ACT NOW
FOUNDATION
Dementia Resource Center

SPONSORSHIP OPPORTUNITIES 2027

PROPOSED BY:

Act Now Foundation
Dementia Resource Center
400 38th St, Ste 406,
Union City, NJ 07087
O: 201-721-6721 | C: 917-327-4591
Kallen@actnowfoundation.org

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ABOUT ACT NOW FOUNDATION

Since 2012, Act Now Foundation has been a trusted nonprofit resource for families affected by Alzheimer's disease and related dementias across northern New Jersey. We provide free cognitive assessments, caregiver support, dementia education, long-term care planning, and connections to vital resources.

Founded by caregivers Kristine Allen and Cary Lopez, Act Now was born from their firsthand experience navigating dementia and recognizing the need for accessible, local support.

Today, we empower families, educate communities, and advocate for change, working toward a more informed, compassionate, and dementia-friendly New Jersey.



OUR MISSION

To ensure no family faces dementia alone by providing free support and education, empowering caregivers, and advocating for the dignity, care, and well-being of everyone affected by dementia.

BY THE NUMBERS: OUR IMPACT SINCE 2016

1,500+ Caregivers Helped

4,200+ Screenings

5,600+ Educated

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

"I needed to have someone who lived what I was about to encounter. Cary showed me kindness and understanding... I will never forget you, Act Now!" — Regina F., Caregiver



MEET OUR TEAM



Kristine Allen
President &
Co-Founder



Cary Lopez
Executive Director
& Co-Founder



Stacy Hutsell
Program
Director



Jessica Vega
Program Manager
Administrative



Alba Sepulveda
Program &
Marketing Manager



Katia Suttile
Program Manager
Programmatic



Jennifer Lamsick
Program
Coordinator

"Their professionalism and kindness during the screenings made our seniors feel well-supported. We truly look forward to a fruitful, ongoing partnership."
— Samuel Oh, Program Director, AWCA



Linda Lembo
Dementia Educator
& Care Coordinator



Vivian Matias
Care Coordinator

Kathleen Nowack
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

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SILVERMAN
BUILDING NEIGHBORHOODS

Haven Savings Bank · Apple Bank · I.L.A. · APPLAUSE HOME CARE · abc 7 · LEEANN DEVELOPMENT, LLC · PANEPINTO PROPERTIES

Hackensack Meridian Hackensack University Medical Center · NEW YORK LIFE · UnitedHealthcare Community Plan · PSE&G · Horizon

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 5K Walk & Run. 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



5K WALK & RUN

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 20.**

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

Celebrating 15 Years of Impact

March 6, 2027 | Valley Regency, Clifton, NJ

For 15 years, Act Now Foundation has helped families navigate dementia with compassion. This milestone celebration honors the power of music to awaken memories, spark joy, and create connection, even in the later stages of the disease.

This year, we're honored to welcome Country Artist and Alzheimer's Advocate Jay Allen, who will share his personal story and perform his song "Blank Stares."

As our signature fundraising event, the Gala brings our community together to support families across New Jersey affected by dementia. Your partnership helps us celebrate our anniversary while investing in the next generation of support, education, and advocacy for families who need us most.

EVENT HIGHLIGHTS

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

A special performance by country artist Jay Allen

A stylish cocktail reception with open bar

A multi-course gourmet dinner in a stunning ballroom

Live entertainment by The Time Machine Band

Luxury auctions, 50/50 raffle, and exclusive prize drawings

An exclusive VIP Meet & Greet with Jay Allen (limited availability)



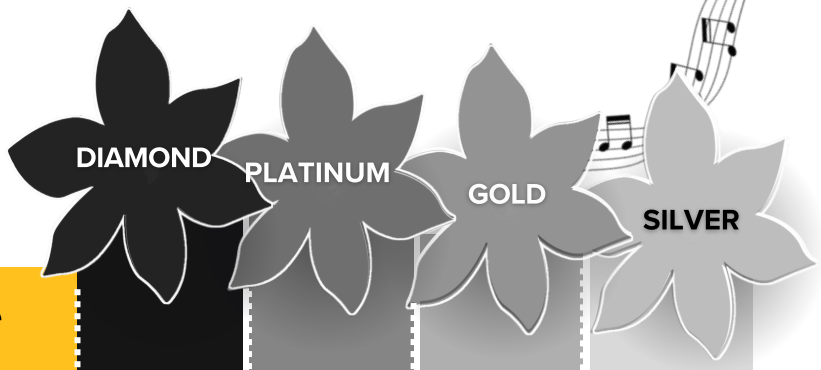
MUSIC & MEMORIES GALA SPONSORSHIP BENEFITS

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.



