Walk to End Alzheimer’s™ events across the country feature the Promise Garden — a hands-on, mission-focused activity that allows participants to raise flowers representing their promise to remember, honor, care and fight for those living with Alzheimer’s disease and their caregivers. The flowers, which can be personalized with hand-written messages, highlight the diverse reasons for Walk participation and collectively create a dynamic, colorful and meaningful garden. Participants are encouraged to take the flowers home as remembrance of their Walk experience and the promise made.

Nationwide volunteer opportunity for employees

Your employees can coordinate with their local chapter and volunteer in the Promise Garden, which is featured at the more than 600 Walks nationwide. Volunteers can wear company sponsored and branded shirts and assist with handing out, collecting and planting flowers (where available).

Nationwide and local event brand recognition

- Logo recognition on signage at the Promise Garden flower pick-up station.
- Logo recognition at the “finished” garden (where available).
- Verbal recognition at the Walk ceremony and during announcements.
- Logo recognition as a national corporate sponsor on the alz.org sponsor page.
- Logo recognition at the Member Level of the National Team Program.

Join Us

Seize this unique opportunity to be part of the 2012 Walk experience.

$250,000 / year (nationwide implementation)
The Promise Garden experience – A memory to take home

During Walk opening activities, participants are asked to choose a Promise Flower with a color representing their reason for walking. They then write a personal message on the flower and raise it during the opening ceremony when their reason for walking is called.

Reasons for walking include:

- Walking to end Alzheimer’s because they currently have Alzheimer’s disease or dementia.
- Walking to end Alzheimer’s because they have lost someone they love to the disease.
- Walking to end Alzheimer’s because they are supporting or caring for someone with Alzheimer’s.
- Walking to end Alzheimer’s to support the cause and a vision of a world without Alzheimer’s.

By the conclusion of the ceremony, all Promise Flowers are raised high in the air to represent a commitment to leading the way to a world without Alzheimer’s.

We invest in local implementation:

- Every year we invite more than 600 volunteers and our chapter network to learn about new initiatives at the annual Alzheimer’s Association Leadership Summit held in February.
- At the conference, the national office shares with attendees the new Walk procedures and events in order to maintain nationwide consistency.
- We encourage Walk sponsor participation at the Leadership Summit to announce the sponsorship and to provide chapters with training materials on brand recognition and volunteer activation. After the Summit, a toolkit will be provided to all chapters to assist with national coordination.
About Walk to End Alzheimer’s™

The Alzheimer’s Association Walk to End Alzheimer’s™ is the nation’s largest event to raise funds for Alzheimer’s care, support and research. It calls on people of all ages to take action in the fight to end Alzheimer’s. This fall, Walk events will be held in nearly 600 communities across the country. Together, we can move a nation to end Alzheimer’s.

Since 1989, the Alzheimer’s Association Memory Walk® has mobilized millions, raising awareness of both Alzheimer’s disease and the Alzheimer’s Association. But the name of this nationwide event must do more in order to keep pace with the growing prevalence of this devastating disease. Through research and shared perspectives from chapter leadership, volunteers and consumers around the country, the Association has transitioned the event name into an inspiring call to action: Walk to End Alzheimer’s.

Please contact us for more information about sponsorship opportunities and recognition benefits.

corporateinitiatives@alz.org