teams by sponsoring a professional photo booth! The photo booth will feature the logo of your company.

Walk Celebration Sponsor – \$6,000

Showcase your business and brand as our Walk Celebration Sponsor. The Walk Celebration is an official wrap-around event for the Walk to End Alzheimer's and will recognize our Portland fundraising efforts, honor all our teams and thank our top fundraisers, including our Champions and Grand Champions.

Ask us how your company can be an exclusive sponsor for multiple Walk to End Alzheimer's events in Oregon & SW Washington.

Note: The following exclusive sponsors will also be mentioned as part of our event day promotional email sent to all registered walkers: **Refreshment, Champions Club, Entertainment, Promise Garden and Team Photo**. All exclusive sponsorship opportunities will receive Platinum level sponsor benefits, as well as exclusive signage in conjunction to what is listed in the descriptions above. All exclusive sponsors will have a right of first refusal for their level so long as a signed commitment form is received by January 1, 2019. After this date, the level will be open to new sponsor prospects.

2018 PORTLAND WALK SPONSORS

STATEWIDE PRESENTING SPONSOR Frontier Management **CHAMPIONS CLUB SPONSOR** Bonaventure Senior Living
ENTERTAINMENT SPONSOR The Springs Living **TEAM PHOTO SPONSOR** Sunnyside Meadows **WALK CELEBRATION SPONSOR** Marquis Companies
WEDNESDAY'S WALKER SPONSOR Health Net of Oregon **PLATINUM SPONSOR** Touchmark in the West Hills
GOLD SPONSORS Avamere Health Services • Columbia Roofing & Sheet Metal • Law Offices of Nay & Friedenberg LLC • O'Donnell Law Firm • Optum
Propac Payless Pharmacy • Providence Health and Services • Radiant Senior Living • Weston Kia **SILVER SPONSORS** Cain Denture Centers
Emerson House Portland • IBEW Local 48 • JEA Senior Living • Jennings McCall Center • Memory Health Center at Summit Research Network
Morningstar of Beaverton • Pacifica Senior Living • Prestige Moving & Storage • Royalton Place • Russellville Park • Sapphire Health Services
The Ackerly at Timberland • Tuality Healthcare - An OHSU Partner

THE LONGEST DAY®

alzheimer's  association®

June 21, 2019

FORM A COMPANY
TEAM ONSITE OR
ANYWHERE

The Longest Day is all about love. Love for all those affected by Alzheimer's disease. Companies are invited to partner with The Longest Day to honor those facing Alzheimer's disease and to raise funds and awareness in the fight to end Alzheimer's. Since The Longest Day is built around doing what you love, it is easily adaptable for the workplace. Many companies participate as a philanthropic team-building opportunity, focused on doing good in their community. Hold a BBQ, happy hour or a silent auction in the office. Alternatively, take it off site to have fun and team build!

Start a team for The Longest Day at alz.org/thelongestday.



DO WHAT YOU LOVE
WITH YOUR COLLEAGUES
ON THE LONGEST DAY

JOIN US IN THE FIGHT TO
#ENDALZ ON JUNE 21.

#TheLongestDay
alz.org/TLD

For more information, contact Stephanie Foster
smfoster@alz.org, 503-416-0197

November 12, 2019

Oregon Convention Center

777 NE Martin Luther King Jr. Blvd.
Portland, OR 97232

Annual McGinty Conference on Alzheimer's

The McGinty Conference on Alzheimer's Disease honors Dean McGinty, MD, a Portland geriatrician, early advocate for the special needs of persons with dementia, and a pioneer in the Alzheimer family support movement. Since Dr. McGinty's unexpected death in 1995, the Alzheimer's Association Oregon & SW Washington Chapter has honored him with an educational conference dedicated to the principles he practiced throughout his career: providing high-quality, compassionate and family-centered care. The interactive sessions, motivating speakers, and innovative ideas will focus on the many facets of Alzheimer's disease, caregiving, research, communication, life-enhancing activities, and person-centered care.

