WALK TO END ALZHEIMER'S

ALZHEIMER'S ASSOCIATION

SPONSORSHIP OPPORTUNITIES



Be part of the world's largest event to fight Alzheimer's.

Walk to End Alzheimer's®

Northland Missouri
October 17, 2026

Happy Rock Park | 7600 NE Antioch Rd | Gladstone, MO

Contact: Heart of America Chapter | 913.831.3888 | HOAmain@alz.org

ALZHEIMER'S DISEASE IS A GLOBAL CRISIS WITH SIGNIFICANT LOCAL IMPACT.

Alzheimer's is more than just memory loss — it is a progressive and fatal disease. Currently, over 7 million Americans are living with Alzheimer's and nearly 12 million provide unpaid care for them. Locally, the disease continues to devastate our families, finances and future.

In Missouri there are:

- 122.300 people living with Alzheimer's.
- 227,000 people who care for them.
- In 2025, these caregivers provided 357 million hours of unpaid care valued at $8.6 billion.

ALZHEIMER'S AFFECTS US AT HOME AND AT WORK.

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.



BE A LEADER IN THE FIGHT AGAINST ALZHEIMER'S DISEASE

Sponsor Benefits	PRESENTING $15,000	TIER 1 $7,500	TIER 2 $5,000	TIER 3 $2,500	TIER 4 $1,500
Pre & Post-Event Recognition					
Company logo on Walk website	PREMIUM	PREMIUM	✔	✔	✔
Company recognition on Facebook Group page	✔	✔	✔	✔	✔
Company recognition on Walk T-shirt and # of shirts for your Team if paid in full and sizes provided 6 weeks prior to Walk day	LOGO 20	LOGO 15	LOGO 12	LOGO 10	LOGO 5
Company recognition on Chapter's main social media channels	✔	✔	✔	✔	—
Company logo in logistics and post event email sent to all participants	✔	✔	✔	—	—
Company logo on Chapter-wide event registration postcard -mailed to 10,000+ addresses - if paid in full by June 1st	✔	✔	✔	—	—
Dedicated press release announcing sponsorship	✔	✔	—	—	—
Featured article in Chapter e-news, reaching 32,500 subscribers	✔	✔	—	—	—
Recognition as Local Presenting Sponsor	✔	—	—	—	—
Walk Day Recognition					
Company logo on Walk day sponsor banner	PREMIUM	PREMIUM	✔	✔	✔
Exhibit space	PREMIUM	PREMIUM	✔	✔	✔
Choice of additional partnership opportunity	✔	✔	✔	✔	✔
Company mention during pre-event announcements	✔	✔	✔	—	—
Opportunity to speak on Walk day	✔	—	—	—	—
Employee Engagement					
Company Team participation on Walk day	✔	✔	✔	✔	✔
Support in Company Walk Kickoff and/or Team wrap-around events	✔	✔	✔	✔	✔

2026 TIER EXPERIENCES

Together your company and the Alzheimer's Association can create unique Walk day experiences for all participants. Each of these opportunities have the ability to be creative and align your company with the event. **Customized branding recognition is available on all experiences.**

TIER 1 - EXCLUSIVE

CHAMPIONS CLUB

Help us recognize and reward our highest-level fundraisers, our Champion Club Members. These individuals are leading the way by raising $500; $1,000; $2,500+. The Champions Club Sponsor will receive exclusive logo placement on Champion Milestone emails as well as logo recognition at the Champions station on Walk day.

PROMISE GARDEN

A unique, mission focused experience where colorful flowers represent participants' connections to the cause. These flowers are held high during our emotional and uplifting Promise Garden Ceremony, and carried on the Walk by all participants. The Promise Garden Sponsor will receive logo recognition at both Promise Garden Flower Tents on Walk Day and the opportunity to provide volunteers and brand recognition to support the area.

