



# 2018 Sponsorship Opportunities

## SPONSOR OUR WALK IN ANDERSON! SEPTEMBER 2018

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. Held annually in more than 600 communities nationwide, this inspiring event calls on participants of all ages and abilities to join the fight to #ENDALZ.

Don't miss this opportunity to come together with your community to rally around the Alzheimer's cause! The 2017 Walk to End Alzheimer's drew over 800 participants to Carolina Wren Park in Anderson. All funds raised benefit the care, support and research efforts of the Alzheimer's Association®.

SPONSORSHIP LEVELS & BENEFITS	OFFICIAL \$4,000	SUPPORTING \$1,500	PARTNER \$1,000	FRIEND \$500
Acknowledgement by event Master of Ceremonies	✓			
60-second message from sponsor on stage at Walk	✓			
Recognition on invitations for all Walk parties	✓			
Award presented at sponsor function or chapter event	✓			
Sponsor-provided banner displayed prominently at Walk	✓			
Sponsor-provided "Why We Walk" feature (photo & blurb) posted on chapter social media channels	✓			
<b>Logo on brochures, posters &amp; flyers</b>	✓	✓		
<b>Recognition on t-shirt back</b>	<b>Prominent Logo</b>	<b>Logo</b>	<b>Name</b>	
Name listed in SC Chapter newsletter	✓	✓	✓	
Name on Walk route sign	Logo	Logo	Name	
Walk day exhibitor table	✓	✓	✓	✓
Recognition on Walk fundraising website	Prominent logo & link on Sponsor Page & Homepage Scroll	Logo & link on Sponsor Page & Homepage Scroll	Name & link on Sponsor Page	Name on Sponsor Page
Right to use title "Local Sponsor of the Alzheimer's Association Walk to End Alzheimer's®"	✓	✓	✓	✓
<b>Deadline for commitment, payment &amp; artwork</b>	<b>July 31</b>	<b>July 31</b>	<b>July 31</b>	<b>Sept. 7</b>

**FOR EXCLUSIVE RECOGNITION AT THE ANDERSON WALK, SEE ADDITIONAL SPONSORSHIP OPPORTUNITIES ON BACK.**

For more information about becoming a sponsor, visit [alz.org/sc/walk](http://alz.org/sc/walk) or contact Aundi Hunter, Director of Development, at [ahunter@alz.org](mailto:ahunter@alz.org) or 864-699-0623.



# 2018 EXCLUSIVE Sponsorships

## UNIQUE OPPORTUNITIES FOR VISIBILITY, RECOGNITION & ENGAGEMENT



These exclusive sponsorships provide unique signage and recognition as well as rare publicity and engagement opportunities with participants before, during and after Walk day. Commitments at these levels are first-come, first-served. Deadline for commitment, payment & artwork is July 31, 2018.

### PRESENTING SPONSOR **\$10,000**

Exclusive lead positioning of your name & logo in all event collateral & communications for the 2018 Walk to End Alzheimer's in Anderson, plus all Official level benefits.



### CHAMPIONS CLUB SPONSOR **\$2,500**

Participants who raise over \$500 become members of the elite Walk to End Alzheimer's Champions Club. The Champions Club Sponsor will help reward these special participants and receive these unique opportunities:

- Logo recognition on card congratulating all 2018 Champions Club inductees
- Implement a special area for Champions at the 2018 Walk in Anderson
- Sign with logo provided for sponsor-hosted Champions Club area at Walk
- Award Champions with medals/certificates in coordination with staff partner
- Host a pre-Walk event for Champions (recognition on invitations & at event)
- All Supporting level benefits



### PROMISE GARDEN SPONSOR **\$2,500**

The Promise Garden is a mission-focused, hands-on experience engaging each participant at the Walk to End Alzheimer's. The Promise Garden Sponsor will help participants take part in this meaningful display and receive these privileged opportunities:

