

Join us
virtually on
10.10.20

 Alzheimer's
LOS ANGELES

walk4ALZ[®]

GOES VIRTUAL

SPONSORSHIP
OPPORTUNITIES

walk4ALZ[®]

GOES VIRTUAL

2020

YOUR SUPPORT
FOR OUR
VIRTUAL walk4ALZ[®]
MATTERS NOW!

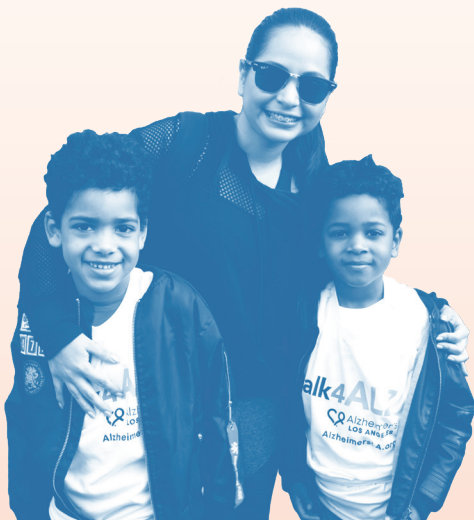
Alzheimer's Los Angeles needs your support now more than ever! Our programs and services for

people facing Alzheimer's are at stake. Because of COVID-19, we are experiencing our greatest challenge providing essential programs to our vulnerable community. By sponsoring our walk, you help us maintain programs that make a critical difference in the lives of families facing Alzheimer's and other dementias throughout Los Angeles and the Inland Empire.

This year, walk4ALZ[®] is going virtual! Though we won't all be walking together, we are relying on our loyal community of supporters to commit to a physical activity, such as walking or jogging, that they can do safely in the comfort of their home or neighborhood while raising money for Alzheimer's Los Angeles. We hope you will join us by becoming a sponsor or community partner. Your sponsorship helps make a significant difference in people's lives.

Our virtual walk4ALZ kicks off this July when our community of supporters use their creativity and passion to raise funds and awareness for the care, support, and education Alzheimer's Los Angeles provides every day.

The program culminates on **Saturday, October 10, 2020**, with a fun-filled online virtual celebration to highlight and commemorate everyone's progress and participation.



ABOUT ALZHEIMER'S LOS ANGELES

Alzheimer's Los Angeles offers free education, programs, support groups, and services to people living with Alzheimer's and other dementias, their family caregivers, and healthcare providers. For nearly 40 years, Alzheimer's Los Angeles has focused on meeting the needs of our region's linguistically, culturally, and socio-economically diverse populations by developing and delivering innovative and tailored support services that help improve the quality of life for people living with dementia. As a truly local nonprofit, 100% of all donations stay in Los Angeles and the Inland Empire to help the communities we know and love.

LOCAL STATS

Over 250,000 individuals are living with Alzheimer's in LA and IE Counties. In 2019, Alzheimer's was the third leading cause of death of women and the eighth leading cause of death of men in California. The number of Latinos and Asians in Los Angeles living with Alzheimer's will double by 2030 and in this timeframe, the number of African Americans living with Alzheimer's will increase by over 30%.

OUR RESPONSE TO COVID-19

Since March 2020, Alzheimer's Los Angeles has seen the need for services increase:



Care Counseling: Over 400 calls were made to family caregivers who received disease education, care planning, support, and crisis management.



Virtual Support Groups: We facilitated 51 virtual support groups in English and Spanish around COVID-19 in the last three months. Topics have included bereavement, caregiver support, and stress around having loved ones in residential facilities.



Education Programs: We created a series of 35 virtual events that are FREE to the community and provide information on topics including brain health, Alzheimer's safety and caregiving. Over 670 people participated.



Helpline: 362 calls received from caregivers looking for crisis intervention, support, information, and referrals.



Professional Training: We partnered with USC Rancho California Alzheimer's Disease Center to provide a webinar to healthcare professionals on Dementia and COVID-19. This timely and relevant webinar had over 325 attendees.

SPONSORSHIP BENEFITS

PRESENTING SPONSOR • \$20,000

- Pre-recorded message during our virtual event
- Logo printed on front of t-shirt & placed prominently on all collateral
- Mention & logo in press release & social media
- Banner & logo on event website with link to company website
- Professionally led education seminar for employees
- Listed in Alzheimer's Los Angeles annual report & website
- Thank you e-blast with logo and link
- 20 walk t-shirts for your organization

GOLD SPONSOR • \$10,000

- Logo printed on back of t-shirt & placed prominently on all collateral
- Mention & logo in press release & social media
- Banner & logo on event website with link to company website
- Professionally led education seminar for employees
- Listed in Alzheimer's Los Angeles annual report & website
- Thank you e-blast with logo link
- 15 walk t-shirts for your organization

SILVER SPONSOR • \$5,000

- Logo printed on back of t-shirt, placed on all collateral, in press release, & on event website with link to company website
- Mention in social media
- Recognition in virtual event
- Professionally led education seminar for employees
- Listed in Alzheimer's Los Angeles annual report
- Thank you e-blast with logo link
- 10 walk t-shirts for your organization

BRONZE SPONSOR • \$2,500

- Logo printed on back of t-shirt, placed on all collateral, & on event website with link to company website
- Recognition in virtual event
- Listed in Alzheimer's Los Angeles annual report
- Name mention in post-event thank you e-blast
- 5 walk t-shirts for your organization

COMMUNITY PARTNER • \$1,000

- Logo printed on back of t-shirt & on event website with link
- Recognition in virtual event
- Listed in Alzheimer's Los Angeles annual report
- Name mention in post-event thank you e-blast



walk4ALZ[®]

CORPORATE PARTNERSHIP AGREEMENT

Yes, I would like to be a walk4ALZ sponsor & commit to the following level:

- Presenting (\$20,000) Gold (\$10,000) Silver (\$5,000) Bronze (\$2,500)
 Community Partner (\$1,000)

Company _____

Contact Person _____

Address _____

City _____ State _____

Zip Code _____ Phone # _____

Email _____

- Enclosed is my check payable to **Alzheimer's Los Angeles**
- Please invoice me. I understand that full payment is due no later than September 30, 2020.
- Please charge my credit card:
- Visa MasterCard American Express Discover

Credit Card # _____

Expiration Date _____ Security Code _____

Billing Address _____

City _____ State _____ Zip _____

Authorized Signature _____

Please reply with your completed digital form or mail completed forms to:

Alzheimer's Los Angeles, 4221 Wilshire Blvd, Ste 400, Los Angeles, CA 90010

Questions? Contact Brian Welch: bwelch@alzla.org | 323.930.6228

Alzheimer's Los Angeles will send an invoice and letter of agreement to the contact above. Donations are tax-deductible to the full extent allowed by the law. Federal Tax ID# 95-3718119.

