

Participation Levels

The Walk to End Alzheimer's is the Central New York Chapter's largest event. Corporate sponsors see a direct return on investment in the number of visual impressions before, during and after the event. Additionally, we are proud to offer enrollment in the Alzheimer's Early Detection Alliance (AEDA) as a benefit for participating.



- Naming rights for presenting sponsors are included in all pre- and post-walk references, marketing and communications.
- **1,000** walkers in Syracuse, and **200-400** walkers at other sites see signage, visit booths and hear announcements at each walk.
- Walk e-newsletter with up to **5,000** monthly impressions
- **150-350** t-shirts distributed at each walk.
- Walk websites earn up to **5,000** monthly impressions
- alzmail Chapter e-newsletter with **3,000** weekly impressions.

Multi-Walk Presenting Sponsor \$5,000

- **Exclusive** naming rights at two Walks
- Company representatives invited to speak during pre-Walk programs
- Company representative invited to participate on Walk planning committees
- Logo placement on brochure and mailed material
- Logo placement on Walk websites, including alzcn.org/walk
- Logo placement in Chapter e-newsletter for four weeks preceding Walk
- Priority logo placement on official Walk t-shirts
- Signage on Walk routes
- Banner recognition (Chapter to provide banner)
- Automatic enrollment in the Alzheimer's Early Detection Alliance (AEDA)
- 15 percent discount on professional training services plus one complimentary Alzheimer's Based Activity Care (ABAC) training registration
- Display tables in exhibitor's areas
- Complimentary promotional t-shirts for staff

Presenting Memory Maker \$3,000

- **Exclusive** naming rights
- Company representatives invited to speak during pre-Walk program
- Company representative invited to participate on Walk planning committee
- Logo placement on brochure and mailed material
- Logo placement on Walk websites, including alzcn.org/walk
- Logo placement in Chapter e-newsletter for four weeks preceding Walk
- Priority logo placement on official Walk t-shirt
- Signage on Walk route
- Banner recognition (Chapter to provide banner)
- Automatic enrollment in the Alzheimer's Early Detection Alliance (AEDA)
- 10 percent discount on professional training services plus one complimentary Alzheimer's Based Activity Care (ABAC) training registration
- Display table in exhibitor's area
- Complimentary promotional t-shirts for staff

Elite Memory Maker \$2,000

- Company representative invited to participate on Walk planning committee
- Logo placement on Walk websites, including alzcn.org/walk
- Logo placement in Chapter e-newsletter for two weeks preceding Walk
- Logo placement on official Walk t-shirt
- Signage on Walk route
- Banner recognition (company to provide banner)
- Automatic enrollment in the Alzheimer's Early Detection Alliance (AEDA)
- 10 percent discount on professional training services
- Display table in exhibitor's area
- Recognition in pre-Walk program
- Complimentary promotional t-shirts for staff

Premiere Memory Maker \$1,000

- Logo placement on Walk website
- Logo placement in Chapter e-newsletter for two weeks preceding Walk
- Logo placement on official Walk t-shirt
- Signage on Walk route
- Banner recognition (company to provide banner)
- Automatic enrollment in the Alzheimer's Early Detection Alliance (AEDA)
- 5 percent discount on professional training services
- Display table in exhibitor's area
- Recognition in pre-Walk program
- Complimentary promotional t-shirts for staff

Intermediate Memory Maker \$500

- Company name on official Walk t-shirt
- Signage on Walk route
- Banner recognition (company to provide banner)
- Automatic enrollment in the Alzheimer's Early Detection Alliance (AEDA)
- Display table in exhibitor's area
- Recognition in pre-Walk program
- Complimentary promotional t-shirts for staff

