



**DEMENTIA  
ALLIANCE**

of North Carolina

A STATE OF CARING

**CORPORATE  
PARTNER  
ALLIANCE**

Dear Partner,

Thank you for previously joining us to improve the lives of those living with dementia in North Carolina. **It is with great pleasure that we now invite you to become a distinguished member of our 2021 Dementia Alliance Corporate Partner Alliance.** This membership will align your company and brand with the state's leading dementia organization, providing direct support to those living with dementia and their caregivers. For more information, explore the enclosed package, discover the membership plan right for you and learn how you can support Dementia Alliance of North Carolina in 2021.

The progressive burden of dementia is unparalleled. With more than 180,000 North Carolinians currently impacted by Alzheimer's Disease and dementia, there is a pressing need for community partnerships to support caregivers, provide education and fund research. Together, we can improve quality of life and give hope to local families facing the debilitating challenges of dementia.

**We invite you to directly invest in the 180,000 families living with dementia, right here in North Carolina.** Your support is critical to help these families receive the best possible **CARE- Comfort, Assistance, Resources and Education.**

I look forward to talking with you further about this opportunity.

Sincerely,

Heather Hooper, Executive Director



# DEMENTIA ALLIANCE

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*Dementia Alliance of North Carolina is a local 501c3 nonprofit, with the mission to improve the lives of all North Carolinians impacted by dementia, engaging and empowering them through support, education and research.*

*Our programs are built on a foundation of **CARE** - providing **C**omfort, **A**ssistance, **R**esources and **E**ducation for individuals and families living with dementia. Through our CARE approach, we transform N.C. into a state of caring for caregivers and individuals living with dementia.*



## 2021 Plans:

### PUBLIC EDUCATION CONFERENCES & WORKSHOPS

#### Live Online Schedule:

- **February 10 - 11:** Two day Conference - Behaviors: Awareness, Attitude, and Action. Understanding behaviors and how to respond for better dementia care.
- **March 9:** One day conference featuring Teepa Snow, MS, OTR/L, FAOTA, a nationally known and leading educator on dementia care.
- **Fall 2021:** One day conference featuring caregiver resources and education from Lee county and surrounding areas
- **Caring With Workshop Series:** These workshops feature experts from across the state on various topics related to dementia care and support. We will host 15 1-hour sessions throughout the year to complete the series. Topics to include the following: :
  - Financial challenges associated with dementia
  - Identifying and Managing Dementia Behaviors
  - Aggression, Resistance and Sundowning
  - Legal Considerations for Caregivers
  - And more ...
- **Q&A Sessions with Melanie Bunn** - These workshops allow families to ask questions directly to our Nurse Consultant on various topics related to caregiving. We have ten 1-hour sessions planned.

#### Content Shared Online:

- **Mondays with Melanie YouTube Channel:** Pre-recorded videos with nurse and dementia expert Melanie Bunn focusing on important issues submitted by caregivers. The series on our YouTube channel, covers a wide range of topics caregivers can view any time. Topics include: Sleep, Managing Life with Dementia During COVID, and Refusing to Accept Help. ***This video series received nearly 3,000 views in just 6 months.***

- **E-Newsletter** - Our twice monthly e-Newsletter is distributed to over 9,000 contacts and includes educational information, resources, opportunities and support information for caregivers.

### Zoom and In-Person Content (post pandemic):

- **Customizable Lunch and Learn for Staff /Organization**  
Up to one hour session designed specifically for your team. Topics may include:
  - The difference between normal aging and dementia
  - Warning signs of dementia and what to do if you suspect someone is having a problem
  - Caregiver talk on handling stress and self-care
  - Progression of dementia
  - Daily care or specific issues such as bathing
  - Communication tools
  - Activities for with people living with dementia.

CEU's are included through the NC Division of Health Service Regulation Adult Care Licensure Section.

Visit <https://info.ncdhhs.gov/dhsr/acls/ceu.html> for details about these credits.

### Signature Fundraising Events:

- **Spring Virtual Event** - Details to be announced early spring 2021. Past events have included galas, auctions, wine tastings and more.
- **Move to De-feet Dementia Campaign 2021** - Our 2021 Move to De-feet Dementia fundraising series unites communities across the state to engage with one another and help families impacted by dementia access **CARE** - **Comfort, Assistance, Resources & Education**. This campaign could include walks, runs and rides depending on health guidelines at that time. As a high profile fundraiser, this event provides a much expanded opportunity in numerous markets throughout the state.



