

WALK TO END ALZHEIMER'S™

ALZHEIMER'S ASSOCIATION®

2024 Sponsorship Levels



NASSAU: OCT. 6
act.alz.org/nassau



EASTERN LI: OCT. 19
act.alz.org/easternli



NORTH BABYLON: OCT. 20
act.alz.org/belmontlake

Presenting Sponsor

- \$65,000: all 3 walks
- \$60,000: Babylon and Nassau
- \$50,000: Babylon or Nassau and Eastern LI
- \$35,000: Babylon or Nassau
- \$25,000: Eastern LI

Tier 1 Sponsor

Promise Garden Sponsor
Champions Club Sponsor
Volunteer Recognition Sponsor

- \$45,000: all 3 walks
- \$35,000: Babylon and Nassau
- \$30,000: Babylon or Nassau and Eastern LI
- \$20,000: Babylon or Nassau
- \$15,000: Eastern LI

Tier 2 Sponsor

Team Photo Area Sponsor
Tribute Wall Sponsor
Stage Sponsor
Start Finish Sponsor
Community Mission Tent Sponsor

- \$20,000: all 3 walks
- \$17,500: Babylon and Nassau
- \$15,000: Babylon or Nassau and Eastern LI
- \$12,500: Babylon or Nassau
- \$10,000: Eastern LI

Tier 3 Sponsor

Walk to End Alzheimer's Kickoff Sponsor
Event Check-In Sponsor
Refreshment Sponsor
Kids Zone Sponsor
Walk Celebration Party Sponsor
Thank You Brigade Sponsor

- \$10,000: all 3 walks
- \$8,500: Babylon and Nassau
- \$7,500: Babylon or Nassau and Eastern LI
- \$6,000: Babylon or Nassau
- \$5,500: Eastern LI

Tier 4 Sponsor

Selfie Station Sponsor
Water Station Sponsor
Pet Area
Route Sponsor

- \$6,000: all 3 walks
- \$4,750: Babylon and Nassau
- \$4,000: Babylon or Nassau and Eastern LI
- \$3,250: Babylon or Nassau
- \$2,750: Eastern LI

Exhibit Area Sponsorship

- \$2,500: all 3 walks
- \$2,000: Babylon and Nassau
- \$1,750: Babylon or Nassau and Eastern LI
- \$1,500: Babylon or Nassau
- \$1,250: Eastern LI

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If you would like to bundle your sponsorship with the upcoming Legal & Financial Planning Conference on April 6 and/or Alzheimer's and Dementia Conference on November 8, please contact either Tinamarie Hardekopf at 631.315.6486 | thardekopf@alz.org or Judy Wichter at 631.315.6494 | jwichter@alz.org for a discount quote.

Presenting Sponsor

As Presenting Sponsor, your company will make a difference for those facing the disease — helping to increase the reach and impact of the Alzheimer’s Association while gaining valuable brand recognition. You will also have opportunities to develop year-round engagement with our participants, your employees and the community — with fun and inspiring ways to support the cause.

Tier 1 Sponsor

Promise Garden

The Promise Garden Sponsorship is an exclusive opportunity, as the Promise Garden is a vital and unique mission-focused experience at Walk to End Alzheimer’s. This highly engaging component activates all registered participants, who carry colorful flowers that represent their connection to Alzheimer’s.



The yellow flower represents those who are currently caring for someone living with Alzheimer’s or another dementia. The purple flower represents people who have lost someone to the disease. The orange flower represents those who support the cause and the Association’s vision of a world without Alzheimer’s and other dementia. The blue flower represents those who are currently living with Alzheimer’s or another dementia.

During the Opening and Promise Garden Ceremony, we also raise a single white flower, representing the first survivor of Alzheimer’s disease. While there is not yet a cure for Alzheimer’s, this flower is the symbol of our hope and commitment to making that beautiful day possible.

The Promise Garden Sponsor will have exclusive signage in the Promise Garden area, and will also be included on other signage recognizing sponsors throughout Walk. The Promise Garden Sponsor will also have an opportunity to provide volunteers to service the flower pick-up area.

Champions Club Sponsor

The Champion Club Sponsor plays a key role in helping us recognize and reward our highest-level fundraisers, our Champions Club members. These individuals are leading the way in the fight against Alzheimer’s. Our Champion’s Club has three fundraising levels: \$500, \$1,000 and \$2,500. Champions Club Sponsors are invited to help us promote and inspire participants to reach these fundraising milestones, assist in deepening our Champions Club members’ engagement with our event and recognize these special VIPs on event day.

Volunteer Recognition Sponsor

The Volunteer Recognition Sponsor is an exclusive opportunity to express gratitude and provide volunteers with resources including a Walk day T-shirt and a post-event recognition party. Walk volunteers include Executive Leadership Team members, Event Experience Committee members, Community Engagement Committee members and day-of-event volunteers. Without our dedicated volunteers, Walk to End Alzheimer’s would not be possible. Recognize the planning committee who spends all year working on making this event successful.

