

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.

WILLAMETTE VALLEY

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

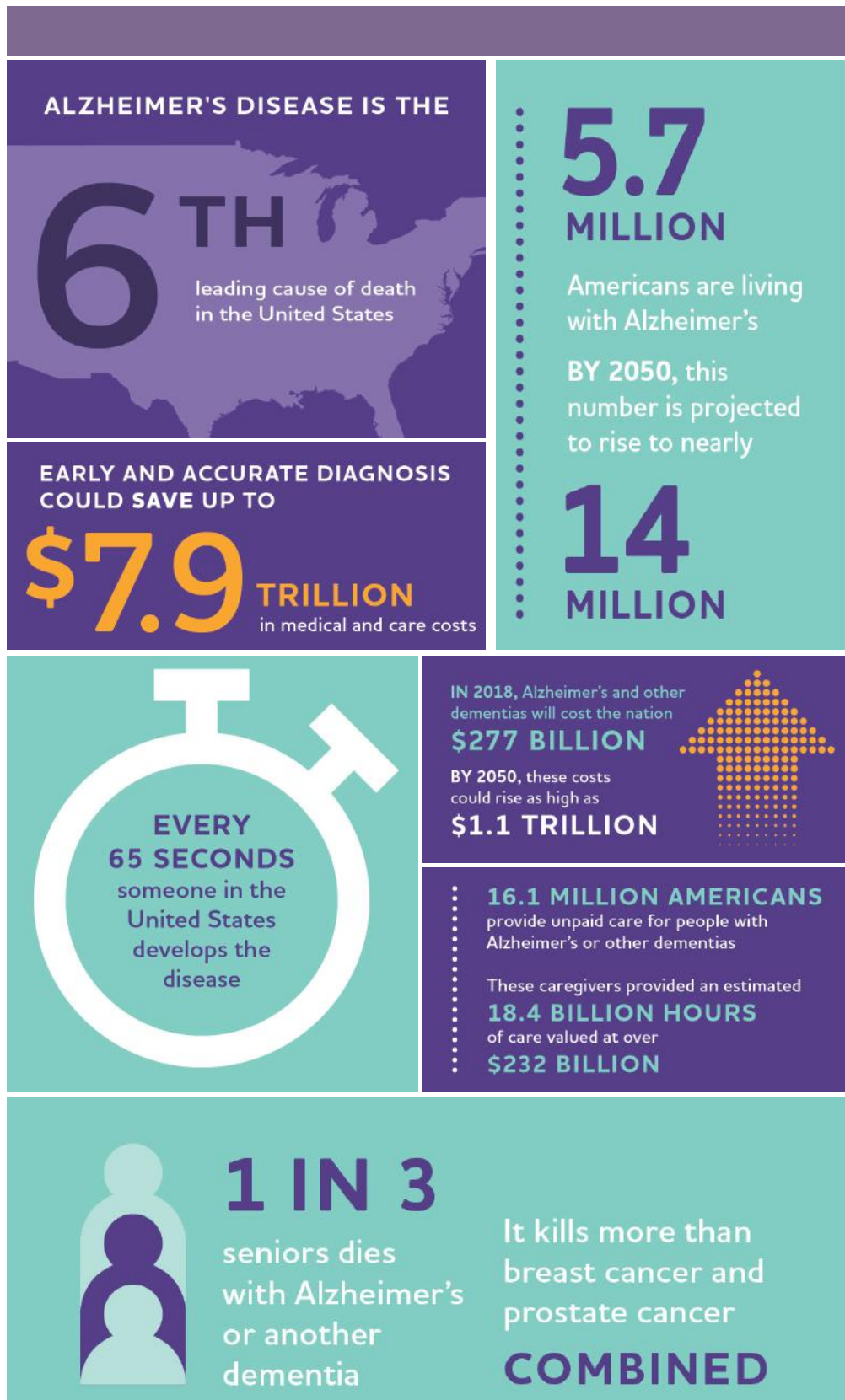
5,400+ calls to our 24/7 Helpline

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



PRIMARYLY
FEMALE

**30 TO 50
YEARS OLD**

CAUCASIAN



**FULL-TIME
EMPLOYEE**

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

**ONLINE
SHOPPER**



**SMARTPHONE
USER**



**ACTIVE ON
SOCIAL
MEDIA**



September 2019

Albany, 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				•	•
Printed thank you postcards				name	logo

Exclusive Walk Sponsorship Opportunities

GOLD LEVEL SPONSOR BENEFITS

Raising the Hope Sponsor – \$2,500

Make a lasting impression on our walkers during our Raising the Hope breakfast, which overviews the Alzheimer's Association and kicks off Walk to End Alzheimer's® fundraising. You will be provided an outreach table during Raising the Hope and your company's logo will be included on the event invitations and program. Your company's logo will also be featured on exclusive signage on Walk day.

