



OPPORTUNITIES FOR
RESEARCHERS
PARTNERS
SPONSORS AND
ASSOCIATES

Dementia Alliance International

INFORMATION FOR RESEARCHERS, STRATEGIC OR CORPORATE PARTNERS, INDIVIDUAL ASSOCIATES AND DONORS OR SPONSORS

Dementia Alliance International (DAI) is a registered non-profit organisation and a US Corporation with 501(c)(3), registered in Texas, status whose membership is for people with a medically confirmed diagnosis of any type of a dementia globally. However, we have a global membership, and since launching on 1 January 2014, DAI now represents members in 47 countries. DAI is an advocacy and support group. Our legal name is The Dementia Alliance International; DAI's EOI identification number is 27-3538654.

Dementia Alliance International (DAI) outlines the following opportunities to work with us. The support and services available are not exclusive to the lists we have outlined; your organisation may have specific needs or other reasons to want to sponsor us, or to engage with people living with dementia.

We provide in two separate attachments: 1) "Sponsor, Donor and Bequest Charter", and 2) "Value to a sponsor or partner", a rationale of the value to you or your organisation of partnering with DAI.

DAI agrees to partnerships and sponsorship, where the relationship is mutually beneficial to both organisations and/or an individual. DAI will be responsible in the way we work with you, and will report on how we will use any funding gained through a sponsor or partner. Other monies will be directly related to tasks or services, also reportable as agreed between the parties.

RESEARCH PARTNERSHIPS

Dementia Alliance International (DAI) has a membership now spanning 47 countries. It is important to note not all members speak English, and we currently do not provide translating services, other than through our website, except in Japan, which is only on a pro bono ad hoc basis. Partnering with DAI in research projects may assist with gaining more successful grants, and provides opportunities to send out direct mail surveys, run focus groups, and other activities that may assist a research project. It can be project or task based, and depending on the project, funding for DAI's support needs to be negotiated, and included in a research project application. An example of this is the STRiDE Project, "Strengthening responses to dementia in developing countries."

PROJECT BASED OPPORTUNITIES

An individual or an organisation may wish to work with DAI globally, nationally, locally, or with individual members, on a project-by-project basis, or in a direct consulting role, in ways that include, for example, focus groups or surveys to our membership. It is possible to do this, under a more formal sponsor or partner arrangement, or on an ad hoc basis. The "Value to a sponsor or partner" further outlines the many opportunities.

STRATEGIC OR CORPORATE PARTNERSHIPS

Examples include organizations such as Alzheimer's Disease International, Alzheimer's organizations, Aged and Dementia Care Providers, Dementia Consultants or Educational Organisations (e.g. Dementia Training Australia, Teepa Snow, US Against Alzheimer's). This is an opportunity to work with us, and it is up to you whether you prefer referred to be a Strategic or Corporate partner.

Level 1 Partnership: \$50,000 USD

Benefits:

1. Logo on website as a Strategic or Corporate Partner.
2. Link to your website and services with a reciprocal link on your website to DAI services.
3. Logo and acknowledgement as a Strategic or Corporate Partner on DAI power point presentations in the country your head office is located.
4. Inclusion of company news in our quarterly e-Newsletters.
5. Maximum of 2 focus groups per year on topics relevant to your organisation.
6. Maximum of 2 Mail outs to DAI members on topic of your choice, e.g. 1 research Project.
7. Inclusion of your annual news in our Annual Report.
8. Inclusion of your logo as a Strategic or Corporate Partner in our Annual Report.
9. Promotion of one conference or event per year.
10. Free registration for a maximum of 4 staff per Webinar, up to 6 Webinars in that year.
11. Select one other service or opportunity to work together from the "Value to a sponsor, Partner or Donor", or request an alternative.

Level 2 Partnership: \$30,000 USD

Benefits:

1. Logo on website as a Strategic or Corporate Partner.
2. Link to your website and services with a reciprocal link on your website to DAI services.
3. Logo and acknowledgement as a Strategic or Corporate Partner on DAI power point presentations in the country your head office is located .
4. Inclusion of company news in quarterly e-Newsletters.
5. Maximum of 1 Mail out to DAI members on topic of your choice, e.g. A research Project, an important Media Release or announcement.
6. Inclusion of your annual news in our Annual Report.
7. Promotion of one conference or event per year.
8. Inclusion of your logo as a Silver Sponsor in our Annual Report.
9. Free registration for a maximum of 2 staff per Webinar, up to 4 Webinars in that year.
10. Select one other service or opportunity to work together from the "Value to a sponsor, Partner or Donor", or request an alternative.