Tier 2 Sponsor

OVERVIEW

This sponsorship level allows your company to choose one of the following opportunities where you will be an exclusive sponsor.

Team Photo Area Sponsor

Teams are at the heart of Walk to End Alzheimer's — companies, friends and family, organizations, clubs, schools and faith-based teams all gather on Walk day! The Team Photo Area Sponsor gives Walk to End Alzheimer's teams a chance to commemorate the day at a team photo area. The Team Photo Area Sponsor's logo will be displayed at our Team Photo Area for all teams to see.

Tribute Wall Sponsor

The Tribute Wall Sponsorship is an exclusive opportunity on Walk day to provide an engagement space for participants to honor their loved ones. Through a large designated on-site wall, participants are able to share written messages and photographs to honor those they care for or who have died from the disease.



Stage Sponsor

The Stage Sponsor supports the focal point of our Walk, which is the platform that hosts our emcee and announcements, and Opening and Promise Garden Ceremony. The stage is prominently located within the event space on Walk day and Stage Sponsors have highly visible branding throughout the entire day.

Start and Finish Line Sponsor

The Start and Finish Line Sponsor is highly visible by all participants on Walk day. Immediately following the Opening and Promise Garden Ceremony, participants are invited to the Start Line to lead the way.

Community Mission Tent Sponsor

The Community Mission Tent, a high-traffic area at our Walk, is a popular stop for our event participants, who visit vendors offering a range of information, products and support services in the community.

Tier 3 Sponsor

OVERVIEW

This sponsorship level allows your company to choose one of the following opportunities where you can be one of multiple sponsors.

Walk to End Alzheimer's Kickoff Sponsor

The Kickoff is a special wrap-around event that ignites the Walk season and engages and motivates our registered and returning teams. As the Sponsor, you'll have the chance to co-lead a fun and informative event that activates the start of fundraising and recruiting for our teams.

Event Check-In Sponsor

As the Event Check-In Sponsor, you play a critical role in the success of Walk day. This highly visited location serves as an important entry point at the event — a place where participants are greeted, informed and directed.

Refreshment Sponsor

As a Refreshments Sponsor, you help keep participants and volunteers motivated and hydrated as they take part in the world's largest event to fight the disease.

Kids Zone Sponsor

The Kid Zone Sponsor is an exclusive Walk-day opportunity. Walk calls on people of all ages to support the cause, including many young participants. This fun location is a highly visited area on Walk day and is dedicated to engaging our youngest supporters with kid-friendly activities.



Thank-You Brigade Sponsor

Gratitude is an important component of the Walk to End Alzheimer's experience. As the Thank-You Brigade Sponsor, you get to be part of the best feel-good moments of the day — cheering on attendees at the start and finish lines and along the route. Our Thank-You Brigade celebrates and thanks participants for doing their part in the fight against Alzheimer's and all other dementia.

Walk Celebration Party

The Alzheimer's Association Walk to End Alzheimer's® Celebration Party is a post-Walk wrap-around event and opportunity to show gratitude and appreciation for Team Captains and other key individuals. By sponsoring the event, you can help celebrate the fundraising efforts of top participants and engage directly with this mission-driven group. This event is an important relationship-building block and connection opportunity with our top supporters in the community.

Tier 4 Sponsor

OVERVIEW

This level allows your company to choose one of the following opportunities where you can be one of multiple sponsors.

Selfie Station Sponsor

The Selfie Station Sponsor, a custom day-of-event opportunity, helps create one of the most interactive areas at the Alzheimer's Association Walk to End Alzheimer's®. Your company can provide a dedicated spot at the venue and along the route for participants to capture and commemorate the moment with a branded selfie!

Water Station Sponsor

The Alzheimer's Association Walk to End Alzheimer's® is filled with energy and movement. By becoming a Water Station Sponsor, your company can help hydrate participants while creating excitement along the route!



Pet Area/Petting Zoo Sponsor

The Alzheimer's Association Walk to End Alzheimer's® welcomes all participants — including furry four-legged friends! As the Pet Area Sponsor, your company can engage participants by providing a designated spot for pets to get water, grab a treat and show off a trick!

Route Sponsor

The Alzheimer's Association Walk to End Alzheimer's® route is a sea of participants from companies or teams of family and friends, each with inspiring reasons to take part in the event. The Route Sponsor will have the ability to engage, encourage and support participants along the course.

Exhibit Area Sponsor

OVERVIEW

Join us under the mission tent where you can interact with thousands of our Walk attendees and promote your services. Exhibitors are encouraged to bring a branded cloth and provide marketing materials and giveaways from their company. Recognition includes: Company listing included on the local event page and sponsor section of Walk website (and linked to company website) On-Site Engagement includes: Company listing on signage at the exhibit area.