Benefits include but are not limited to:				
Gala Tickets	10	8	5	4
VIP Meet & Greet with Jay Allen (tickets upgraded)	2	2		
First chance to buy VIP tickets	✓	✓	✓	✓
Logo with backlink on digital ads	✓	✓	✓	
Inclusion in social media and email campaigns as	Diamond	Platinum	Gold	Silver
Logo on Gala webpage, invitation link & signage as	Diamond	Platinum	Gold	Silver
Unlimited use of Act Now Foundation logo & name	✓	✓	✓	
Logo on looping event videos during event as	Diamond	Platinum	Gold	Silver
Journal Ad (Full Color)	Full Page – Inside Front Cover	Full Page – Inside Back Cover	Full Page – Interior Page	Half Page – Interior Page
Opportunity to speak on stage	✓			
Logo on printed Gala invitation	✓	✓	✓	✓
On-stage recognition as	Diamond	Platinum	Gold	Silver
Name included in attendee thank-you letters	✓	✓		
Feature in program (print or 30-sec video) — materials supplied by sponsor	✓			



When country singer-songwriter Jay Allen lost his mother to Alzheimer's in 2019, he turned his grief into a mission. His song "Blank Stares," which grew out of her experience with the disease, has given a voice to families living through the long goodbye of Alzheimer's.

In 2023, Jay made history inside the U.S. Capitol Building with a concert supporting the caregiving documentary Unconditional. He was named All Country News' 2024 Artist of the Year, won Favorite Competition Contestant on The Voice at the 2022 Country Now Awards, and was selected as SiriusXM's Highway Find with "Sounds Good To Me."

This year, Jay joins us to share his story and perform an acoustic version of "Blank Stares." His music speaks to the families we serve every day: the ones who know what it means to love someone through dementia.

JAY ALLEN BY THE NUMBERS

$164 M helped raise to fight dementia

1 Billion+ views of "Blank Stares" videos

As seen on **The Voice** & **ABC World News**

First-ever concert inside the **U.S. Capitol**

Also featured in People Magazine and multiple media outlets around the world.

AT THE GALA

- Jay's personal story, followed by a solo acoustic performance of "Blank Stares"
- A special 15th-anniversary giving moment led by Jay
- Autographed items in our silent and live auctions
- An exclusive VIP Meet & Greet with Jay before the Gala begins - A Conversation with Jay and photo opp.
- Signed item from Jay Allen presented to your organization

MUSIC & MEMORIES GALA: ENTERTAINMENT SPONSOR

Bring "Blank Stares" to the Gala stage.

As our exclusive Entertainment Sponsor, you bring Jay Allen to the Music & Memories Gala for a once-in-a-lifetime evening. Your name will be tied to the most moving moment of the night, when Jay shares his story and performs “Blank Stares” for 400+ guests.

When someone you love has dementia, everyday life fills with questions: How do I keep them safe? Where can I turn for help? Jay is generously donating his performance, so your sponsorship goes further, helping Act Now Foundation continue showing up for New Jersey families through those moments as we celebrate 15 years of impact.

Add it to any sponsorship level to own the night’s signature moment.

ENTERTAINMENT SPONSOR | ONLY 1 AVAILABLE

Recognition	"Performance presented by [Sponsor]" recognition from the stage before Jay performs, with an on-stage photo opportunity. Name included in attendee thank-you letters.
VIP Access	6 Gala tickets with VIP Meet & Greet - A conversation & photo opp with Jay Allen, plus reserved seating near the stage
Signed Keepsake	A signed item from Jay Allen, presented to your organization
Promotion	Logo on Act Now’s promotion of the performance (social media, email, and event page), plus logo with backlink on digital ads
Event Visibility	Logo on event signage, looping event videos, and the program booklet
Journal Ad	Full-page ad in the Gala program booklet, placed facing the Jay Allen feature



VIP Meet & Greet tickets: 6 tickets included with your sponsorship. Additional tickets available for purchase at $300 (limited availability).

