



Sponsorship Opportunities

2026

Proposed by:

Act Now Foundation
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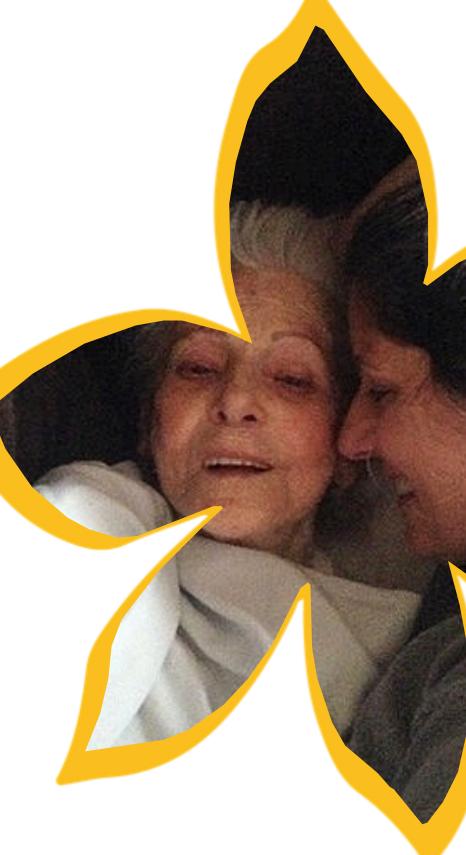
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About Act Now Foundation

Act Now Foundation is northern New Jersey's leading nonprofit dedicated to dementia awareness, advocacy, and education. Since 2012, we've supported families facing Alzheimer's and related dementias with free services including cognitive assessments, caregiver support, disease education, long-term care planning, and more.

Founded by Kristine Allen and Cary Lopez, caregivers who saw firsthand the lack of local support, the Foundation was born from personal experience and a shared mission: to ensure no family faces dementia alone. Today, we are a trusted community resource, connecting families to care, influencing policy, and building a more dementia-friendly New Jersey.



Our Mission

Our mission is to empower families, educate communities, and advocate for change so that every individual affected by dementia receives the support, dignity, and care they deserve.

We are committed to creating a dementia-friendly future by providing free services, raising awareness, and championing solutions that reduce the impact of Alzheimer's and related dementias.



4,200+
Screenings

1,500+
Caregivers
Helped

5,600+
Educated

By the Numbers: Our Impact Since 2016

900+
Families
Supported

2 NJ Laws
Passed

Why Your Support Matters

Alzheimer's is the 7th leading cause of death in New Jersey and 5th for women. Nationally, it ranks 6th. And the numbers are rising.

The Reality in New Jersey:

New Jersey ranks **8th** in the U.S. for Alzheimer's prevalence among seniors

185,000+ people are living with Alzheimer's

Supported by **272,000+** unpaid caregivers

Nearly **50%** go undiagnosed, and most lack access to support

The crisis is growing fastest in low-income, urban, and Hispanic communities, where stigma is high and services are scarce. This is where Act Now Foundation steps in, delivering early detection, bilingual education, and life-saving support at no cost to families.

Incredible support to those going through the painstaking task of seeing loved ones deteriorate. Only those who have gone through this know how difficult it is.

