

**PARTNERSHIP
OPPORTUNITIES**



**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.

YOUR INVESTMENT WITH ALZHEIMER'S LOS ANGELES



Alzheimer's LA remains committed to providing transparency and meaningful data for our funders and donors. We have earned GuideStar's 2021 Platinum Seal of Transparency, the highest level of recognition offered by GuideStar, the world's largest source of nonprofit information.

DIGITAL REACH



Social Media Followers Across Platforms: 15,698+

 6,310

 5,232

 3,222

Other: 934



Social Media Reach by Platform:

 16,136  36,200  12,680

Facebook Engagement Rate (per reach): 10%

Newsletter circulation: 45,000+

Monthly website visitors:

6,000+ unique visitors per month with over 15,000 page views

Our audience is active and engaged, and interacts with our corporate and community partners across digital platforms.

PARTNERSHIP OPPORTUNITIES

PRESENTING SPONSOR • \$100,000

- Exclusive naming opportunity for area of the event
- Exclusive VIP viewing area for sponsor and guests with complimentary food & beverage
- Volunteer opportunities for sponsor's employees
- Opportunity for welcome remarks at the event by a company representative
- Option to include promo ad spot during event (one (1) 1-minute or two (2) 30-seconds)
- Exclusive company recognition on video board's sponsor scroll
- Verbal recognition on stage during event
- Exclusive logo placement on stage signage
- Logo placed prominently on all of event's collateral materials
- Logo on event webpage and emails with link to sponsor's website
- Exclusive highlight in event's social media campaign
- Prominent mention in press release
- Two (2) Alzheimer's educational seminars for sponsor's employees
- Two (2) exclusive partner spotlight opportunities in Alzheimer's LA e-newsletters
- Featured in Alzheimer's LA Annual Report
- Prominent recognition on Alzheimer's LA's Partners webpage
- Prime location for one (1) 20x10 vendor booth with two (2) 6ft tables and four (4) chairs
- Includes 50 VIP tickets to Making Memories Festival



CHAMPION SPONSOR • \$50,000

- Access to exclusive special viewing area
- Volunteer opportunities for sponsor's employees
- Option to include one 30-second promo ad spot during event
- Prominent logo recognition on video board's sponsor scroll
- Verbal recognition on stage during the festival
- Prominent logo placement on stage signage
- Logo placed prominently on all of event's collateral materials
- Logo on event webpage and emails with link to sponsor's website
- Prominent recognition in event's social media campaign
- Prominent mention in press release
- One (1) Alzheimer's educational seminar for sponsor's employees
- One (1) partner spotlight opportunity in Alzheimer's e-newsletter
- Prominent recognition in Alzheimer's LA Annual Report
- Prominent recognition on Alzheimer's LA's Partners webpage
- Prime location for one (1) 10x10 vendor booth with one (1) 6ft table and two (2) chairs
- Includes 25 VIP tickets to Making Memories Festival

PREMIER SPONSOR • \$25,000

- Access to special viewing area with other sponsors
- Volunteer opportunities for sponsor's employees
- Logo recognition on video board's sponsor scroll
- Verbal recognition on stage during event
- Logo placement on stage signage
- Logo place on all of event's collateral materials
- Logo on event webpage and emails with link to sponsor's website
- Mentions in event's social media campaign
- Mention in press release
- One (1) Alzheimer's educational seminar for sponsor's employees
- Recognition in Alzheimer's LA Annual Report
- Recognition in Alzheimer's LA's Partners webpage
- One (1) 10x10 vendor booth with one 6ft table and two chairs
- Includes 15 VIP Admission tickets to Making Memories Festival

SIGNATURE SPONSOR • \$10,000

- Access to special viewing area with other sponsors
- Volunteer opportunities for sponsor's employees
- Company name recognition on video board's sponsor scroll
- Company name listed on stage signage
- Company name listed on all of event's collateral materials
- Company name listed on event webpage and emails
- Mentions in event's social media campaign
- Company name listed in Alzheimer's LA Annual Report
- Company name listed in Alzheimer's LA's Partners webpage
- One (1) 10x10 vendor booth with one 6ft table and two chairs
- Includes 10 VIP Admission tickets to Making Memories festival

COMMUNITY PARTNER • \$5,000

- Access to special viewing area with other sponsors
- Volunteer opportunities for sponsor's employees
- Company name recognition on video board's sponsor scroll
- Company name listed on all of event's collateral materials
- Company name listed on event webpage and emails
- Mentions in event's social media campaign
- Company name listed in Alzheimer's LA Annual Report
- Company name listed in Alzheimer's LA's Partners webpage
- One (1) 10x10 vendor booth with one (1) 6ft table and two (2) chairs
- Includes 6 VIP Admission tickets to Making Memories festival

BENEFITS COMPARISON CHART

	\$100,000 PRESENTING SPONSOR	\$50,000 CHAMPION SPONSOR	\$25,000 PREMIER SPONSOR	\$10,000 SIGNATURE SPONSOR	\$5,000 COMMUNITY PARTNER
Naming opportunity for an area of the event	●				
Day-of event welcome remarks	●				
Option to include promo ad spot during event	one 1-min or two 30-sec	one 30-sec			
Partner spotlight in e-newsletter	2 exclusive spots	1 exclusive spot			
Access to VIP Area	exclusive VIP tent w/food & beverage	exclusive VIP tent	shared VIP tent	shared VIP tent	shared VIP tent
# of Alzheimer's educational seminars for company employees	2	1	1		
Onstage verbal recognition	●	●	●		
Mention in press releases	●	●	●		
Volunteer opportunities	●	●	●	●	●
Recognition on stage signage	exclusive logo placement	prominent logo placement	logo placement	company name listed	
Company recognition on video board sponsor scroll	exclusive logo placement	prominent logo placement	logo placement	company name listed	company name listed
Recognition on event's website & emails efforts	prominent logo placement	prominent logo placement	logo placement	company name listed	company name listed
Social Media Recognition	exclusive highlights	prominent recognition	●	●	●
Recognition in Alzheimer's Los Angeles Annual Report & Alzheimer's Los Angeles Partners webpage	exclusive placement	prominent placement	●	●	●
# of Vendor Booths (one 10x10 tent, one 6ft table, & two chairs)	one 20x10 tent w/two 6 ft tables & four chairs	1	1	1	1
# of Tickets	50 VIP tickets	25 VIP tickets	15 VIP tickets	10 VIP tickets	6 VIP tickets

*Benefits subject to change, per LA County Health guidelines.

MAKING MEMORIES FESTIVAL

PARTNERSHIP COMMITMENT FORM

I would like to commit to the following sponsor level:

- Presenting (\$100,000) Champion (\$50,000) Premier (\$25,000)
 Signature (\$10,000) Community Partner (\$5,000)

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

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 | 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.