



May 1, 2025

Dear Friend,

**We are grateful and excited to be contacting you for support of our 31<sup>st</sup> Annual Walk to Remember.** We hope this letter finds you safe, healthy, and thriving in 2025! Our mission is to teach, care for and connect with those in our community affected by Alzheimer's disease and other memory-related impairments. Charlie's Place Respite Centers in Baton Rouge and Gonzales are at capacity. We are thrilled to offer a third Charlie's Place in Baker open this spring and already reaching capacity. These centers provide much needed respite for front line caregivers and families. Alzheimer's Services continues to see an increase in caregiver needs this year. Our programs provide caregiver education and support that allows them to care for their affected loved ones through a long and challenging journey.

Alzheimer's Services of the Capital Area is a local non-profit dedicated to providing education and support services for those coping with Alzheimer's disease and memory-related dementia. We are not affiliated with any national organization; therefore, **all funds raised here stay here** in our ten-parish service area.

We are excited to hold our **2025 Annual Walk to Remember** event on the morning of **Saturday, October 18<sup>th</sup>** at Blue Cross Blue Shield of Louisiana in the heart of Baton Rouge. We are asking for your support in raising awareness and supporting our mission.

I thank you in advance for considering the enclosed sponsorship opportunities that will directly benefit caregivers in our community. This is our largest awareness and fundraising event of the year and a great opportunity to support programs while promoting your business within the community.

Sincerely,

Barbara W. Auten  
Executive Director

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Barbara W. Auten  
EXECUTIVE DIRECTOR

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# OUR MISSION

The mission of **Alzheimer's Services of the Capital Area** is to teach, care for, and connect with those in our community affected by Alzheimer's disease or other memory-related impairments.

## PROGRAMS & SERVICES

- Alzheimer's Services Informational Sessions
- Arts and Alzheimer's
- Caregiver Network Support Groups
- Caregiver Respite Reimbursement Program
- Charlie's Place Activity and Respite Centers in Baton Rouge & Gonzales
- Community Services Information & Referrals
- Education Conference
- Emergency Preparedness Disaster Manual
- Financial Literacy: Making Sense of Cents
- HelpLine Information Phone Line
- Alzheimer's Services is a LGBTQIA+ Safe Space
- Lunch-N-Learn Educational Series
- Memory Screenings
- November Awareness Activities
- Quarterly Newsletter
- Research Information & Updates
- Resource Library
- Safe Return® + Medic Alert® ID Program
- Speakers Bureau
- The Adapt Series
- The 36-Hour Day
- TLC for Caregivers Social Activity
- Walk To Remember

## SERVICE AREA

Alzheimer's Services of the Capital Area serves the following parishes:

Ascension, Assumption, East and West Baton Rouge, East and West Feliciana, Iberville, Livingston, Pointe Coupee and St. Helena.

# 2025 BOARD OF DIRECTORS

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**Chase Rainey**  
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**Michelle Stevens**  
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**Charles L. Valluzzo**

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Dudley Coates\*  
Alex Postlethwaite\*  
Ralph Sims\*  
*\*Deceased*

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**Sonjie Willis**  
*Respite Coordinator - Charlie's Place,  
Gonzales*

**Kiscena Campbell**  
*Respite Coordinator - Charlie's Place,  
Baker*



## 2025 SPONSORSHIP OPPORTUNITIES

	PRESENTING (\$10,000)	GOLD (\$7500)	SILVER (\$5000)	BRONZE (\$2500)	SUPPORT (\$1,000)	EXHIBITOR (\$500)
RE-WALK RECOGNITION						
Free Walk registrations with T-shirts	40	30	20	10	5	2
Recognition in Walk advertising*	✓					
Link to company website on Walk website	✓	✓	✓			
Walk Brochure (logo scaled by sponsor level or name)	Logo	Logo	Logo	Name		
Recognition in Alzheimer's Services Newsletter*	✓	✓	✓	✓		
T-shirts (logo scaled by sponsor level or name)	Logo	Logo	Logo	Logo	Name	
Walk website (logo scaled by sponsor level or name)	Logo	Logo	Logo	Logo	Name	Name
Recognition in Walk email blasts*	Logo	Logo	Logo	Name	Name	Name
Recognition in social media promotions*	✓	✓	✓	✓	✓	✓
WALK DAY RECOGNITION						
Recognition during Welcome at Walk	✓					
Recognition during awards presentation at the Walk	✓	✓	✓	✓		
Sponsor banner at Walk (logo scaled by sponsor level or name)	Logo	Logo	Logo	Logo	Name	
Name on Sign of Support along Walk route	✓	✓	✓	✓	✓	
Name on sponsor sign at registration	✓	✓	✓	✓	✓	✓
Exhibit space in Memory Market with full tent	Full	Full	Full	Full	Full	Full
POST-WALK RECOGNITION						
Thank you in post-Walk advertising*	✓	✓	✓	✓	✓	✓
Thank you email blast(s) post-Walk	Logo	Logo	Logo	Name	Name	Name
Thank you post(s) across social media platforms*	✓	✓	✓	✓	✓	✓
Thank you in Alzheimer's Services Newsletter*	✓	✓	✓	✓	✓	✓

