

# SPONSORSHIP OPPORTUNITIES

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2019 Houston Conferences



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alzheimer's   
association®

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[alz.org](http://alz.org) | 800.272.3900

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

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**5.7 MILLION**

Americans are living with  
Alzheimer's. By 2050, this number  
is projected to rise to nearly

**14 MILLION**

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Alzheimer's disease is the

**6<sup>TH</sup>** leading cause  
**OF DEATH**

in the United States

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**16.1**  
**MILLION**  
**AMERICANS**

provide unpaid care for people  
with Alzheimer's or other  
dementias

Currently, more than 5 million Americans are living with Alzheimer's and 16 million individuals are serving as their unpaid caregivers. Right here in Texas, 380,000 families are facing this progressive 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.

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## ALZHEIMER'S AFFECTS US AT HOME AND AT WORK.

- 6 in 10 caregivers of people with Alzheimer's or another dementia were employed in the past year while providing help. These individuals worked an average of 35 hours per week while caregiving.
- Nearly one-quarter of dementia caregivers are in the "sandwich generation" — meaning they care not only for an aging parent, but also for children under the age of 18.
- With 83% of care at home being provided by family members, friends or other unpaid caregivers, the personal impact of Alzheimer's is far-reaching.
- Alzheimer's takes a disruptive toll in the workplace, too: 57% of employed caregivers had to go in late, leave early or take time off due to caregiver demands.

Visit [alz.org/facts](https://alz.org/facts) to learn more.

# JOIN US AS A LEADER IN THE FIGHT AGAINST THE DISEASE.

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## Alzheimer's Association

### Houston & Southeast Texas Chapter

30 Staff.  
100s of Volunteers.  
37 Counties.

The Alzheimer's Association Houston & Southeast Texas Chapter supports diagnosed individuals, their families and caregivers, and the professionals who care for them. The Chapter offers support groups, educational programs, individualized planning provided by licensed professionals, and community resource lists. It operates a 24-hour toll-free Helpline, Early Stage Programs, and safety services for those at risk of wandering. The Chapter also provides training programs for healthcare professionals and engages with governmental agencies and academic institutions to promote Alzheimer's research and improved care and support. Last year more than 1,000,000 individuals were reached through cumulative program and education efforts, health fairs, advocacy activities, newsletters and website contact.

The Alzheimer's Association presents two major conferences each year. This year's conference for professionals, entitled "Alzheimer's & Dementia: New Horizons in Quality Dementia Care," will be held May 17, 2019. The conference for professionals is an opportunity for healthcare providers to convene, refine their skills, and earn valuable continuing education credits. The professionals attending the annual conference gain practical strategies to improve the lives of the caregivers and persons with dementia that the professionals treat and serve.

This year's conference for family caregivers will be held June 28, 2019. The caregiver conference empowers families to care for their loved ones with dementia. Whether new to the dementia journey or seasoned caregivers, the conference inspires families to continue providing their loved ones with compassionate care. Additionally, caregivers learn self-care tools that help foster courage

## 2019 Conferences

### Conference for Professionals

**May 17, 2019**

**United Way of Houston**

### Caregiver Conference

**June 28, 2019**

**Chapelwood United Methodist Church**

# SPONSORSHIP OPPORTUNITIES



SPONSORSHIP BENEFIT LEVELS	Conference 1 available \$5,000	Keynote 1 available \$3,500	Closing 1 available \$3,500	Lunch 2 available \$2,500	Breakfast/Break 3 available \$1,250	CEU 4 available \$1,000
Sponsorship of both Professional & Caregiver Conference	•	•	•	•	•	
One Exhibitor Table	Priority Location	Priority Location	Priority Location	•	•	•
Admission + Lunch for (#) Representatives	8	6	6	4	2	2
Listed in Program	Name and Logo	Name and Logo	Name and Logo	Name	Name	Name
Name on Conference PowerPoint	Logo	Logo	Logo	Logo	Logo	Name
Acknowledgement of Sponsorship	Opening and Closing	Keynote	Closing	Lunch	Breakfast or Break	2 Breakout Sessions
Featured on Conference Website	Hyperlinked Logo	Hyperlinked Logo	Hyperlinked Logo	Logo	Logo	Name
Speaking Opportunity	60 Seconds at Keynote & Closing	45 Seconds at Keynote	45 Seconds at Closing	45 Seconds at lunch		30 Seconds at 1 Breakout
Name and Logo on Conference Signage	Registration/ Checkout & Main Room	Main Room	Main Room	Main Room	Refreshment Table	Breakout room
Distribution of Material in Tote	•	•	•	•		
Recognition in e-News (35K Readership)	•	•	•			
Exclusive Logo on Conference Totes (500)	•					
Blog Post Feature and Social Media Thank You	•					
Recognition in FB Live Video	•					
Name on Paid Media	•					
First Right of Refusal for 2020 Conference	•					

# 2019 SPONSORSHIP COMMITMENT FORM

## 2019 Houston Conferences

### SPONSOR INFORMATION

Company (*as to be displayed*) \_\_\_\_\_ Date \_\_\_\_\_

Contact name \_\_\_\_\_

Address \_\_\_\_\_ City/State/ZIP \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_

Email \_\_\_\_\_ Website \_\_\_\_\_

### SPONSORSHIP COMMITMENT

☐ Conference

☐ Lunch

☐ Keynote

☐ Breakfast/Break

☐ Closing

☐ CEU

### PAYMENT INFORMATION

☐ 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 \_\_\_\_\_

This document is a written binding agreement with the Alzheimer's Association, Houston and Southeast Texas, that the above designated business is agreeing to be a sponsor. As such, this business will provide company logo and/or print information within two weeks of submission of this form and payment in the amount indicated above to the Alzheimer's Association.

**Submit this completed form and a high resolution image of your company logo to:**

Dr. Julie Kutac

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Houston, TX 77087

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800-272-3900 | Fax 713-314-1312