- Papo O., Caregiver

Meet Our Team



Kristine Allen
President &
Co-Founder



Cary Lopez
Executive Director
& Co-Founder



Stacy Hutsell
Program Director



Jessica Vega
Program Manager
Administrative



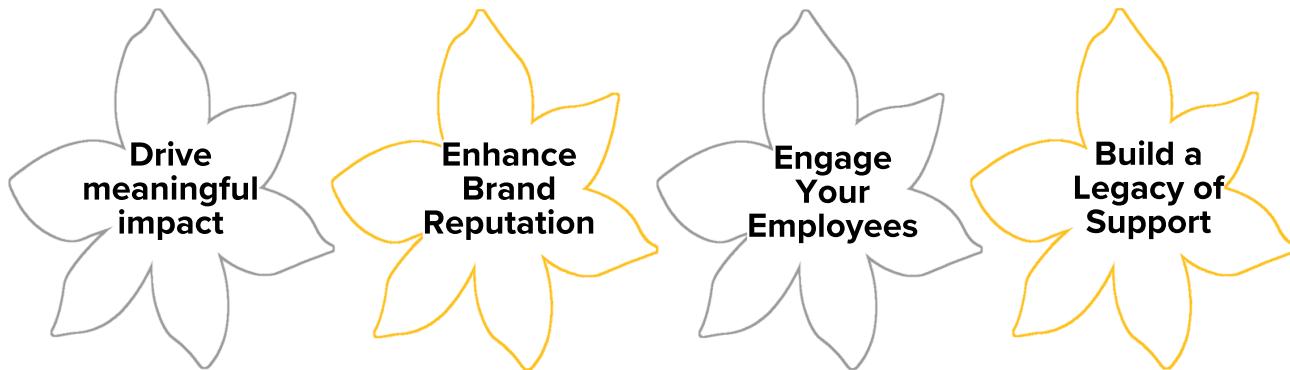
Katia Suttle
Program Manager
Programmatic



Linda Lembo
Disease Educator
& Care Coordinator

Why Partner With Us

Sponsorship with Act Now Foundation isn't just a donation, it's a strategic partnership that drives both social impact and business results. Here's how:



- Your support brings free dementia services directly to families in New Jersey.
- Be recognized as a community leader through events, media, and outreach campaigns.
- Provide purpose-driven opportunities for employees to volunteer and participate, boosting morale, team cohesion, and retention.
- Be recognized as a champion in the fight against dementia. This partnership allows you to build a legacy of support that impacts the community and enhances your corporate social responsibility profile.

Trusted by Community Leaders and Corporate Partners

"We are happy to support Act Now Foundation for the good work that they do supporting caregivers, families, and those affected by dementia. It's such an important cause—one we all experience at some point in our lives."

- Paul Silverman, Co-Founder & Principal at SILVERMAN



SILVERMAN
BUILDING NEIGHBORHOODS



Hackensack Meridian
Hackensack University
Medical Center



PSEG



Signature Programs & Events

Act Now Foundation offers sponsors meaningful ways to make an impact through our flagship programs: the Music & Memories Gala, the Brain Health & Community Resource Fair, and the Virtual Dementia Tour®. Each program reaches diverse audiences, provides community engagement opportunities, and delivers measurable impact for families affected by dementia.



**Music & Memories
Gala**



**Brain Health &
Community Resource
Fair**



**Virtual Dementia
Tour®**

Corporate Partnership Program

Support all three signature programs in a single, cost-effective package that provides year-round visibility and maximizes your impact. **Details can be found on page 17.**

Please note: Each program also offers unique add-ons and opportunities that are not included in the corporate package, so we encourage you to review them individually.

Music & Memories Gala

March 7, 2026 | Valley Regency, Clifton, NJ

Did you know that music can awaken memories, spark joy, and create connection even in the later stages of dementia? Our Gala celebrates this extraordinary power with an unforgettable evening of live entertainment, fine dining, and heartfelt giving. As our premier annual fundraising event, the Gala directly supports families across New Jersey facing dementia, offering you the chance to make a meaningful impact where it's needed most.

a new note of hope

EVENT HIGHLIGHTS

300+ attendees, including elected officials, healthcare leaders, and philanthropic changemakers.