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	(2 available)	Logo on: bidder boards, bid sheets, event signage, program booklet, and event page
50/50 Raffle Sponsor	(1 available)	Logo on: 50/50 tickets, event signage, program booklet, and event page
Raffle Sponsor	(1 available)	Logo on: raffle tickets, event signage, program booklet, and event page

EXTRA TOUCH OPPORTUNITIES

Cocktail Napkins	(1 available)	Logo on all cocktail napkins (cocktail hour + bars), signage, program, and event page
Photo Booth Sponsor	(1 available)	Logo on photo booth, signage, program, and event page
Sponsor a Caregiver Table	(10 available)	Be the reason 10 caregivers enjoy the Gala. Logo on table sign, signage, program, and event page



PROGRAM BOOKLET ADVERTISING

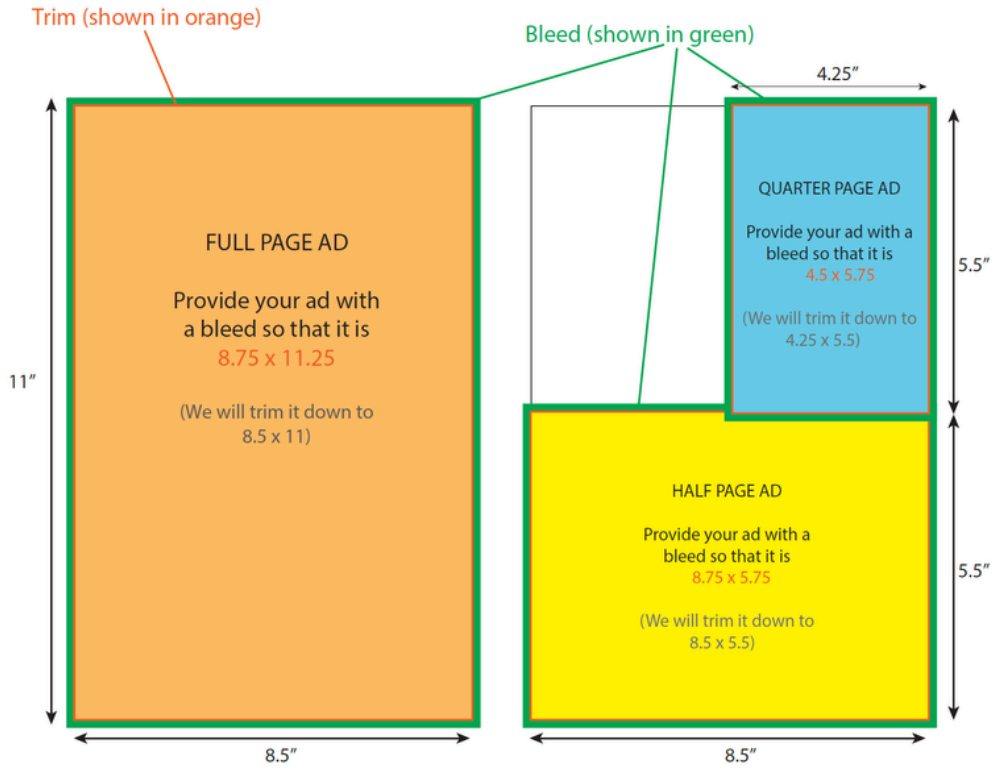
Showcase your organization in our journal, distributed **physically** at the event and available **digitally** via:

- 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, 2027
Design/editing assistance available for a $30 flat fee per ad.
Ads should be submitted in both PNG (300dpi) or PDF format.



BRAIN HEALTH & COMMUNITY RESOURCE FAIR

Co-Presented with the Hudson County Department of Health & Human Services

Saturday, June 12, 10AM - 2PM – Lincoln Park, Jersey City

New Jersey's Largest Free Event Focused on Brain Health and Aging

The Brain Health & Community Resource Fair is the state's largest free public event dedicated to brain health, aging, and dementia awareness. Held annually in the heart of Jersey City, the fair welcomes over 900 attendees and 90+ vendors for a dynamic day of education and engagement.

