

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



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## **Addressing Alzheimer's Together - Paint the Town Purple**

During the week of August 4th - 9th, area businesses, families and individuals will be joining together to raise awareness and funds for Alzheimer's education, support and research. The week-long campaign brings the community together to engage with one another in support of Alzheimer's care and support resources

Paint the Town Purple will serve as the official kick-start to Walk Season, getting the community excited about the upcoming Walk to End Alzheimer's on Saturday, September 20, 2025, at Zoo Knoxville.

## **PROGRAM DESCRIPTIONS**

### **Alzheimer's Association Care and Support**

The Alzheimer's Association offers reliable resources, support and information to all those affected by Alzheimer's and other dementia, including our 24/7 Helpline staffed by master's level clinicians and specialists, support groups and education programs, online information and resources at [alz.org](http://alz.org) and Alzheimer's Association TrialMatch®.

### **Walk to End Alzheimer's®**

These 600 events across the country are the "largest support group of the year." Family, friends, and those with Alzheimer's gather to support each other and the search for a cure. The event consists of a powerful Promise Garden Ceremony, a short walk, refreshments, and activities.

### **About the Alzheimer's Association®**

The Alzheimer's Association leads the way to end Alzheimer's and all other dementia — by accelerating global research, driving risk reduction and early detection, and maximizing quality care and support. The Association works with state governments to implement and update the State Alzheimer's Plan and promote policies needed to improve the lives of our constituency in each state. The Alzheimer's Association is the largest non-profit funder of Alzheimer's research in the world.

# SPONSORSHIP OPPORTUNITIES



## August 4 - 9, 2025



## PAINT THE TOWN PURPLE

### Presenting Sponsor: \$2,500

- Recognition as the **PTTP Presenting Sponsor** with large (YOUR) logo on event banner, promotional materials and PTTP website; Verbal recognition by host(s) at all PTTP special events
- Exclusive interview opportunity with our local media sponsor
- Recognition as **PTTP Presenting Sponsor** in event press release
- Recognition as **PTTP Presenting Sponsor** with (YOUR) logo on our social media platforms\*
- Verbal recognition as the **PTTP Presenting Sponsor** by Emcee on Walk day
- Large logo on PTTP T-shirt
- Vendor table space (10X10) at any PTTP week's Walk kickoff events and on Walk day\*

### Champion Sponsor: \$1,500

- Recognition as the **PTTP Champion Sponsor** with medium (YOUR) logo on event banner, promotional materials and PTTP website; Verbal recognition by host(s) at all PTTP special events
- Mention in event press release and local media coverage
- Recognition as **PTTP Champion Sponsor** with (YOUR) logo on social media platforms\*
- Verbal Recognition as the **PTTP Champion Sponsor** by Emcee on Walk day
- Medium logo on PTTP T-shirt
- Vendor table space (10X10) at any PTTP week's Walk kickoff events and on Walk day\*\*

### Patron Sponsor: \$500

- Recognition as the **PTTP Patron Sponsor** with small (YOUR) logo promotional materials and PTTP website
- Verbal recognition by host(s) at all PTTP special events
- Recognition as **PTTP Patron Sponsor** with (YOUR) logo on our social media platforms\*
- Verbal recognition as **PTTP Patron Sponsor** by Emcee on Walk day
- Small logo on PTTP T-shirt

### Friend of PTTP: \$250

- Recognition as a **Friend of PTTP** with your name/ company listed on promotional materials and PTTP website
- Recognition as a **Friend of PTTP** with your name/ company promoted on our social media platforms\*
- Name/Company listed on PTTP T-shirt

*\*Knoxville Walk Facebook group and Alzheimer's Association TN Chapter Facebook group  
\*\*Optional*

Paint The Town Purple is the official kickoff to the 2025 Walk to End Alzheimer's - Knoxville

<https://sites.google.com/alz.org/pttp-knoxville2025/home>