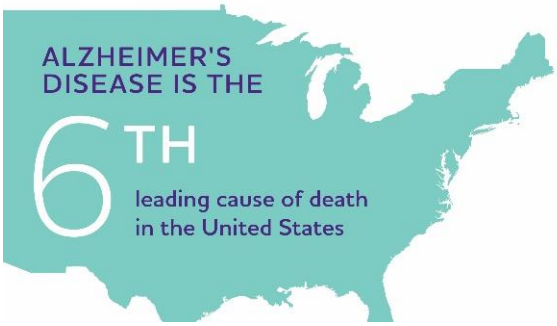
alzheimer's association

MEETING OF THE MINDS

HUDSON VALLEY REGIONAL DEMENTIA CONFERENCE

2020 Sponsorship Opportunities



Every **65 SECONDS** SOMEONE IN THE UNITED STATES DEVELOPS THE DISEASE.

1 IN 3 SENIORS DIES WITH ALZHEIMER'S OR ANOTHER DEMENTIA. IT KILLS MORE THAN BREAST CANCER AND PROSTATE CANCER COMBINED.

5.7 MILLION AMERICANS
are living with Alzheimer's.

By 2050, this number is projected to rise to nearly
14 MILLION

About the Conference

Our Chapter prides itself on educating the Hudson Valley on the latest news, studies, and advancements for those affected by Alzheimer's Disease and Dementia. **Meeting of the Minds is the premier Dementia Conference in the Hudson Valley.**

The conference is a day-long event attended by nearly 300 professionals, caregivers, family, friends and those with early-stage dementia within the Hudson Valley. It features Presentations; Breakout sessions aimed at providing expert information, education, tools, and support; and Opportunities to network and showcase your services by exhibiting and advertising in the Conference program.

Our Mission and Vision

Alzheimer's disease is a global crisis with a significant local impact
Alzheimer's is a progressive and fatal 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.

HUDSON VALLEY AND ALZHEIMER'S

The Hudson Valley Chapter serves seven counties in New York, including Dutchess, Orange, Putnam, Rockland, Sullivan, Ulster, and Westchester.

Approximately 40,000 Hudson Valley Residents Live with Alzheimer's or a related disorder. Tens of thousands of families are facing this progressive disease which is devastating our families, our finances and our future.

Thanks to the support of businesses and individuals like you, Hudson Valley residents affected were given access to a wide range of free services and resources last year, including educational programs, support groups, and social programs for those living with the disease and their families.

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Benefits include sponsorship recognition PRE AND POST-EVENT	PRESENTING $15,000	ELITE $7,500	PREMIER $5,000	SELECT $2,500
Dedicated press release announcing sponsorship	✓			
Corporate profile on conference sponsor page	✓			
Inclusion in local media (where possible)	✓	✓		
On select printed and digital promotional materials	Large Logo / Premium Location	Large Logo	Medium Logo	Small Logo
Throughout social media	✓	✓	✓	✓
On Conference website	Large Logo & Link	Medium Logo	Small Logo	Name
DAY OF EVENT				
Opportunity to speak on stage at event	✓			
Recognition at VIP Reception	✓			
Acknowledgement from stage by emcee	✓	✓		
Access to the Conference	For 5 guests	For 2 guests	For 2 guests	
Promotional item in conference tote bag	✓	✓	✓	
On banner on stage	Large Logo	Medium Logo	Small Logo	Name
Logo on Conference program	X-Large Logo	Large Logo	Medium Logo	Small Logo
Ad in Conference Program	Two Full Pages	One Page	Half Page	Quarter Page
Exhibit table*	Premium	Premium	Standard	Standard
Signage at event	Large Logo	Medium Logo	Small Logo	Name

ORGANIZATION INFORMATION

Organization Name (as to be displayed)

Sponsor Contact (name & title)

Address

City State Zip

Phone Fax Email:

Total Commitment Signature Date

PAYMENT INFORMATION

☐ Check Enclosed (made out to Alzheimer's Association) ☐Please Invoice Me ☐Credit Card

Name (as it appears on card)

Card Number Security Code Exp. Date

Billing Address (if different from above)

City State Zip

Amount to Charge Signature Date

SPONSOR LEVEL

☐**Presenting** ($30,000)

☐**Elite** ($15,000)

☐**Premier** ($10,000)

☐**Select** ($5,000)

EXHIBIT TABLE ONLY

☐**Premium** ($1,000)

☐**Standard** ($500)

AD IN PROGRAM ONLY

☐**Full Page** ($1,500)

☐**Half Page** ($1,000)

☐**Quarter Page** ($500)

PROGRAM AD DETAILS

Deadline: Ads for the program must be received by April 23, 2019

Submit high resolution full color ads to lmkaurich@alz.org

Dimensions (height x width):
Full Page: 8.5 x 11
Half Page: 5 x 7
Quarter Page: 5 x 3.5

CONTACT INFORMATION

Please send completed forms, and payment to Lisa Kaurich, Director of Corporate Relations & Foundations

Mailing Address: 2900 Westchester Ave., Suite 306 Purchase, NY 10577-2551

Phone: 914.252.6871 **Fax**: 914.253.6838 **Email**: lmkaurich@alz.org (submit all Ads via email)

*Two lunches will be provided per exhibit table. Premium Exhibit Tables will be located in a higher-traffic area than standard.

Sponsor warrants and represents that all its products and services comply with all applicable federal, state and local laws and regulations.
Alzheimer's Association has the right to immediately cancel this sponsorship agreement in the event that Sponsor has:
a) Had its license(s) revoked by any governmental authority exercising jurisdiction over Sponsor;
b) Sponsor has voluntarily surrendered its license(s) after being cited for misconduct by any governmental authority exercising jurisdiction over that party;
c) Sponsor has been alleged to have willfully violated the laws, rules or regulations of any jurisdiction or any governmental authority exercising jurisdiction over Sponsor;
d) Otherwise violated the terms of sponsorship, which will be determined at the sole discretion of the Alzheimer's Association.