



THANK YOU FOR LEADING THE WAY
IN THE FIGHT TO END ALZHEIMER'S.



Did you know?

The Alzheimer's Association Walk to End Alzheimer's® is the world's largest event to raise awareness and funds for Alzheimer's care, support and research.

Walk to End Alzheimer's is held annually in more than 620 communities nationwide.

This inspiring event calls on participants of all ages and abilities to join the fight against Alzheimer's.



Alzheimer's Statistics in Wisconsin

NUMBER OF PEOPLE AGED 65 AND OLDER WITH ALZHEIMER'S	
YEAR	TOTAL
2020	120,000
2025	130,000
ESTIMATED % INCREASE	
8.3%	
PREVALENCE	
83	
# OF GERIATRICIANS IN 2021	
228.9%	
INCREASE NEEDED TO MEET DEMAND IN 2050	
77,810	
# OF HOME HEALTH AND PERSONAL CARE AIDES IN 2020	
18.6%	
INCREASE NEEDED TO MEET DEMAND IN 2030	
WORKFORCE	

UNPAID CAREGIVERS (2022)		CAREGIVER HEALTH (2021)	
191,000	# OF CAREGIVERS	53.4%	OF CAREGIVERS WITH CHRONIC HEALTH CONDITIONS
213,000,000	TOTAL HOURS OF UNPAID CARE	22.4%	OF CAREGIVERS WITH DEPRESSION
\$3,970,000,000	TOTAL VALUE OF UNPAID CARE	10.5%	OF CAREGIVERS IN POOR PHYSICAL HEALTH
CAREGIVING			
HOSPICE (2017)			
5,086	# OF PEOPLE IN HOSPICE WITH A PRIMARY DIAGNOSIS OF DEMENTIA	16%	HOSPICE RESIDENTS WITH A PRIMARY DIAGNOSIS OF DEMENTIA
HOSPITALS (2018)			
1,520	# OF EMERGENCY DEPARTMENT VISITS PER 1,000 PEOPLE WITH DEMENTIA	19.9%	DEMENTIA PATIENT HOSPITAL READMISSION RATE
MEDICAID			
\$777M	MEDICAID COSTS OF CARING FOR PEOPLE WITH ALZHEIMER'S (2020)	18.9%	PROJECTED CHANGE IN COSTS FROM 2020 TO 2025
MEDICARE			
\$24,524	PER CAPITA MEDICARE SPENDING ON PEOPLE WITH DEMENTIA (IN 2022 DOLLARS)		
HEALTH CARE			
# OF DEATHS FROM ALZHEIMER'S DISEASE (2019)			
2,390			
MORTALITY			

2023 Nationwide Walks

626 Walks | 55,029 Teams | 354,547 Participants
Over \$100 Million Total Revenue



2023 Wisconsin Chapter Walks

27 Walks | 1,694 Teams | 12,729 Participants

\$3,133,914 Total Revenue



2023 La Crosse Walk

34 Teams | 311 Participants | \$106,706 Total Revenue

In 2023, we broke \$100K for the first time and surpassed the all-time fundraising record by \$20,000



Inaugural School Spirit Competition

Onalaska Volleyball



Inaugural School Spirit Competition

La Crosse Science Academy



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Special thank you to our Walk Planning Committee

Terry Erickson, Chair | Retired CEO of Boys & Girls Clubs of Greater La Crosse

Britni Walz, Chair | President ENDALZ Fest Foundation & Instructional Services Director - CESA 4

Nancy Richgels, Event Experience Chair | Senior Manager of Integrated Marketing at ThriveDX

Sara Wrobel, Advocacy Engagement Chair | Executive Director at OASIS Respite

Tami Chafer, Business Engagement Chair | Senior Sales & Support Specialist at Associated Bank

Sharon Zimmer, Community Engagement Chair | Professional Advocate

Kathy Olson | Edward Jones

DeeAnn Romanowski | President ENDALZ Fest Foundation & Director of Community Relations and Philanthropy at River States Truck & Trailer

Erica Pedrazoli | Paralegal at Moen Sheehan Meyer Ltd

Jill O'Brien | Owner & Physical Therapist at O'Brien Physical Therapy & Wellness



Thank you for advancing the care, support, and research efforts of the Alzheimer's Association.