VOLUNTEER RECOGNITION

Celebrate our volunteers and all they do to end Alzheimer's and all other dementia. Show your support for our incredible volunteers with your company's logo exclusively on signage related to volunteers and the volunteer sign up page. You have the opportunity to provide a thank you message to volunteers leading up to the event and a company branded thank you to all volunteers on Walk day.

TIER 2 – EXCLUSIVE

COMMUNITY MISSION VILLAGE

This high-traffic area is a popular spot for our event participants, who visit vendors offering a range of information and support services in the community that relate to our mission. The Community Mission Village Sponsor will receive exclusive log placement on collateral materials that pertain to this area.

MISSION MILE

Support those that will always walk the distance to #ENDALZ. Teams who raise $2,000 or more will receive a custom Mission Mile sign to honor and remember their loved ones with the disease. The Mission Mile Sponsor will receive logo placement on these signs, which will be placed on the walk route on Walk Day to remind everyone who we walk for.

STAGE

Supports the focal point of our Walk, which is the platform that hosts our emcee and announcements, and Opening and Promise Garden Ceremony. Stage Sponsors have high visible branding throughout the entire day.

START/FINISH LINE

Help inspire and motivate participants by leading the way! Your brand will be on display for all participants to see as they begin and end their Walk.

TRIBUTE WALL

Customize this participant experience by creating a space that participants can honor and remember their loved ones.

TIER 3 – EXCLUSIVE

KIDS' ZONE
You play a key role in helping us bring the fight against Alzheimer's to the next generation through a special engagement opportunity that incorporates the whole family.

PHOTO BOOTH
Create a space for teams to document this special day with a fun photo opportunity incorporating the Walk to End Alzheimer's and your brand.

TEAM TAILGATING
Your company has the opportunity to provide Teams with an easy-to-find location to meet other teammates during the event. Creativity is a must along with custom branding opportunities.

THANK-YOU BRIGADE
Create an energetic finish-line experience for all Walk participants.

TIER 4 – EXCLUSIVE

PARKING
Custom experience to make the first impression that participants see as they arrive. This is a great way to engage your employees through volunteering.

PET AREA
Designated pet-friendly area for dogs to get water, grab a treat, and sit, lay or roll over!

REFRESHMENTS
Help keep participants and volunteers motivated and hydrated.

ROUTE
A chance to engage, encourage and support the sea of participants along the course.

CHAPTER DIGITAL ANALYTICS

Chapter website
alz.org/hoawalk

E-News
32,500+
Subscribers

@alzkansascity
3,900+
Followers

@alzkc
642+
Followers

@alz_heart_of_america
1700+
Followers

Alzheimer's Association Heart of America Chapter
435+ Followers

JOIN US AS A LEADER IN THE FIGHT.

The Alzheimer's Association® addresses the global dementia 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.

Held annually in more than 600 communities nationwide, the Alzheimer's Association Walk to End Alzheimer's is the world's largest event to raise awareness and funds for Alzheimer's care, support and research. By sponsoring the event, your company can make a difference for families — including your employees and customers — facing the disease now and in the future.

Who are our national supporters?

Edward Jones
Salesforce
Eisai
Biogen





Who are our local sponsors?

CarePatrol
ComForCare
Lifescape Elder Care Law
Assisted Living Locators

"My father suffered from Alzheimer's and is the inspiration for my involvement with the Alzheimer's Association. It is my privilege and honor to support the Alzheimer's Association and the work they do to ease the burden on families and fight to find a cure." Keith Weisz, Owner/CEO, ComForCare, Sponsor

FOUR REASONS TO SPONSOR WALK TO END ALZHEIMER'S:

Make an impact.
Join individuals, teams and other companies across the country who raise millions of dollars to help the Association provide education and support while advancing critical research.

Advance your corporate social responsibility.
Align your core values and visibility in the community by supporting a cause that affects numerous families locally and across the country.

Gain brand visibility.
Our Walk participants have buying power: 68% are female, 60% are between the ages of 35 and 64 and 77% are college-educated.

Improve employee engagement.
Your involvement in Walk to End Alzheimer's demonstrates your commitment to a cause that impacts them at home and work.