Promise Garden Sponsor – \$2,500

On Walk day, all registered walkers receive a Promise Garden flower, the color of which indicates their connection to Alzheimer's. Your company's logo will be featured on exclusive signage throughout the Walk as the Promise Garden Sponsor. In addition, your company can opt to staff the Promise Garden to increase visibility. Please talk to your Walk Coordinator for details.

Champions Club Sponsor – \$2,500

On Walk day, your company will host the Champions Club tent where you will interact with and thank our top fundraisers. Your company's logo will be featured on exclusive signage near the Champions Club tent.

Team Party Sponsor – \$2,500

Our not-to-be-missed team captain parties officially kick off Walk season. You will be provided an outreach table during the team captain party and your company's logo will appear on all team party promotional material. Your company's logo will also be displayed on exclusive signage at the team party and on Walk day. Your spokesperson will have the opportunity to mingle with top fundraisers and speak at the team party.

Walk Celebration Sponsor – \$2,500

Showcase your business and brand during our post-Walk celebration event. We will recognize the season's fundraising efforts, honor all our teams and thank our top fundraisers, including our Champions and Grand Champions. Your company's logo will be included on Walk Celebration event invites, as well as featured on exclusive signage on Walk day.

Kid Zone Sponsor – \$2,500

On Walk day, sponsor our designated fun area for kids. Your sponsorship provides face painting, a bounce house, balloon animals and more. Your company's logo will be featured on exclusive signage near the Kid Zone.

Health Hub Sponsor – \$2,500

On Walk day, sponsor our Health Hub, which allows walkers to check their blood pressure, blood oxygen and other healthy living biometrics. Your company's logo will be featured on exclusive signage near the Health Hub.

Thank You Brigade Sponsor – \$2,500

On Walk day, staff our Thank You Brigade at the finish line and cheer on our walkers as they finish the Walk. Your company's logo will be featured on exclusive signage near the finish line. In addition, your company will be provided a booth at the finish line to hand out your own branded "swag" and goodies to our walkers.

SILVER LEVEL SPONSOR BENEFITS

Entertainment Sponsor – \$1,500

On Walk day, sponsor our event entertainment and keep the fun going! Your company's name will be featured on signage near the main stage.

Purple Pooch Parlor Sponsor – \$1,500

On Walk day, host our Purple Pooch Parlor and help our walkers deck out their four-legged friends in the finest purple "attire." Your company will provide in-kind purple puppy-friendly decor and act as the judge for the prestigious Purple Pooch Award. Your company's name will be featured on exclusive signage near the Purple Pooch Parlor.

Team Photo Sponsor – \$1,500

On Walk day, sponsor our professional photo booth and help capture priceless memories. Your company's name will be featured on signage near the photo booth.

Refreshment Sponsor – \$1,500

On Walk day, sponsor our refreshment tent and help provide water and snacks for our walkers. Your company's name will be featured on signage near the refreshment tent. Please talk to your Walk Coordinator for more details.

OTHER EXCLUSIVE SPONSORSHIP

Route Sponsor – \$500 (2 available)

On Walk day, sponsor our Walk route and obtain great in-person exposure for your company. Your company will be provided a table and two chairs along the Walk route — set up an engaging branded display and interact with our walkers.

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 with a hyper-link to your website embedded in the text: Refreshment, Champions Club, Entertainment, Promise Garden and Team Photo. 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 WILLAMETTE VALLEY WALK SPONSORS

STATEWIDE PRESENTING SPONSOR Frontier Management **CHAMPIONS CLUB SPONSOR** Bonaventure Senior Living
PROMISE GARDEN SPONSOR Regent Court Senior Living **RAISING THE HOPE SPONSOR** Willamette Springs Memory Care Community
FINISH LINE BRIGADE SPONSOR Waverly Place Assisted Living & Memory Care **REFRESHMENT SPONSOR** Albany Super Store/ACE - IGA
PURPLE POOCH SPONSOR Prestige Senior Living **TEAM PHOTO SPONSOR** Marks In Time Photography **TRAIL SPONSORS** H+R Block • Conifer House
LUNCH SPONSOR Carl's Jr.

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

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.

SPONSOR THE WALK TO END ALZHEIMER'S® IN TWO OR MORE REGIONAL WALK MARKETS* AND SAVE 5%.

*Walk Market Locations: Portland, Vancouver, Eugene, Bend, Medford, Roseburg, Albany

MOVING FORWARD

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

2018 PURPLE PATRONS



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®.