A stylish cocktail reception with open bar

A multi-course gourmet dinner in a stunning ballroom

Dancing to a 12-piece live orchestra

Luxury silent auction, 50/50 raffle, and exclusive prize drawings



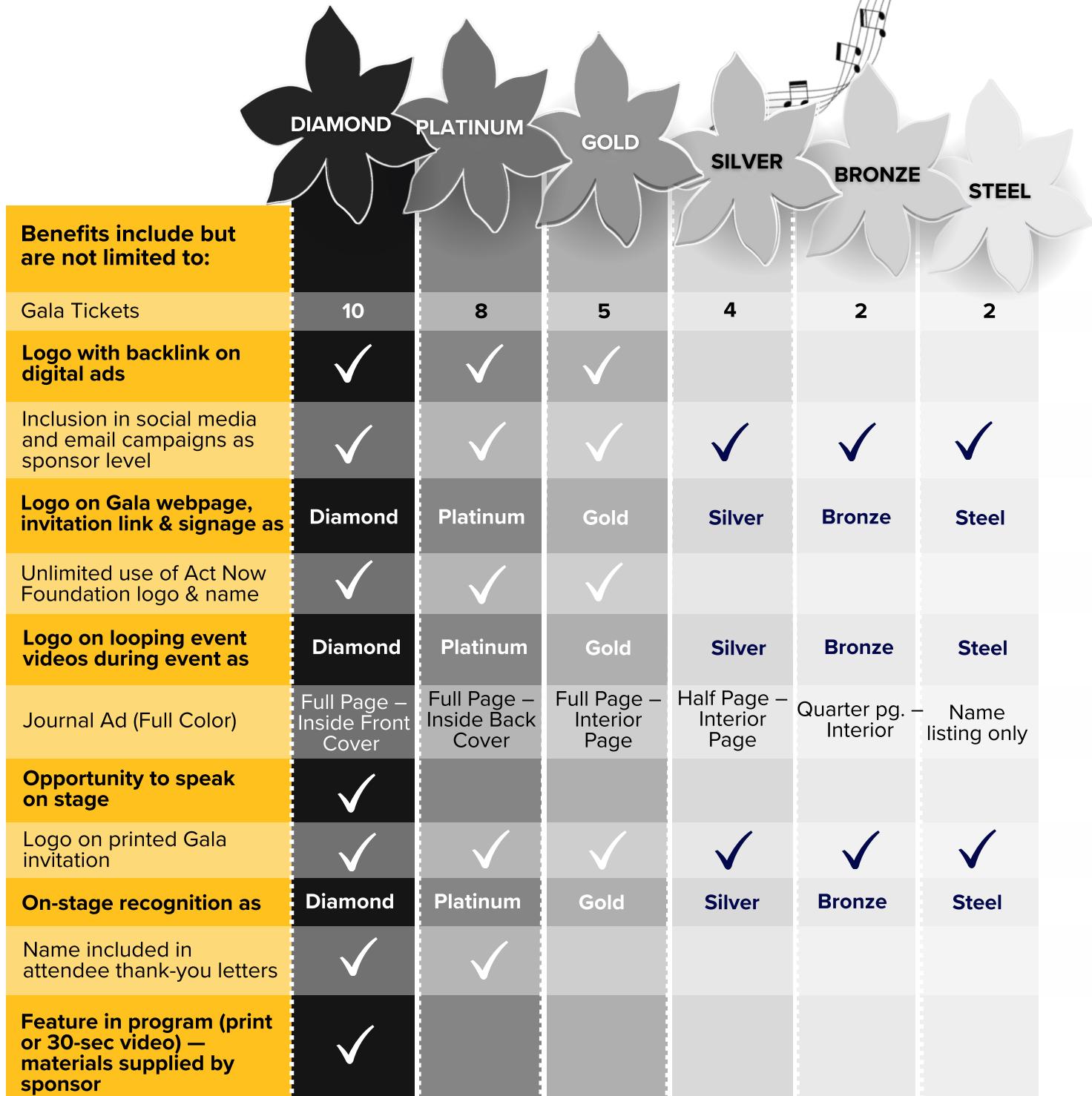
Music & Memories Gala Sponsorship Benefits

General Audience Reach

- 8,000+ email subscribers
- 3,000+ social media followers
- 5,000+ unique website visitors annually

Event-Specific Reach

- 400+ attendees, including elected officials, healthcare leaders, and philanthropic changemakers.



