

WALK TO END ALZHEIMER'S
alzheimer's association

SPONSORSHIP OPPORTUNITIES

CHICO WALK TO END ALZHEIMER'S®

Bidwell Park, Sycamore Field | October 8, 2022

Heaven Wood
530.433.1803 | chicowalk@alz.org

alz.org/walk | 800.272.3900

LOCAL IMPACT OF ALZHEIMER'S DISEASE

More than
6 MILLION
Americans are living with Alzheimer's. By 2050, this number is projected to rise to nearly
13 MILLION.

Alzheimer's disease is the
6TH leading cause OF DEATH
in the United States.

11
MILLION AMERICANS
provide unpaid care for people with Alzheimer's or other dementias.

OUR CHAPTER WALKS IN 2020 AND 2021





LOCATIONS

$10.7 MILLION RAISED to advance the mission of the Alzheimer's Association.

Alzheimer's is a progressive and fatal disease, which is devastating our families, our finances and our future. As the leading voluntary health organization in Alzheimer's care, support and research, the Alzheimer's Association® addresses this global crisis by providing education and support to the millions who face dementia every day, while advancing critical research toward methods of treatment, prevention and, ultimately, a cure.



CALIFORNIA
ALZHEIMER'S STATISTICS

PREVALENCE
65+ NUMBER OF PEOPLE AGED 65 AND OLDER WITH ALZHEIMER'S

Year	TOTAL
2020	690,000
2025	840,000

ESTIMATED % CHANGE **21.7%**

MORTALITY
DEMENTIA DEATHS DURING THE COVID-19 PANDEMIC

4,643 more deaths than expected from dementia in 2020 — **18.8** % higher than average

OF DEATHS FROM ALZHEIMER'S DISEASE (2019)

16,859

281.5% *increase in Alzheimer's deaths since 2000*

3rd *leading cause of death*

HOSPICE (2017)
30,045
# of people in hospice with a primary diagnosis of dementia

20%
% in hospice with a primary diagnosis of dementia

HOSPITALS (2018)
1,496
# of emergency department visits per 1,000 people with dementia

23.0%
dementia patient hospital readmission rate

MEDICAID
$4.197 BILLION
Medicaid costs of caring for people with Alzheimer's (2020)

24.7%
projected change in costs from 2020 to 2025

MEDICARE
$35,364
per capita Medicare spending on people with dementia (in 2020 dollars)

CAREGIVING (2020)
1,120,000 Number of Caregivers

884,000,000 Total Hours of Unpaid Care

$18,126,000,000 Total Value of Unpaid Care

*More than **6 million Americans** are living with Alzheimer's. The cost of caring for those with Alzheimer's and other dementias is estimated to total **$355 billion** in 2021, increasing to more than **$1.1 trillion** (in today's dollars) by mid-century. Dementia caregivers today are providing **20% more care** than in 2009.*

AIM ALZHEIMER'S IMPACT MOVEMENT
alzheimer's association

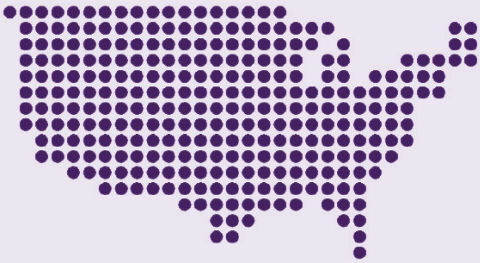
For more information, view the ***2021 Alzheimer's Disease Facts and Figures*** report at **alz.org/facts.**

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Visit **alz.org/facts** to learn more.

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ALZHEIMER'S IN THE WORKPLACE



11 million
Americans provide unpaid care for people living with Alzheimer's or other dementias.

6 in 10 caregivers were employed in the past year.

These individuals worked an average of **35 hours** per week while caregiving.



18% of caregivers went from full-time to part-time or cut back hours.



Nine percent of caregivers gave up working entirely.

57% OF EMPLOYED CAREGIVERS HAD TO GO IN TO WORK LATE, LEAVE EARLY OR TAKE TIME OFF DUE TO CAREGIVING DEMANDS.



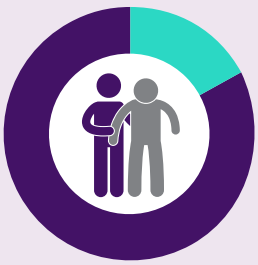
Six percent retired early.





Approximately **one-quarter** of caregivers are in the "sandwich generation" — meaning they care for an aging parent and children under 18.

83% OF CARE AT HOME IS PROVIDED BY FAMILY MEMBERS, FRIENDS OR OTHER UNPAID CAREGIVERS.





Approximately two-thirds of dementia caregivers are **Women**, a role which often competes with employment and other responsibilities.