SPONSORSHIP BENEFIT LEVELS	EXHIBITOR \$1,000	SILVER \$1,500	GOLD \$2,500	EXCLUSIVE			
				MCGINTY RECEPTION \$3,500	PRINT \$5,000	RESEARCH KEYNOTE \$5,000	LUNCHEON \$10,000
Exhibit booth	•	•	•	•	•	•	•
Ad in program			1/4 page	1/2 page	Full page	Full page	Full page
Recognition in E-newsletter				•	•	•	•
Company logo on display screen at event			•	•	•	•	•
Acknowledgment from podium			•	•	•	•	•
Lunch tickets provided	1	2	4	6	10	10	10
Recognition in conference packet	name	name	logo	logo	logo	logo	logo
Recognition on event signage		name	logo	logo	logo	logo	logo
Recognition on conference marketing materials		name	logo	logo	logo	logo	logo
Company name prominently displayed on table						logo	logo
Company name on catering & drink tables				logo			

2018 MCGINTY CONFERENCE SPONSORS

EXCLUSIVE SPONSOR Home Matters Caregiving

GOLD SPONSORS AARP • Home Instead Senior Care • Law Offices of Nay & Friedenberg, LLC
Oregon Health Care Association • Providence Health and Services • The Springs Living

SILVER SPONSOR Brookdale Senior Living **EXHIBITOR SPONSORS** Adeo In Home Care
OHSU Layton Aging and Alzheimer's Disease Center • Pacifica Senior Living • Touchmark

OREGON & SW WASHINGTON PURPLE PATRONS

ULTIMATE SPONSORSHIP OPPORTUNITY



Reach new heights in the fight for Alzheimer's first survivor.

The Oregon & SW Washington Purple Patrons sponsorship is a statewide supporter level that elevates your company's philanthropic contribution in the fight to end Alzheimer's. As an Oregon & SW Washington Purple Patrons sponsor, you help advance and support the Alzheimer's Association's programs and services, advocacy and research in the local community.

Sample Purple Patrons Sponsorship Packages

SPONSORSHIP PACKAGES	reason to HOPE <small>alzheimer's association</small>	<i>Memories in the Making</i> <small>ART AUCTION & GALA alzheimer's association</small>	WALK TO END ALZHEIMER'S <small>alzheimer's association</small>	20 th Annual McGinty Conference on Alzheimer's	TOTAL (DISCOUNT)
Package 1	\$5,000	\$2,000	\$1,500		\$8,500 (\$425)
Package 2	\$1,500	\$2,000	\$5,000	\$1,500	\$10,000 (\$500)
Package 3	\$1,500	\$3,500	\$3,500	\$2,500	\$11,000 (\$550)
Package 4	\$5,000	\$3,500	\$3,500		\$12,000 (\$600)
Package 5	\$5,000	\$5,000	\$5,000	\$2,500	\$17,500 (\$875)
Package 6	\$5,000	\$5,000	\$15,000	\$5,000	\$30,000 (\$1,500)
Create your own					(5 percent)

Oregon & SW Washington Purple Patrons Sponsor:

- Involvement in three or more OR & SW WA Chapter events (one must be the Walk to End Alzheimer's®, our signature event)
- Sponsor Walk to End Alzheimer's in three or more markets (Portland, Vancouver, Eugene, Bend, Roseburg Medford and Albany).
- Minimum donation amount of \$8,000
- Discount of 5 percent will be applied

Thank you to our 2018 Purple Patrons, for turning Oregon & SW Washington purple!



M O V I N G F O R W A R D

WHERE DO YOUR DONATIONS GO?

EDUCATION & TRAINING

Myriad caregiver classes and workshops during the year – over 1,000 in person and online.

INFORMATION & REFERRAL 24/7

Helpline, website, and E-newsletter distributed to 14,000+ subscribers.

CARE CONSULTATIONS

One-on-one consultations to help families create a plan of care.

ADVOCACY

Work to secure funding and legislative support from state and federal government.

EARLY-STAGE PROGRAMS

Support for those in the early stages of the disease, and for their caregivers.

SUPPORT GROUPS

Nearly 80 support groups throughout Oregon & SW Washington.

RESEARCH

Nearly \$2 million in research grants awarded to local area Alzheimer's researchers.

SAFETY

Programs and devices to provide safety for people with dementia who wander.

THE IMPORTANCE OF YOUR CONTRIBUTION

"We are so grateful to our dedicated sponsors and other partners for sharing our vision of a world without Alzheimer's — and for financially investing in Alzheimer's care, support and research efforts. Working together, our shared vision will become reality."

Tracy Morgan

Executive Director
Alzheimer's Association
Oregon & SW Washington Chapter

CONTACT US



alz.org



Visit our Oregon chapter website
alz.org/orswwa

Our Development Team



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Follow us



Follow us on social media: [@alzorswwa](https://twitter.com/alzorswwa)
Use the hashtag **#ENDALZ**



800-272-3900



24/7 Helpline

Available toll free, all day, everyday

alzheimer's  association®

THE BRAINS BEHIND SAVING YOURS®

800.272.3900 | alz.org®

The Alzheimer's Association is the leading voluntary health organization in Alzheimer's care, support and research. Our mission is 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.

Our vision is a world without Alzheimer's disease®.