

# EXHIBITOR INFORMATION



SUNDAY  
**11.14.21**  
LA STATE  
HISTORIC PARK

# Making Memories FESTIVAL



**A Celebration of LA Food & Music**

40 YEAR  
ANNIVERSARY

 Alzheimer's  
LOS ANGELES  
SERVING OUR COMMUNITY FOR 40 YEARS

# Making Memories FESTIVAL

## 2021 MARKS OUR 40TH ANNIVERSARY

of providing innovative programming for people living with Alzheimer's or another dementia. We have earned the trust of families, of diverse communities, and of the professionals who serve them through our steadfast dedication to improving people's quality of life.

Our programs and services are always free. Your donation remains 100% local and directly supports over 50,000 people a year right here in our community.

As we reflect on the past 40 years, we turn our vision to the future and commit to building on our legacy to ensure that anyone in need of help gets it. We will work to educate the richly diverse region of greater Los Angeles about what dementia is and isn't, and we will continue the fight to eliminate the stigma that perpetuates misunderstanding and creates unnecessary barriers to accessing the support we're here to provide.

To honor and celebrate our 40 years of service to the community, we are hosting the **Making Memories Festival: A Celebration of LA Food & Music** on Sunday, November 14, 2021. This multicultural festival will feature iconic local food vendors and local bands loved by our community, as well as informational booths focusing on brain health and other healthy lifestyle opportunities. Join us for this celebration with your commitment today!

# ABOUT ALZHEIMER'S LOS ANGELES

## 40 YEARS OF IMPACT

**1981**

Alzheimer's LA is founded

**1989**

Alzheimer's LA offers first all-education series for caregivers

**1990**

Alzheimer's LA starts the Multicultural Outreach Advisory Board (MOAB)

**1992**

El Portal: Latino Alzheimer's Project launches

**1999**

West Central Dementia Care Network is founded to support African American Caregivers

**2007**

Alzheimer's LA hosts the first Early Memory Loss Forum

**2019**

Alzheimer's LA is awarded the Grantmakers in Aging award for our diversity programs and in recognition of Faces of Caregiving, a Japanese American video program

**2021**

**NOW: Alzheimer's LA celebrates our 40th Anniversary!**

In this difficult time of COVID-19, we have redoubled our commitment to providing the care families so desperately need. We offer over 120 support groups, educational workshops, and other programs for anyone facing Alzheimer's or another dementia.

## LOOKING BACK AT LAST YEAR



- **19,108 participants** engaged in our community outreach and education programs, with innovative programs seeing **150% increase in participation**. Our reminiscence therapy program *BasebALZ* and our activities program *Memory Mornings*®, are always reaching new families and fostering ways to communicate, share, evoke, and express memories even in this socially distant time.



- We provided **2,209 personalized one-on-one care counseling** sessions.



- Compassion and support were provided in **2,091 helpline calls**.



- Our **caregiver emergency fund helped over 200 families** receive respite care, as well as access to medical supplies, personal protective equipment, and food.



- Because of our professional training efforts, over **5,100 healthcare and aging professionals gained new knowledge and skills** to deliver quality care to people with dementia and support for their families. They are now better able to handle the challenges of dementia and COVID-19.

# MAKING MEMORIES FESTIVAL

## EXHIBITOR COMMITMENT FORM

Exhibitors will receive one (1) 10x10 tent, one (1) 6ft table, and two (2) chairs for \$350. For more benefits and exposure, please review our **Sponsorship Opportunities**.

I would like to commit as an exhibitor for Making Memories Festival.

Company \_\_\_\_\_

Contact Person \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_

Zip Code \_\_\_\_\_ Phone # \_\_\_\_\_

Email \_\_\_\_\_

My check payable to **Alzheimer's Los Angeles** for \$ \_\_\_\_\_ is enclosed.

I prefer to pay via ACH. Please send me instructions.

Please charge my credit card:

Visa     MasterCard     American Express     Discover

Credit Card # \_\_\_\_\_

Expiration Date \_\_\_\_\_ Security Code \_\_\_\_\_

Billing Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Authorized Signature \_\_\_\_\_

**Please submit the completed form by securely uploading here:**

[AlzheimersLA.org/MakingMemories](https://AlzheimersLA.org/MakingMemories)

**Forms can also be mailed to:**

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

**Questions?** Contact Brian Welch: [bwelch@alzla.org](mailto:bwelch@alzla.org) | 323.930.6228

Alzheimer's Los Angeles is a 501(c)(3) tax-exempt organization (#95-3718119), and your donation may be tax-deductible within the guidelines of U.S. law as a charitable contribution.