2024 Walk to End Alzheimer's Sponsorship Levels	Presenting Sponsor	Tier 1	Tier 2	Tier 3	Tier 4	Exhibitor
Industry exclusivity	●					
Right to first renewal of next year's sponsorship within 30 days post-event	●	●				
Usage of the Walk to End Alzheimer's logo along with "Proud Local (Presenting) Sponsor of Walk to End Alzheimer's" in internal and external communication	●	●	●	●	●	●
Brand Alignment						
Company name included in pre- and post-Walk press releases	●	●				
Company logo included on pre- and post-event materials such as invitations and presentations for volunteer receptions, event kickoffs, celebration parties and other events as identified with the Association staff	●	●	●			
Inclusion in local media generated by local chapter (earned media placements not guaranteed)	●	●	●			
Company logo included on promotional flyers and posters distributed throughout the community	●	●	●	●		
Opportunity to co-host an internal Company Team Kickoff	●	●	●	●	●	●
Opportunity to co-host an Association-led education program	●	●	●	●	●	●
Digital Media Recognition						
Sponsorship featured in two exclusive social media posts	●	●				
Company logo included on Walk marketing emails sent throughout the year	●	●	●			
Opportunity to submit a story to be posted in our weekly e-newsletter (content must be reviewed by Association staff)	●	●	●			
Company logo included on local event page and sponsor section of Walk website with link to company website	●	●	●	●	●	
Sponsorship featured in one exclusive social media post			●	●	●	●
On Site Engagement						
Company logo included on local presenting sponsor banner	●					
Opportunity to speak during Opening Ceremony	●					
Company mentioned during pre-ceremony announcements	●	●	●			
Company logo included on official Walk t-shirt	●	●	●	●	●	
Company logo included on local sponsor banner	●	●	●	●	●	●
Opportunity to have an exhibit table to distribute company collateral in the Community Mission Tent	●	●	●	●	●	●
Opportunity to cut the official start line ribbon (Start/finish line sponsor only)			●			
Opportunity for your company to provide employees to staff designated sponsor area		●	●	●		
Company logo included on exclusive signage in designated sponsor area		●	●	●	●	

STEP 1: SELECT WALK(S) and CONFERENCE(S)**Amount of Sponsorship:**

- | | | |
|---|--|--|
| <input type="checkbox"/> Nassau Walk | <input type="checkbox"/> North Babylon Walk | <input type="checkbox"/> Eastern LI Walk |
| <input type="checkbox"/> Legal & Financial Conference | <input type="checkbox"/> Alzheimer's & Dementia Conference | |

STEP 2: PROVIDE ORGANIZATION INFORMATION

Organization Name (to be displayed)		Website to link logo/name to	
Contact Information: Name	Email	Phone	
Organization Address	City	State	Zip
Sponsorship Authorized Signature _____		Date _____	

STEP 3: PROVIDE PAYMENT INFORMATION

- Check Enclosed (made out to Alzheimer's Association) Invoice Me Credit Card* (complete below)

Name (as it appears on card)			
Card Number	Security Code	Exp. Date	
Billing Address (if different from above)	City	State	Zip
Amount to Charge (\$)	Authorized Signature	Date	

*For security, we ask that you do not provide credit card information through email. If you are paying by credit card, we are happy to take this information via the phone or you can mail this form directly to the address below. **If mailing**, please email a copy of this form (without the card information) to jsantos@alz.org. That will let us enact your benefits right away.

Submit all completed forms and payments to Alzheimer's Association – Long Island Chapter

BY EMAIL

To Jay Santos at jsantos@alz.org
(please do not email credit card information; payment can be collected via phone if paying by card)

BY MAIL

Alzheimer's Association -Long Island Chapter
300 Broadhollow Road Suite LL100
Melville, NY 11747

Questions?

For Nassau and North Babylon Walks Contact Tinamarie Hardekopf | thardekopf@alz.org |631.315.6486
For Eastern LI Walk Contact Judy Wichter | jwichter@alz.org |631.315.6494

Payment for Sponsorship due 30 days from signed commitment date.

Sponsor warrants and represents that all its products and services comply with all applicable federal, state and local laws and regulations. Alzheimer's Association has the right to immediately cancel this sponsorship agreement in the event that Sponsor has:

- Had its license(s) revoked by any governmental authority exercising jurisdiction over Sponsor;
- Sponsor has voluntarily surrendered its license(s) after being cited for misconduct by any governmental authority exercising jurisdiction over that party;
- Sponsor has been alleged to have willfully violated the laws, rules or regulations of any jurisdiction or any governmental authority exercising jurisdiction over Sponsor;
- Otherwise violated the terms of sponsorship, which will be determined at the sole discretion of the Alzheimer's Association. Tax ID: 13-3039601