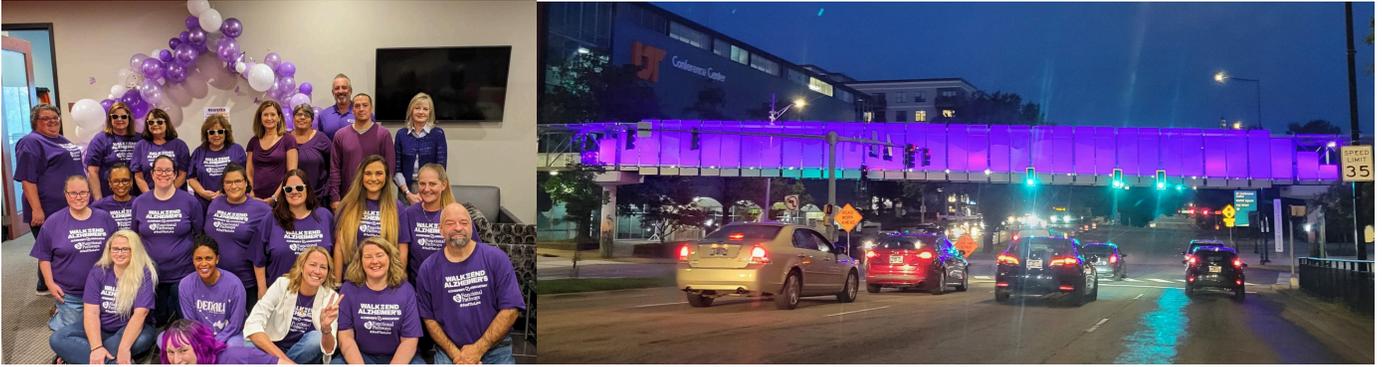


# JOIN US AS A LEADER IN THE FIGHT AGAINST THIS DISEASE



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

During the week of August 3 - 8, area businesses, families and individuals will be joining together to raise awareness and funds for Alzheimer's education, support and research. The weeklong 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, October 3, 2026 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 PromiseGarden 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.



## Paint the Town Purple Sponsorship Levels:

### Presenting Sponsor: \$2,500

- Recognition as the PTTTP Presenting Sponsor on all event materials Large
- Company Logo on event banner, promotional materials and website
- Special recognition in press releases and media coverage
- Special recognition on Walk day as PTTTP Presenting Sponsor
- Premier logo spot on PTTTP event page and on Knoxville Walk Event Page: <https://pttp-knox.org/>
- Vendor table space on Walk day

### Champion Sponsor: \$1,500

- Medium Company Logo placement on event signage and website
- Mention in event press release
- Recognition in media and social media promotions
- Recognition on Walk day Vendor table space on Walk day

### Friend of PTTTP: \$500

- Name listed on event signage and website
- Recognition in social media promotions