- ◆ \* Logo scaled by sponsor level or name depending on print area available.
- ◆ All benefits contingent upon date commitment received by Alzheimer's Services.
- ◆ Sponsorship does not create a WALK Team. All Sponsors are encouraged to create a WALK team to raise awareness and support. However, you must create a team with your designated sponsorship promo code to redeem your T-shirts/free registrations.



## 2025 MEMORY MARKET EXHIBITOR INFORMATION

The Memory Market, held at the 2025 Annual Walk to Remember **on Saturday, October 18, 2025** is an open-air walk-through market of resources for caregivers. An exhibitor space is included with all sponsorship levels. Exhibiting is your option as a Sponsor. We ask each Sponsor to advise us on the Exhibitor Information form if you would like to take advantage of this benefit. Exhibiting at the Walk provides you exclusive face to face day-of access to all event attendees. This is a great opportunity to connect your business directly with local consumers.

### What to Bring to the Walk

Exhibitors will be provided one table and two chairs under a 8' x 8' tent space. Exhibitors have the option to use their own company tent if they prefer. We ask each Sponsor to advise us on the Exhibitor Information form whether you will use a tent provided or bring your own. Be sure to bring any table coverings, displays and decorations, brochures, signage, giveaways, and any other promotional materials to help share your organization's unique purpose with our participants.

### Parking at the Walk

You will have access to a special parking area early in the morning the day-of to allow unloading and loading and setting up tents. You will be provided with a map indicating which lot to park once unloaded and prior to the Walk.

### Timeframe for Walk Day

We suggest you arrive no later than 7:00 AM. Cars **MUST** be removed from the Memory Market area by 7:30 AM. The Memory Market officially opens at 8:00 AM (several participants will be there by 7:30 AM!). Take down begins after the event (no later than 12:00 PM).

### Pre-Registration Day

Pre-Registration Day is held the Wednesday before the Walk—**October 15, 2025 from 8 AM—4 PM**. Sponsors should come by our office to pick up T-shirts and incentives, as well as drop off any further donations or register last minute team members.

**THANK YOU TO OUR CORPORATE PARTNERS FOR SUPPORTING  
PROGRAMS AND SERVICES THROUGHOUT THE YEAR!**



The Charlie & Nancy Valluzzo Fund





## 2025 SPONSOR COMMITMENT FORM

**COMMITMENT FORM Due: July 15, 2025** (form may be submitted prior to payment)

**PAYMENT Due: October 1, 2025**

### CONTACT INFORMATION

Company/Organization: \_\_\_\_\_

Owner/Director Name: \_\_\_\_\_ Office phone: \_\_\_\_\_

Email for Owner/Director: \_\_\_\_\_

Contact Name for Memory Market: \_\_\_\_\_ Cell: \_\_\_\_\_

Email for Memory Market Contact: \_\_\_\_\_

Mailing Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip Code: \_\_\_\_\_

Website address: \_\_\_\_\_

Social Media Account Addresses \_\_\_\_\_

**SPONSORSHIP LEVEL:** ☐ PRESENTING: \$10,000 ☐ GOLD: \$7,500 ☐ SILVER: \$5,000  
☐ BRONZE: \$2,500 ☐ SUPPORT: \$1,000 ☐ EXHIBITOR \$500

### MEMORY MARKET EXHIBIT SPACE INCLUDED WITH ALL SPONSORSHIPS

☐ YES, we want to exhibit ☐ We will need a tent provided.  
☐ We will bring our own tent. ☐ NO, we will not exhibit

Signature: \_\_\_\_\_

Title: \_\_\_\_\_ Date: \_\_\_\_\_

### BILLING INFORMATION

Specify method of payment: ☐ Cash ☐ Check ☐ Visa ☐ Master Card ☐ American Express

**Make checks payable to: Alzheimer's Services of the Capital Area**

Name on Card: \_\_\_\_\_

Card Number: \_\_\_\_\_ Exp. Date: \_\_\_\_\_ CVC \_\_\_\_\_

**I authorize Alzheimer's Services of the Capital Area to charge the above amount to my card.**

Signature: \_\_\_\_\_ Zip Code: \_\_\_\_\_