	DIAMOND	PLATINUM	GOLD	SILVER	BRONZE	STEEL
Benefits include but are not limited to:						
Gala Tickets	10	8	5	4	2	2
Logo with backlink on digital ads	✓	✓	✓			
Inclusion in social media and email campaigns as sponsor level	✓	✓	✓	✓	✓	✓
Logo on Gala webpage, invitation link & signage as	Diamond	Platinum	Gold	Silver	Bronze	Steel
Unlimited use of Act Now Foundation logo & name	✓	✓	✓			
Logo on looping event videos during event as	Diamond	Platinum	Gold	Silver	Bronze	Steel
Journal Ad (Full Color)	Full Page – Inside Front Cover	Full Page – Inside Back Cover	Full Page – Interior Page	Half Page – Interior Page	Quarter pg. – Interior	Name listing only
Opportunity to speak on stage	✓					
Logo on printed Gala invitation	✓	✓	✓	✓	✓	✓
On-stage recognition as	Diamond	Platinum	Gold	Silver	Bronze	Steel
Name included in attendee thank-you letters	✓	✓				
Feature in program (print or 30-sec video) – materials supplied by sponsor	✓					

Music & Memories Gala

Additional Sponsorship Opportunities

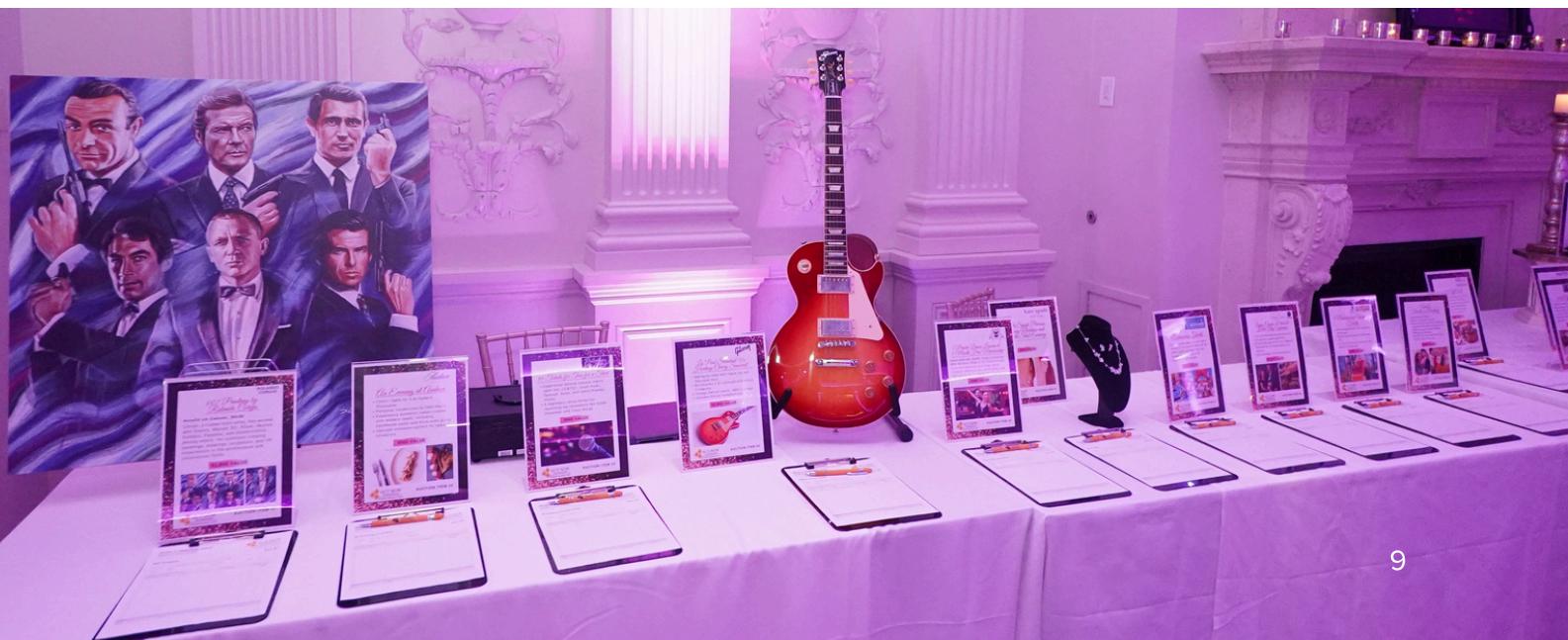
Want to amplify your presence at the Music & Memories Gala? These exclusive à la carte options provide high-visibility branding at our most-attended fundraising event of the year. **Each opportunity can be added to a sponsorship package or customized to meet your marketing and philanthropic goals.**