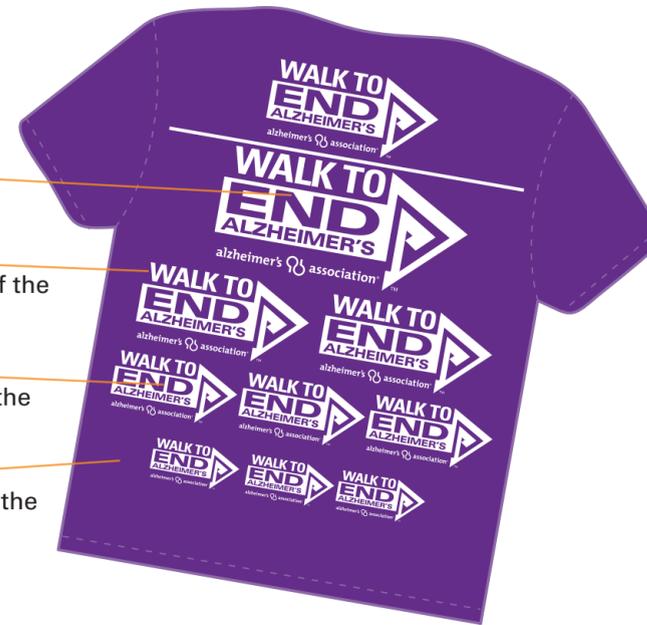
Memory Maker \$200

- Signage on Walk route
- Display table in exhibitor's area

Multi-Walk regional sponsorships available. Contact the Walk team (phone numbers and e-mails on commitment form) to learn more.

The T-Shirt

Our most viewed and widely distributed peripheral, the official Walk to End Alzheimer's t-shirt showcases your company logo while participants who raised \$100 or more wear it with pride.



Presenting Sponsor

Logo covers approximately 15 percent of the t-shirt's sponsor area.

Elite Memory Maker

Logo covers approximately 7 percent of the t-shirt's sponsor area.

Premiere Memory Maker

Logo covers approximately 4 percent of the t-shirt's sponsor area.

Intermediate Memory Maker

Logo covers approximately 2 percent of the t-shirt's sponsor area.

Alzheimer's Early Detection Alliance

AEDA

alzheimer's early detection alliance

alzheimer's association

Alzheimer's disease is fast becoming one of the greatest medical challenges facing Americans today. Participating in the Walk to End Alzheimer's is one step. Joining the Alzheimer's Early Detection Alliance is another. The AEDA helps spread awareness of Alzheimer's disease. Our goal is to educate everyone about the warning signs of Alzheimer's, the importance of early detection, and the resources available to help them. The benefits to you are clear:

- Help your employees and customers gain access to early detection resources and brain health education.
- Help your customers recognize you as an advocate to increase awareness of Alzheimer's disease.
- Help your employees and your customers regard you as a positive corporate and community citizen.
- Help reinforce your company or organization as a premier place of employment.



Together, we can reclaim our future.

Join the Alzheimer's Association Walk to End Alzheimer's and unite in a movement to reclaim the future for millions. Together, we can raise awareness and funds to enhance Alzheimer care and support and advance critical research. The end of Alzheimer's disease starts here.

The inaugural Walk to End Alzheimer's in 2011 raised \$302,000 to fight Alzheimer's disease in Central New York. Building on its first-year success, the event our national movement to raise awareness and funds for Alzheimer care, support and research. Since 1989, this all-age, all-ability walk has mobilized millions to join the fight against Alzheimer's disease, raising more than \$347 million for the cause. Events are held annually in the fall in nearly 600 communities nationwide.

An epidemic facing CNY & America

"Walk for me so that we will one day find a cure."— Beverly Bull, Liverpool, NY

Beverly's succinct statement is the reason we gather each fall. She taught music and gave piano lessons for many years before the disease took away her ability to live independently. She is one of nearly 46,000 people in Central New York living with this disease, which has grown locally by more than 25 percent in the last decade. Nationally, more than 5.3 million Americans have Alzheimer's disease, a number which is expected to triple by mid-century if no cure is found.

This phenomenon is attributed to two factors — the rising number of people age 65 and older and a growing understanding of how Alzheimer's disease works and affects people. Age is the number one risk factor for developing Alzheimer's, impacting one out of every eight people 65 years of age and older, and half of all people age 85 and up. This trend has led to a greater understanding of the disease and its symptoms. Those "senior moments" are now leading to doctor's visits and dementia diagnoses.

Why Walk?