#### Audience:

##### Primary - dementia caregivers in three age brackets:

18-34 (25.4%),  
35-54 (39.3%),  
55-65+ (35.2%)  
Of those percentages,  
76.2% are female,  
24.8% male.

##### Secondary:

- extended family
- medical community
- academia
- social services
- assisted living providers

# CORPORATE PARTNER ALLIANCE

BENEFITS	DIAMOND \$15,000	AMETHYST \$10,000	GOLD \$7,500	SILVER \$5,000	BRONZE \$2,500
Feature Story in DA-NC E-Newsletter (Dist 9,200+)	♦	♦			
Blog Opportunity (one page, double space, 12 pt.) or FB/Youtube Live Interview (5 min)	♦	♦			
Access to Dementia Navigator for Employees/Staff one on one dementia consultations	3 hrs/mo	1 hr/mo			
YouTube Education Series: Mondays with Melanie Sponsor	5 episodes	3 episodes	2 episodes		
Opportunity to address audience at virtual event(s) of choosing. (Fundraising or Educational)	5 events	3 events	2 events		
Recognition in Education E-Newsletter (Dist 9,200+)	♦	♦	♦	♦	
Thank You Post(s) on Social Media pages	4	3	2	1	
Verbal recognition at start of Education Webinars & Conferences (see page 2 for details)	Conferences, Q&A, Caring With	Conferences, Q&A, Caring With	Q&A, Caring With	Q&A, Caring With	
Tangible Benefits for MOVE to De-Feet Dementia Series	Diamond	Amethyst	Gold	Silver	
Tangible Benefits for Virtual Spring Campaign/Event	Diamond	Amethyst	Gold	Silver	
Customizable Lunch and Learn for Staff /Organization (CEUs included*)	5 hrs	4 hrs	3 hrs	2 hrs	1 hr
Tickets to education webinars (to be used as sponsor deems, across multiple events, CEUs included*)	30	25	20	15	10
Logos included in slideshow at start of Education Events (see page 2 for details)	Conferences, Q&A, Caring With	Conferences, Q&A, Caring With	Q&A, Caring With	Caring With	Q&A
Corporate Logo/Name on DA-NC's Website	♦	♦	♦	♦	♦
Recognition in DANC's Annual Impact Report	♦	♦	♦	♦	♦

Q&A Series = 10 virtual workshops | Caring With Series = 15 virtual workshops

# CORPORATE PARTNER ALLIANCE



As a 2021 member of the **Corporate Partner Alliance**, your investment in Dementia Alliance of North Carolina (DA-NC) is an investment in communities all across our state. This partnership will help fulfill your organization's marketing goals by receiving on-going recognition in print, social media, at events, and on the DA-NC website.

## YES! We want to be a 2021 member of the Corporate Partner Alliance

*Corporate Partner Alliance pledges can be paid in full or broken into quarterly or monthly payments:*

### FULL

- ☐ Diamond \$15,000
- ☐ Amethyst \$10,000
- ☐ Gold \$7,500
- ☐ Silver \$5,000
- ☐ Bronze \$2,500

### Quarterly

- ☐ \$3,750
- ☐ \$2,500
- ☐ \$1,875
- ☐ \$1,250
- ☐ \$625

### Monthly

- ☐ \$1,250
- ☐ \$833.33
- ☐ \$625
- ☐ \$416.67
- ☐ \$208.33

Sponsor/Company Name: \_\_\_\_\_

*(List exactly as it should appear on promotional materials.)*

Contact Name: \_\_\_\_\_

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

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

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

**Payment Method:** ☐ Check ☐ Cash ☐ Credit Card

Credit Card #: \_\_\_\_\_ Exp. Date: \_\_\_\_\_

Signature: \_\_\_\_\_ CVV Code: \_\_\_\_\_

*Please make checks payable to Dementia Alliance of NC*



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### Remit payment and completed form to:

Dementia Alliance of North Carolina  
9131 Anson Way, Ste. 206, Raleigh, NC 27615

For more information, please contact Heather Hooper  
at (919) 832-3732 or [hhooper@dementianc.org](mailto:hhooper@dementianc.org)

*Thank you for your support!*