BID & WIN SPONSORS

Silent Auction Sponsor	Logo on: bidder boards, bid sheets, event signage, program booklet, and event page
50/50 Raffle Sponsor	Logo on: 50/50 tickets, event signage, program booklet, and event page
Raffle Sponsor	Logo on: raffle tickets, event signage, program booklet, and event page

EXTRA TOUCH OPPORTUNITIES

Cocktail Napkins	Logo on all cocktail napkins (cocktail hour + bars), signage, program, and event page
Photo Booth Sponsor	Logo on photo booth, signage, program, and event page
Sponsor a Caregiver Table	Be the reason 10 caregivers enjoy the Gala. logo on table sign, signage, program, and event page



PROGRAM BOOKLET ADVERTISING

Showcase your organization in our journal, distributed **physically** at the event and available **digitally** via:

- Our website (permanently hosted under the event's page)
- Post-event recap email to attendees and supporters
- On-site access through a prominent QR code

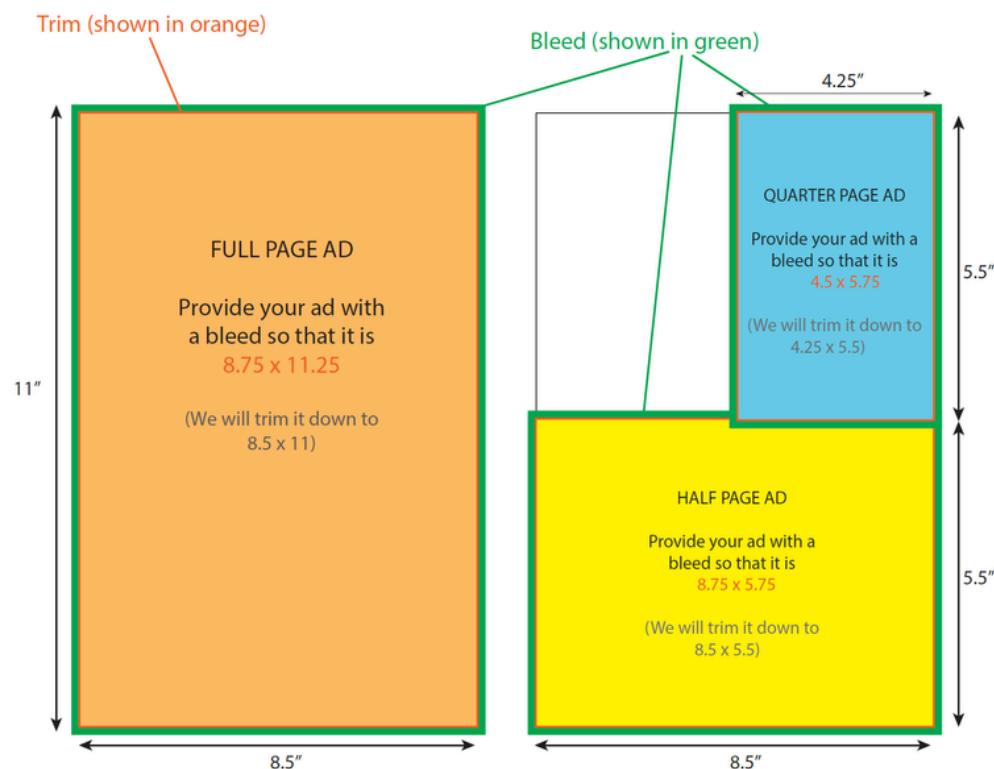
All ads in the digital version are **hyperlinked** to your website or preferred landing page.