Sources: Alzheimer's Association *2021 Alzheimer's Disease Facts and Figures* | Research Report: Dementia Caregiving in the U.S.

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HOW YOUR COMPANY CAN PARTICIPATE

JOIN US IN THE FIGHT FOR THE FIRST SURVIVOR OF ALZHEIMER'S

1 BECOME A PARTNER

Your partnership supports the Alzheimer's Association in our efforts to:

Offer local support and valuable resources to those living with Alzheimer's and their caregivers.	**Provide funds** to accelerate research towards treatment, prevention and ultimately a cure.	**Put a stop** to California's 3rd-leading cause of death.

2 START A COMPANY WALK TEAM

When employees participate in the Walk to End Alzheimer's, they build relationships that strengthen your workforce, bring a new level of Alzheimer's awareness to your community, and help raise funds that fuel our mission!

It's simple!
Go to: alz.org/walk to find a walk near you.
Together we can end Alzheimer's disease.

3 ENGAGE YOUR COMPANY

Together, let's unite your employees in the fight to end Alzheimer's, connect them with valuable tools and resources, and offer them an opportunity to make an impact!

Together we can end Alzheimer's disease. Please contact your local Walk staff partner for more information on engagement opportunities at your company.

YOU'LL BE IN GOOD COMPANY:

2021 NATIONAL PRESENTING SPONSORS

Edward Jones

CVS Health

2021 LOCAL SPONSORS

SILVER SPONSORS

Sunseri Construction, Inc.
Country Village Care

BRONZE SPONSORS

Interim HealthCare
North Rim Adventure Sports
Western Weather Group
Amber Grove Place
Roseleaf Gardens & Senior Care
Prestige Assisted Living at Oroville

MEDIA SPONSORS

Action News Now
Deer Creek Broadcasting KHSL, KPAY, KMXI, KZAP



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EVENT SPONSORSHIP OPPORTUNITIES

Chico Walk to End Alzheimer's

	PRESENTING $ 7,500	PLATINUM $ 5,000	GOLD $ 3,000	SILVER $ 2,000	BRONZE $ 1,000	HOPE $500
BEFORE WALK						
Category exclusivity (i.e.,exclusive hospital sponsor, exclusive financial sponsor, etc.)	☑					
Speaking opportunity at Walk Kickoff & Celebration events	☑					
Recognition on promotional Rack Cards	☑					
Logo recognition in four (4) local Walk emails to all Walkers	☑	☑				
Company logo included in Walk Kickoff presentation	☑	☑				
Acknowledgment by emcee during Walk Kickoff	☑	☑	☑			
Logo recognition on promotional posters displayed in the community	☑ Extra large logo	☑ Large logo	☑ Medium logo	☑ Name only		
Company logo included on local Walk website	☑ Home & sponsor page	☑ Sponsor page	☑ Sponsor page	☑ Sponsor page	☑ Name only	☑ Sponsor page
Two (2) social media posts in local Walk Facebook group: 1) recognition as a "Proud Sponsor," 2) Branded logo or video post (content provided by sponsor)	☑ Additional spotlight post	☑	☑	☑	☑	☑
WALK DAY						
Speaking opportunity during Walk day opening ceremony	☑					
Acknowledgment by local Walk emcee during opening ceremony	☑	☑	☑			
Company logo (sized by level) included on sponsor acknowledgment banner	☑	☑	☑	☑		
Logo recognition on the local Walk's official 2022 participant t-shirts*	☑ Extra large logo	☑ Large logo	☑ Medium logo	☑ Small logo	☑ Name only	
Display table in the sponsor & partner area (6ft x 2ft)	☑ Premier Space	☑ Preferred Space	☑	☑	☑	
AFTER WALK						
Logo included in Walk day recap post on chapter Facebook page	☑					
Post Walk custom framed thank you art (Broadside)	☑	☑				
Recognition in post Walk thank you email to all Walkers	☑	☑	☑	☑	☑	☑
Acknowledgment in 2023 Walk sponsorship packet	☑	☑	☑	☑	☑	☑

COMPANY ENGAGEMENT - all partners receive the following benefits:

- ☑ Virtual internal company Walk Kickoff
- ☑ Association - led virtual "Lunch & Learn" educational session
- ☑ Pre-event promotion and employee engagement activity at your company upon request

*In order to receive this benefit, a signed contract and logo must be received eight (8) weeks prior to Walk day.