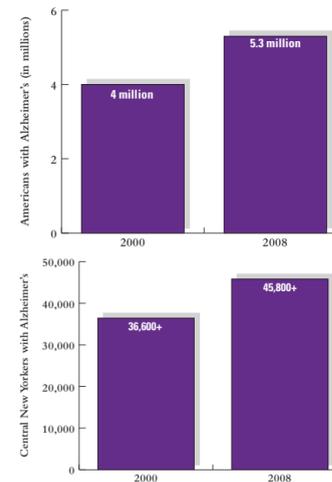
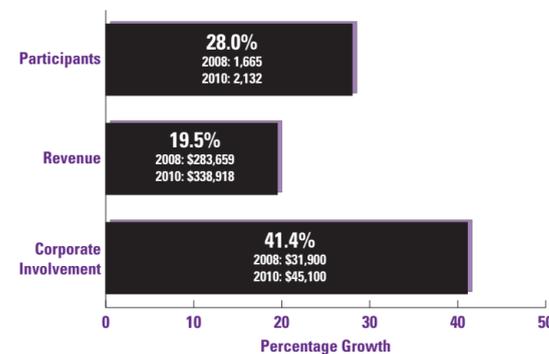
"The disease is not the person, remembering who they were before the disease is very important. Walk is very uplifting. It gives a lot of hope that the money raised goes towards research and programs."— Jo Ann Capucilli, Baldwinsville, NY

The Walk to End Alzheimer's is a community event with no registration fees or restrictions on attendance. Participants range from family caregivers to corporate leaders to healthcare professionals, all united in the quest to raise awareness and funds for Alzheimer's disease programs and research provided by the Alzheimer's Association.

The five Central New York walks have grown by double digits since 2008. Over this time, our walkers have set fundraising and participation records, while raising the public conversation on the topic of Alzheimer care and support.

The accompanying chart outlines our recent growth. The 41.4 percent increase in revenue from sponsorships signals a growing awareness of Alzheimer's impact by the business community.

Sources: Alzheimer's Association 2010 Facts and Figures; Alzheimer's Association, Central New York Chapter research.



Alzheimer's in the workplace

"It was pretty easy for me to hide it for a while. There was no way I could handle the technical stuff. I don't know what they could have done to accommodate me."— Gwen Richards, 57 years old.

Cost to Employers

Funds raised at the Walk to End Alzheimer's support our dual mission to support individuals and families living with the disease, and the research to find a cure. Providing Alzheimer care is a second job for many people. In 2009, New York caregivers spent more than 21 hours each week providing direct care to their loved one. This does not include sleepless nights, times of anxiety and worry or family discussions regarding care.

American businesses shoulder an Alzheimer-related financial burden to the tune of \$61.1 billion:

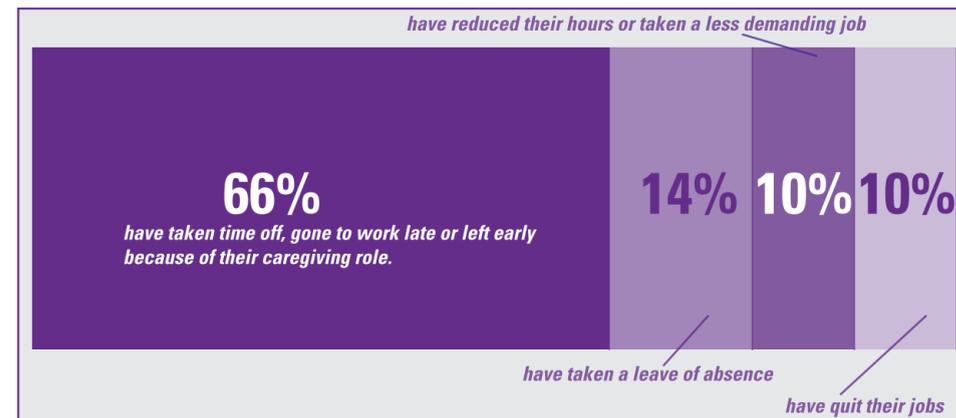
- \$36.5 billion are direct costs, including lost productivity, related to employees providing care for individuals with a form of dementia, including Alzheimer's.
- \$24.6 billion includes company contributions to health and long-term care insurances, including Medicare and Medicaid, that pays for Alzheimer care.