Full Page – Back Cover (1 available)	8.75 x 11.25 including a .125 bleed on all sides
Full Page Gold Frame Ad - Interior	8.75 x 11.25 including a .125 bleed on all sides
Full Page Silver Frame Ad - Interior	8.75 x 11.25 including a .125 bleed on all sides
Full Page - Interior	8.75 x 11.25 including a .125 bleed on all sides
Half Page - Interior	8.75 x 5.75 including a .125 bleed on all sides
Quarter Page - Interior	4.5 x 5.75 including a .125 bleed on all sides

Ad Submission Deadline: February 15, 2026

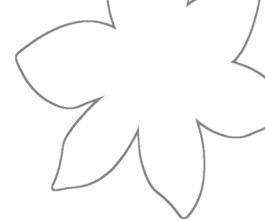
Design/editing assistance available for a \$30 flat fee per ad.

Ads should be submitted in both PNG (300dpi) or PDF format.



5K Walk & Run

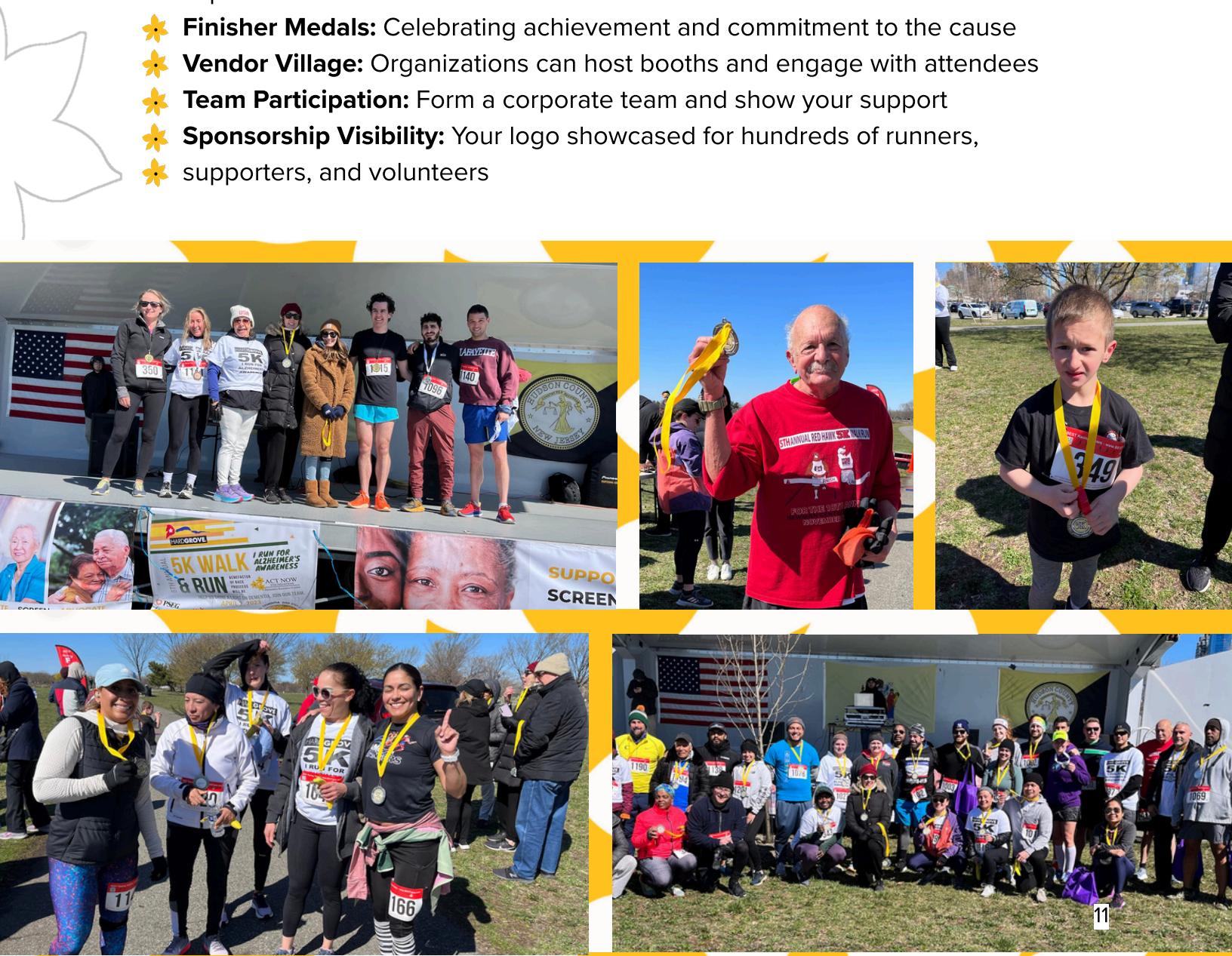
Early June | Lincoln Park, Jersey City (Date TBD)