UNDERWRITING OPPORTUNITIES

EXCLUSIVE PROMISE GARDEN SPONSOR $2,500

- Name and logo on 28" x 22" sign at Promise Flower pick up booth
- Name and logo on two signs 18"x 22" at Planted Promise Garden or where applicable.
- Exhibitor space at Promise Flower Pick-up booth
- Opportunity to host pop up Promise Garden at your business

STATION SPONSOR $1,500

- Sponsor one of the following stations:
  - Hydration Station
  - First Aid Station
  - Kid's Camp
  - Remembrance Area
  - Caregiver Oasis
- Name and logo on 28"x22" sign, "(Station Name) sponsored by"
- Opportunity to staff stations
- Display table at station

CHAMPION SPONSOR $1,500

- Prominent logo placement and acknowledgment on regular Champions Club social media posts in local Facebook group
- Company logo featured on Walk website sponsor page
- Display table adjacent to Champions tent

THANK YOU BRIGADE $1,000

- Opportunity to staff the Thank You Brigade and welcome all participants through the finish line
- Display table at Walk Finish Line

STAGE SPONSOR $1,500

- Company logo (sized by level) featured on Walk website sponsor page
- Company acknowledgment by emcee during Walk opening ceremony
- Name and logo on two signs 28"x 22" at Planted Promise Garden or where applicable.
- Display table in sponsor area

VOLUNTEER SPONSOR $1,500

- Logo on back of volunteer t-shirts as "Volunteers sponsored by"
- Opportunity to assist with Volunteer check-in
- Four volunteer spotlight social posts in local Walk Facebook group
- Display table in sponsor area

REFRESHMENT SPONSOR $1,500

- Logo on 28"x22" sign at refreshment station
- Logo on snack bags distributed to Walk participants
- Opportunity to include promotional item in snack bag
- Display table in refreshment area

MILE SPONSOR* $1,000

- Name and logo on 28" x 22" sign as "Mile sponsored by"
- Display table/cheering station at assigned mile marker

TRIBUTE SIGN (NON EXCLUSIVE) $250

- Name and logo on one 12"x18" sign along Walk route

Event underwriting opportunities are sold on a first come, first served basis. Once a sponsorship is sold, the opportunity may become exclusive and will no longer be available.

* Creativity is encouraged for these underwritting opportunities. Reach out to your local Walk manager for ideas and approvals.

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SPONSORSHIP COMMITMENT FORM

Walk to End Alzheimer's® – Chico

ALZ.ORG/NORCAL
Federal Tax ID 13-3039601

SPONSOR INFORMATION

Company name *(as to be displayed)* _____ Date _____

Contact name _____

Address _____ City/State/ZIP _____

Phone _____ Fax _____

Email _____ Website _____

SPONSORSHIP COMMITMENT

Chico Walk Sponsor

- ❒ Presenting – $7,500
- ❒ Platinum – $5,000
- ❒ Gold – $3,000
- ❒ Silver – $2,000
- ❒ Bronze – $1,000
- ❒ Hope– $500

Underwriting Opportunities

- ❒ Promise Garden – $2,500
- ❒ Stage – $1,500
- ❒ Volunteer – $1,500
- ❒ Station Sponsor – $1,500

_____

- ❒ Refreshment Sponsor – $1,500
- ❒ Champion – $1,500
- ❒ Thank You Brigade – $1,000
- ❒ Mile Sponsor –$1,000
- ❒ Tribute Sign – $250

Sponsorship authorized signature _____ Date _____

Print name _____ Title _____

PAYMENT INFORMATION

Total commitment: $_____

❏ Check enclosed (payable to Alzheimer's Association) ❏ Please invoice me

❏ Credit card

Card number _____ Expiration _____ Security code (back of card) _____

Payment authorized signature _____ Date _____

Print name _____ Title _____

Submit this completed form and a high-resolution image (.eps, .ai, pdf, tif, or jpg files that are 300dpi) of your company logo to:

Alzheimer's Association | Chico Walk to End Alzheimer's | Attn: Heaven Wood
2290 N. 1st St., Suite 101 | San Jose, CA 95131
FAX: 408.372.9899 | **EMAIL:** chicowalk@alz.org

In order to receive the full benefits of the partnership and inclusion in all print materials, a signed commitment & payment must be received prior to June 30, 2022.

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:

a) Had its license(s) revoked by any governmental authority exercising jurisdiction over Sponsor;
b) Voluntarily surrendered its license(s) after being cited for misconduct by any governmental authority exercising jurisdiction over that party;
c) Been alleged to have willfully violated the laws, rules or regulations of any jurisdiction or any governmental authority exercising jurisdiction over Sponsor;
d) Otherwise violated the terms of sponsorship, which will be determined at the sole discretion of the Alzheimer's Association.

This document is a written agreement with the Alzheimer's Association, Northern California and Northern Nevada Chapter, that the above designated sponsor is agreeing to be a Walk to End Alzheimer's® sponsor. As such, this sponsor will provide company logo and/or print information within ten days of submission of this form and payment in the amount indicated above to the Alzheimer's Association, Northern California and Northern Nevada Chapter.