- **Brain Discovery Zone** – Interactive exhibits that bring brain science to life
- **Test Your Brain Power** – Games that challenge memory, focus, and logic
- **Virtual Reality Dementia Tour** – Experience dementia firsthand
- **Free Health Screenings** – HIV, glucose, blood pressure & more
- **90+ Resource Vendors –** From healthcare to legal aid to social services
- **Expert Workshops –** Expert sessions on healthy aging and resources
- **Fitness Classes** – Movement for a healthier body and mind
- **Community Activities** – Raffles, giveaways, and fun for all ages











BH&CRF SPONSORSHIP BENEFITS

General Audience Reach

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

Event-Specific Reach

- 900+ attendees — families & healthcare pros

Benefits include but are not limited to:	DIAMOND	PLATINUM	GOLD	SILVER
Marketing Materials (Invitation, signage, flyers, podium banners, etc.)	Top-tier logo placement	Prominent logo placement	Standard logo placement	Logo placement
Digital Recognition (Website + Social Media) as	**Diamond**	**Platinum**	**Gold**	**Silver**
Event Journal Ad	Full Page – Inside Front Cover	Full Page – Inside Back Cover	Full Page – Interior Page	Half Page – Interior Page
On-Stage Emcee Recognition	✓	✓		
Stage & Podium Banner Recognition as	**Diamond**	**Platinum**	**Gold**	**Silver**
Speaking Opportunity	**Opening Remarks Opportunity**			
Exhibit Space	**Premier 10' x 20'**	**Prime 10' x 10'**	**Deluxe 10' x 10'**	**Standard 10' x 10'**
Post-Event Recognition (Website, social media & email)	✓	✓	✓	✓

BRAIN HEALTH & COMMUNITY RESOURCE FAIR
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 New Jersey's largest brain health 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



Keep attendees refreshed and energized with your brand front and center:

- Logo featured on the main stage banner
- Custom-labeled water bottles with your logo on the paper wrap
- Recognition on the event webpage and social media
- Verbal thank-you from the event emcee



FAN SPONSOR

Help attendees stay cool while showing your support:

- Double-sided hand fans distributed to attendees: one side branded with Act Now Foundation logo, opposite side features your logo and message
- Recognition on the event webpage and social media
- Verbal thank-you from the event emcee

SMALL BEACH BALL SPONSOR



Add a fun and interactive element to the fair:

- Small beach balls distributed to attendees
- Your logo prominently displayed on each ball
- Recognition on the event webpage and social media
- Verbal thank-you from the event emcee

3RD ANNUAL 5K WALK & RUN

November 6, 2027 | 9 AM | Lincoln Park, Jersey City

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

See the 2026 5K in Action! SCAN ME











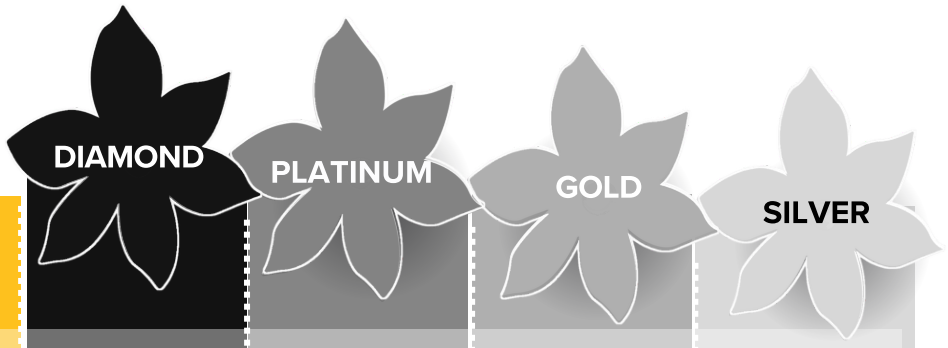
5K WALK & RUN SPONSORSHIP BENEFITS

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



Benefits include but are not limited to:	DIAMOND	PLATINUM	GOLD	SILVER
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.

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 5K Walk & Run.

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.

Benefits include but are not limited to:	DIAMOND	PLATINUM	GOLD	SILVER
Includes ____ Level in **Gala**, **BH&CR Fair**, and **5K Walk & Run**	**Diamond**	**Platinum**	**Gold**	**Silver**
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 5% savings compared to sponsoring each event individually while providing year-round visibility, engagement, and community impact across all major Act Now Foundation initiatives.