Run for Awareness. Walk for Change. Move for a Dementia-Free Future.

Our 5K Walk & Run unites the community to raise awareness about Alzheimer's and related dementias, and highlight the connection between physical activity and brain health. This event welcomes runners, walkers, families, and corporate teams for a day of movement and impact, providing strong visibility for sponsors while supporting our free programs and services for low-income families facing dementia.

- ✿ **USATF-Certified Course:** Professionally measured routes for an accurate race experience
- ✿ **Finisher Medals:** Celebrating achievement and commitment to the cause
- ✿ **Vendor Village:** Organizations can host booths and engage with attendees
- ✿ **Team Participation:** Form a corporate team and show your support
- ✿ **Sponsorship Visibility:** Your logo showcased for hundreds of runners, supporters, and volunteers



5K Walk & Run Sponsorship Benefits

General Audience Reach

- 8,000+ email subscribers
- 3,000+ social media followers
- 5,000+ unique website visitors annually

Event-Specific Reach

- 200+ attendees — families & healthcare pros

	DIAMOND	PLATINUM	GOLD	SILVER
Benefits include but are not limited to:				
Free Race Entries	15	10	5	2
Logo on All Event Advertising & Materials	Top-tier placement	Prominent placement	Standard placement	Name listed
Social Media Promotion	4 posts	2 posts	1 post	Group mention
Name Featured in Event Title on Advertising	✓			
Recognition in Website & Email Blasts	4 emails	2 emails	1 email	Name Listed
Race Day Booth Location	Prime Location	Preferred Location	Standard Location	
Emcee Recognition & On-Stage Introduction	✓	✓		
On-Stage Banner Advertising	Logo Displayed	Logo Displayed		
Race Recap Post / Website Blog / Thank You Email	Featured mention + logo	Logo	Name	Name
Logo on Race T-Shirt (size based on level)	Large Logo	Medium Logo	Small Logo	Name Listed

5K Walk & Run

Additional Sponsorship Opportunities

Enhance your brand's visibility and engage directly with attendees through targeted add-on opportunities. These options complement any sponsorship level and help you make a meaningful impact at the event.

Each add-on below is exclusive to one sponsor only. Availability is limited and offered on a first-come, first-served basis.

HYDRATION STATION SPONSOR

Logo on custom water bottles, logo on stage banner, and recognition on the event webpage and social media.



T-SHIRT SPONSOR

Logo on the official race T-shirt, logo on stage banners, and recognition on the event webpage and social media.



FINISH LINE SPONSOR

Logo on the finish line tape, logo on stage banner, and recognition on the event webpage and social media.



MEDAL SPONSOR

Logo on finisher medals or ribbons, logo on stage banner, and recognition on the event webpage and social media.

RACE BIB SPONSOR

Logo on all race bibs, logo on stage banners, and recognition on the event webpage and social media.



Virtual Dementia Tour®

Featured in an ABC National Special (2025)

The Virtual Dementia Tour® (VDT®) is an immersive, hands-on experience that helps participants understand what it feels like to live with dementia. Using patented sensory-altering tools and realistic scenarios, the program builds empathy, improves communication, and strengthens dementia-friendly care across New Jersey.