- Opening ceremony mention & special participation in Promise Garden ceremony
- Distribute Promise Garden flowers on Walk day & serve as Promise Garden ushers
- Company name & quote included in press release about Promise Garden ceremony
- Sign with company logo at the flower pickup table
- Two signs with company logo where the Promise Garden is planted
- All Supporting level benefits



### CAREGIVER CAFÉ SPONSOR **\$2,500**

Make the Anderson Walk to End Alzheimer's an extra special experience for caregivers on Walk day. The Caregiver Café Sponsor will receive the following impactful opportunities:

- Plan & host special area for caregivers (Caregiver Café) on Walk day
- Sign with logo recognition at the Caregiver Café
- Logo included on Caregiver Café invitations (distributed to Alzheimer's Association support groups in Anderson & surrounding areas)
- Mention in opening ceremony announcements
- Mention in email sent week of Walk to all participants
- All Supporting level benefits



## Join us as a sponsor to bring families help & hope.

### HOW WE HELP:

- ✓ 24/7 Helpline: 800-272-3900
- ✓ Information & Referral
- ✓ Care Consultation
- ✓ Education Programs
- ✓ Early-Stage Support Services
- ✓ Caregiver Support Groups
- ✓ Caregiver Respite Assistance
- ✓ Safety Services for Wanderers
- ✓ Advocacy & Public Policy

All funds raised by the Alzheimer's Association Walk to End Alzheimer's® support our care, support and research efforts.

Our local chapter in South Carolina provides resources for families going through one of the most difficult periods of their lives. To learn more about accessing services, visit [alz.org/sc](http://alz.org/sc).

In addition, the Alzheimer's Association is the largest private, nonprofit funder of Alzheimer's disease research in the world. To learn more about our research grants, visit [alz.org/research](http://alz.org/research).

### 2018 SPONSOR COMMITMENT | Walk to End Alzheimer's in Anderson

SPONSOR LEVEL	PRESENTING \$10,000	OFFICIAL \$4,000	CHAMPIONS CLUB \$2,500	PROMISE GARDEN \$2,500	CAREGIVER CAFÉ \$2,500	SUPPORTING \$1,500	PARTNER \$1,000	FRIEND \$500
CHECK ONE >	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
DEADLINE FOR FORM & PAYMENT	July 31	July 31	July 31	July 31	July 31	July 31	July 31	Sept. 7

**Please observe payment deadline to guarantee benefits.** For applicable logo recognition, email artwork to [walksc@alz.org](mailto:walksc@alz.org). Preferred logo formats include eps, ai, pdf, or high-resolution jpg. Please retain a copy of this form for your records.

Local Company Name (to be used for recognition)

Parent Company Name (if applicable)

URL for weblink (if applicable)

Phone

Mailing Address

City, State & Zipcode

Local Company Contact Person

Email

Authorized signature: \_\_\_\_\_ Date: \_\_\_\_\_

**PAYMENT INFORMATION (REQUIRED):** ☐ Please invoice me. ☐ Check enclosed for this amount: \_\_\_\_\_

☐ Please charge my (circle one) Visa / Mastercard / American Express / Discover card for this amount: \_\_\_\_\_

Card # \_\_\_\_\_ Expiration \_\_\_\_\_ CSV \_\_\_\_\_

Name on card & billing address (if different from above) \_\_\_\_\_

**3 WAYS TO SUBMIT:** **FAX** to 864-542-0833 **SCAN/EMAIL** to [walksc@alz.org](mailto:walksc@alz.org), Subject: Walk18 Sponsorship  
**MAIL** to Alzheimer's Association, Attn: Walk18 Sponsorship, 901 South Pine Street, Spartanburg, SC 29302

Received: \_\_\_\_\_ Entered: \_\_\_\_\_ Invoiced: \_\_\_\_\_ Paid: \_\_\_\_\_ Check #: \_\_\_\_\_ Entered: \_\_\_\_\_ TY: \_\_\_\_\_