Research has shown that healthcare costs for individuals with Alzheimer's disease or other dementia are three times higher than those with any other condition.

A Shared Cost

The Alzheimer's Association's *Alzheimer's Disease Facts & Figures 2010* paints a clearer picture of the workplace impact of the disease. The reality is a shared cost between the caregiver and their employer.

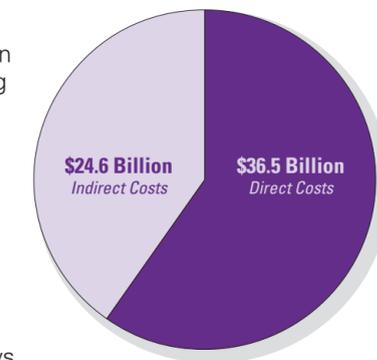
Two-thirds of working caregivers polled said they had already made a work accommodation for their loved one:



How does the Association help?

The Alzheimer's Association is the world leader in Alzheimer's care and support. The Central New York Chapter provides vital services to individuals, families and caregivers throughout the region. It also fuels a research pipeline committed to finding effective treatments and a cure for the disease. In fiscal year 2011, the Chapter used donations from individuals and corporations to answer **1,235 calls to our 24-hour helpline** and provide assistance to 886 individuals, conduct **252 care consultations**, hold **260 education programs** in its 14-county region and reach 3,509 people, and assist 1,421 people at its **224 support group meetings**.

Alzheimer's Financial Impact to Business: Direct vs. Indirect



Commitment form

Make a difference in the lives of thousands of Central New Yorkers who provide care for someone with Alzheimer's disease by sponsoring the 2012 Walk to End Alzheimer's. We have simplified the process this year with one sponsorship program for each of our Walks. Determine which level fits your company's level of support, **complete the form and return it with payment by August 1:**

- mail to Alzheimer's Association, Central New York Chapter, Walk Headquarters, 441 W. Kirkpatrick St., Syracuse, NY 13204
- by fax to (315) 472-4202
- by e-mail to walk@alzcn.org

Business Name _____
Please list your name as you wish to be referenced in public

Contact Person _____

Mailing Address _____

City _____ **State** _____ **Zip Code** _____

Phone _____ **Fax** _____ **E-mail** _____

Approximate employees at your company: <50 50-100 101-500 501-999 1,000 or more

Please Choose a Walk...	...Then Choose Your Sponsor Level
<input type="checkbox"/> Watertown (August 18)	<input type="checkbox"/> Multi-Walk Presenting Sponsor: \$5,000
<input type="checkbox"/> Binghamton (September 15)	<input type="checkbox"/> Presenting Sponsor: \$3,000
<input type="checkbox"/> Utica (September 22)	<input type="checkbox"/> Elite Memory Maker: \$2,000
<input type="checkbox"/> Syracuse (September 29)	<input type="checkbox"/> Premiere Memory Maker: \$1,000
<input type="checkbox"/> Ithaca (September 30)	<input type="checkbox"/> Intermediate Memory Maker: \$500
	<input type="checkbox"/> Memory Maker: \$200

Other Ways To Participate

- We cannot make a contribution but would like to make an in-kind donation or donate a prize.
- Please send us information about forming a corporate team.

Team Captain name and contact information _____

Payment Method

- Payment is enclosed
- Please invoice us
- We cannot sponsor at this time but our tax-free contribution is enclosed

If you would like to use a credit card, we ask that you please call our office using the contact information below. Thank you!

Please include a photo or scannable logo (business cards, business envelopes or letterhead are all acceptable) or e-mail your logo (PDF, EPS or other Vector file preferred; JPEG or TIFF acceptable; no Microsoft Word documents please) to walk@alzcn.org.

Questions?

For specific questions about sponsorship levels or other Walk-related questions, please contact our walk team at walk@alzcn.org, or press 6 at the main menu when dialing (315) 472-4201 (Syracuse), (315) 617-4025 (Utica/Rome), (315) 782-8755 (Watertown), (607) 785-7852 (Binghamton) or (607) 330-1647 (Ithaca).

For general walk questions, e-mail walk@alzcn.org, or call any of the above numbers and press 6.