Created by Second Wind Dreams® – Act Now Foundation is fully certified to deliver this internationally recognized, evidence-based program.

Sensory Simulation – Patented tools that replicate cognitive and physical changes

Daily-Life Scenarios – Tasks that mirror real challenges of living with dementia

Guided Debrief – Certified trainers lead reflection and practical strategies

Caregiver Support – Tools to improve patience, communication, and confidence

Community & Corporate Training – Ideal for caregivers, healthcare teams, first responders, and organizations



Virtual Dementia Tour Sponsorship Benefits

General Audience Reach

- 8,000+ email subscribers
- 3,000+ social media followers
- 5,000+ unique website visitors annually

	DIAMOND	PLATINUM	GOLD	SILVER
Benefits include but are not limited to:				
Exclusive Recognition as VDT Sponsor	1 private VDT + 3 community/caregiver VDTs	3 community/caregiver VDTs	2 community/caregiver VDTs	1 community/caregiver VDT
Logo on VDT Marketing Materials (flyers, emails, training packets)	1 private VDT + 3 community/caregiver VDTs	3 community/caregiver VDTs	2 community/caregiver VDTs	1 community/caregiver VDT
Logo on VDT Webpage	✓	✓	✓	✓
Social Media Recognition	4 posts	3 posts	2 post	1 post
VDTs covered by the sponsorship	1 private + 3 community/caregiver VDTs	3 community/caregiver VDTs	2 community/caregiver VDTs	1 community/caregiver VDT
Name/Logo Displayed at All VDT Sessions Throughout the Year	1 private + 3 community/caregiver VDTs	3 community/caregiver VDTs	2 community/caregiver VDTs	1 community/caregiver VDT
Sponsor Feature in Post-Event Recap Emails	1 private + 3 community/caregiver VDTs	3 community/caregiver VDTs	2 community/caregiver VDTs	1 community/caregiver VDT
Invitation to Observe a VDT Session	✓	✓	✓	
Use of “VDT Program Supporter” Badge	✓	✓	✓	✓
Opportunity to Include Branded Educational Handouts	✓	✓		

Corporate Partnership Program

Year-Round Visibility. Lasting Community Impact.

For organizations seeking to make a sustained and measurable difference in the lives of families facing dementia, Act Now Foundation offers a comprehensive *Corporate Sponsorship Program*.

This annual partnership provides ongoing recognition, engagement, and impact across all major initiatives: the Music & Memories Gala, the Brain Health & Community Resource Fair, and the Dementia Detective Podcast.

By choosing a Corporate Sponsorship Package, your company gains continuous visibility, employee engagement opportunities, and recognition across multiple audiences throughout the year while saving compared to sponsoring each event separately.

Select the level that aligns with your goals and make a lasting impact across every major Act Now Foundation program.

ALL IN ONE IMPACTFUL, COST-EFFECTIVE PACKAGE.



Corporate Sponsorship Benefits

Customized sponsorships available upon request.

	DIAMOND	PLATINUM	GOLD	SILVER
Benefits include but are not limited to:				
Includes ___ Level in Gala, Fair, and Virtual Dementia Tour	Platinum	Silver	Bronze	Steel
Free Educational Seminar for up to 25 Corporate Employees	✓			
Special recognition in the Foundation's Annual Report	✓	✓		
Spotlight Feature in Monthly E-Newsletter	1x annually			
Social Media Partner Spotlight	2x/year + Takeover opt.	1x/year		
Logo on Family Resource Packet	✓	✓	✓	✓
Company flyer or branded insert in Family Resource Packet	✓	✓		
Opportunity to distribute branded giveaways	✓	✓		
Option to co-create a social media awareness post or video testimonial	✓			
Referrals to your business for supportive services (if appropriate)	✓	✓	✓	✓
Year-end impact report showing measurable outcomes	✓	✓	✓	✓
Optional customized thank-you video from staff or families	✓	✓		

Corporate Partnership Savings: Choosing a package offers up to 10% savings compared to sponsoring each event individually while providing year-round visibility, engagement, and community impact across all major Act Now Foundation initiatives.