Special thank you to our 2023 Walk Sponsors & Partners

WalzCraft
ENDALZ Fest Foundation
Ashley
Gundersen Health Systems
O'Brien Physical Therapy & Wellness
J.F Brennan Company Inc
Mathy Construction
Cleary-Kumm Foundation
Marine Credit Union Foundation
Mayo Clinic Health System
Optum Serve
John & Suzanne Flottmeier Family
Associated Bank
The Insurance Center

Kwik Trip, Inc.
Gillette Pepsi Companies, Inc.
Mid-West Family Broadcasting La Crosse
WKBT TV
Festival Foods
OASIS Respite
ADRC of La Crosse County
La Crosse Community Theatre
Sloopy's Bar & Grill
La Crosse Loggers
UWL Screaming Eagles Drumline
Coulee Region Giving Hearts Choir



Special thank you to our 2023 Walk Teams

Team	Captain	Fundraising
O'Brien Physical Therapy and Wellness	Jill O'Brien	\$10,335
Walz Walkers	Marie Schneider	\$6,858
Action for Chuck	Sharon Zimmer	\$6,062
Eagle Crest Communities	Donna Brogan	\$5,030
Team River States and La Crosse Truck Center	Joseph Laux	\$4,127
OASIS Respite Care	DeeAnn Romanowski	\$3,100
Fighting the Brain Drain - A Walk to Remember	Andrea Jeffers	\$2,745
Edward Jones Coulee Walkers	Kathy Olson	\$2,251
Team Nana	Amy Mueller	\$1,310
Havenwood of Onalaska	Kathleen Manning	\$1,155
LAX County -Cruising for a Cure	Kari Coaty	\$967
EndAlz Festers	DeeAnn Romanowski	\$925
Cardinals	Karen Neeb	\$920
M&M Miles for Memories	Joya Kunick	\$540
Wing Warriors	Sue Weidemann	\$497
Ann's Witte Clan	Erin Hovell	\$415
Glowgo	Carol Cantlon	\$370
Peter Congdon	Peter Congdon	\$200
Kuesters	Jeremy Weisling	\$200
Team Terpstra	Melissa Terpstra	\$180
Team Purple Team	Keauna Bjorkman	\$165
Team Diane/Merit Centre	SANDY STRITTMATER	\$140
Susan Clements	Susan Clements	\$100
Burt's Bunch	Pearl Havlik	\$100
Larry	Larissa Niedfeldt	\$100
Edward Jones, Caledonia	Shannon Conniff	\$90
Team Eagle	Char Buelow	\$50
Anne Lawlor Crew	Meghan Lawlor	\$35
Daddy and Tom	Denise Roellich	\$25
Edward Jones - Eric Minor	Jeni Meistad	\$10

2024 Schedule

Event	Date	Location
Walk Open House (Open to the public)	Thursday, March 21 at 7:30 AM	Cabin Coffee Co.
OASIS Respite Fundraiser	Sunday, May 19 at 11:00 AM	The Hatchery
Dementia Friendly Month	June	La Crosse County
ENDALZ Fest	Friday, June 21 at 5:30 PM	Celebrations on the River
Open House Walk Party (Open to the public)	Thursday, June 27 at 5:30 PM	La Crosse Distilling Co.
Walk to End Alzheimer's	Saturday, September 21 at 8:30 AM	Riverside Park

For more information about supporting the fight to end Alzheimer's, contact:

CJ Werley, Walk Manager

608-338-8015

cjwerley@alz.org

Terry Erickson, Chair

608-792-9933

coachtce@aol.com

Britni Walz, Chair

608-797-8270

walz.britni@gmail.com



	Presenting	Tier 1	Tier 2	Tier 3	Tier 4
Sponsorship Opportunities	Presenting	Promise Garden	Photo Area Start/Finish Line Stage	Event Check-in Food & Bev Area Kickoff Party Celebration Party Thank You Brigade	Selfie Station Water Station Walk Route Pet Area Sponsor
Cost	\$15,000	\$7,000	\$5,000	\$2,500	\$1,500
Brand Alignment					
Pre- and post-event promotion and marketing materials (print and digital).	LOGO	LOGO	LOGO	NAME	NAME
Inclusion in local media opportunities.	X	X	X	X	X
Name included in pre- and post-Walk press releases.	X	X	X	X	X
Opportunity to host Association-led educational program for employees.	X	X	X	X	X
Digital Media Recognition					
Walk website sponsor page.	LOGO	LOGO	LOGO	NAME	NAME
Pre- and post-Walk emails.	LOGO	LOGO	LOGO	NAME	NAME
Mobile App.	LOGO	LOGO			
Sponsorship featured in exclusive social media post.	TWO				
Company mentioned in non-exclusive social media post.	ONE	ONE	ONE	ONE	
On-Site Engagement					
Event-day signage	LOGO	LOGO	LOGO	NAME	NAME
Official Walk T-shirt	LOGO	LOGO	LOGO	NAME	NAME
Exhibitor space.	X	X	X	X	X
Company mentioned during pre-event announcements.	X	X	X		
Speaking opportunity during pre-event announcements.	X				