Level 3 Partnership: \$20,000 USD

Benefits:

1. Logo on website as a Strategic or Corporate Partner.
2. Link to your website and services with a reciprocal link on your website to DAI services.
3. Inclusion of company news in our quarterly e-Newsletters.
4. Free registration for a maximum of 2 staff per Webinar, up to 2 Webinars in that year.
5. Inclusion of your annual news in our Annual Report.
6. Inclusion of your logo as a Strategic or Corporate Partner in our Annual Report.
7. Promotion of one conference or event per year.
8. Select one other service or opportunity to work together from the “Value to a sponsor, Partner or Donor”, or request an alternative.

PROFESSIONAL ASSOCIATES OR INDIVIDUAL DONORS

Professional Associates (Individuals) \$5000

Benefits:

1. Free registration for a maximum of 2 staff per Webinar, up to 12 Webinars in that year.
2. Inclusion of two guest blogs.
3. Promotion of your events.
4. Inclusion of your name and logo if you have one in our Annual Report.

Professional Associates (Individuals) \$2500

Benefits:

1. Free registration for up to 12 Webinars in that year.
2. Inclusion of one guest blog.
3. Inclusion of your name and logo in our Annual Report.

Individual Associates or Donors \$1000

Benefits:

1. Listed in our Annual Report.
2. Free registration for up to 12 Webinars in that year.

Professional Services

Providing pro bono professional services is another way to donate to DAI. An example of this is our printer, Graphic Print Group, who provide the printing of our support materials and publications at no cost to DAI.

SPONSORS

Platinum: \$250,000 USD

Benefits:

1. Logo on website as a Platinum Sponsor.
2. Link to your website as a Platinum Sponsor.
3. Logo and acknowledgement of a Platinum Sponsor on all DAI power point presentations.
4. Inclusion of company news in monthly e-Newsletters.
5. Maximum of 4 focus groups per year on topics relevant to your organisation.
6. Maximum of 4 Mail outs to DAI members.
7. Inclusion of your annual news in our Annual Report.
8. Inclusion of your logo as a Platinum Sponsor in our Annual Report.
9. Free registration for a maximum of 10 staff per Webinar, up to 12 Webinar in that year.
10. Review or co-authoring of one major publication per year.
11. Link to your services and publications.
12. Promotion of Media Releases and other major news on all DAI social media platforms.
13. Request up to two other opportunities to work together from the “Value to a sponsor, Partner or Donor”, or request alternatives.

Gold: \$150,000 USD

Benefits:

1. Logo on website as a Gold Sponsor.
2. Link to your website as a Gold Sponsor.
3. Logo and acknowledgement of a Gold Sponsor on all DAI power point presentations.
4. Inclusion of company news in monthly e-Newsletters.
5. Maximum of 2 focus groups per year on topics relevant to your organisation.
6. Maximum of 2 Mail outs to DAI members.
7. Inclusion of your annual news in our Annual Report.
8. Inclusion of your logo as a Gold Sponsor in our Annual Report.
9. Free registration for a maximum of 5 staff per Webinar, up to 12 Webinar in that year
10. Link to your services and publications.
11. Promotion of Media Releases and other major news on all DAI social media platforms.
12. Request one other service or opportunity to work together from the “Value to a sponsor, Partner or Donor”, or request an alternative.

Silver: \$75,000 USD

Benefits:

1. Logo on website as a Silver Sponsor.
2. Link to your website as a Silver Sponsor.
3. Logo and acknowledgement as a Silver Sponsor on all DAI power point presentations.
4. Inclusion of company news in monthly e-Newsletters.
5. Maximum of 1 focus group per year on topics relevant to your organisation.
6. Maximum of 1 Mail out to DAI members on topic of your choice, e.g. one research Project.
7. Inclusion of your annual news in our Annual Report.
8. Inclusion of your logo as a Silver Sponsor in our Annual Report.
9. Free registration for a maximum of 2 staff per Webinar, up to 12 Webinars in that year.
10. Link to your services and publications.
11. Promotion of Media Releases and other major news on all DAI social media platforms.
12. Request one other service or opportunity to work together from the "Value to a sponsor, Partner or Donor", or request an alternative.

Bronze: \$30,000 USD

Benefits:

1. Logo on website as a Bronze Sponsor.
2. Link to your website as a Bronze Sponsor.
3. Logo and acknowledgement as a Bronze Sponsor on all DAI power point presentations in the country where your head office is located.
4. Inclusion of company news In quarterly e-Newsletters.
5. Maximum of 1 focus group per year on topics relevant to your organisation.
6. Inclusion of your logo as a Bronze Sponsor in our Annual Report.
7. Free registration for a maximum of 2 staff per Webinar, up to 6 Webinars in that year.
8. Request one other service or opportunity to work together from the "Value to a sponsor, Partner or Donor", or request an alternative.



email: info@infodai.org



www.facebook.com/DementiaAllianceInternational

web: www.infodai.org

join DAI: www.joindai.org



@DementiaAllianc