



VALUE TO
A SPONSOR
PARTNER
OR DONOR

ABOUT DEMENTIA ALLIANCE INTERNATIONAL (DAI)

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.

Since launching on 1 January 2014, DAI now represents members in 47 countries. It is an advocacy and support group. Our legal name is The Dementia Alliance International; DAI's EOI identification number is 27-3538654.

Our Vision : *"A world where people with dementia are valued and included."*

REASONS TO SUPPORT DAI AS A SPONSOR OR STRATEGIC PARTNER:

A growing number of national Alzheimer's organisations fund Dementia Working or Advisory Groups and Committees, to represent the voices of people with dementia and their families in their own countries. A number of local or regional advisory groups are also supported in this way, including with funding. This is done, to ensure full and equal inclusion, as most people with dementia are either retired if older, or no longer employed if diagnosed with younger onset dementia (YOD); most care partners are also no longer employed.

1. A partnership with DAI or a major donation leads the way, by supporting the voices of, and participation in civil society of people with dementia.
2. It helps lead the way in reducing the stigma, discrimination and isolation.
3. It raises the profile of your organization, and your leadership and commitment to people with dementia in your own country, and on the international stage.
4. It raises the profile of your leadership and commitment to people with dementia to your own clients.
5. If your organizational mission is to support families, and people with dementia, sponsoring DAI further enhances your work.
6. The CRPD indicates governments, DPO's and NGO's have a responsibility to financially support people with disability; people with dementia live with progressive cognitive disabilities, and are also intended, and therefore entitled beneficiaries of the CRPD.
7. A partnership would provide you or your organization with very positive marketing and PR, showing positive and tangible support of people with dementia.
8. DAI believes any organization who already states they are committed to the care of people with dementia has a unique responsibility to support the global voice of dementia.
9. Many dementia research grants or funding bodies now require that for your organization may only receive additional funding or be more successful with your grant applications, if you are actively supporting people with dementia to participate in civil society.

BENEFITS AVAILABLE TO A SPONSOR OR PARTNER

The following is a comprehensive list of what a sponsor or a strategic or corporate partner may gain through a relationship with DAI. It is not exclusive, as there are many intangible benefits to sponsors and partners, and your organisation or an individual may have other reasons to partner with us.

The level of benefits available will depend on the level of financial sponsorship; we provide a non-exclusive list for consideration.

1. Access to people with dementia who are dynamic speakers, and provide 'new voices' of people with dementia as often as possible for events, publication launches and conferences, globally.
2. Access to members from 47 countries as requested, and where members are available, and willing to connect.
3. DAI's global work brings your organization a global consumer perspective you may not otherwise be able to provide, when developing your own services, programs and policies.
4. DAI supports (quick turn-around) finding speakers for lectures and speeches, educational events, or at launches of publications.
5. DAI supports (quick turn-around) finding people for media opportunities that directly and positively support sponsors or partners.
6. Your organization can quickly access speakers with dementia through DAI, for free, apart from travel and accommodation costs.
7. DAI and individuals with dementia will not charge an Honorarium for speakers or people who give lectures or run workshops; most other speakers are paid an Honorarium.
8. Access to DAI members to participate in videos promoting your organization, or your conferences and other events.
9. Ability for to your staff or colleagues to participate in Webinars promoting your organisation and your work.
10. DAI members very actively fundraise to support registrations and attendance at conferences.
11. DAI runs workshops and hosts monthly Webinars, regularly showcasing and promoting the work of sponsors and partners, and your programs and conferences.
12. Content for your e-news updates or Newsletters.
13. Promotion of your conferences and events via our newsletters, e-news updates, and on all DAI social media platforms, as requested.
14. Promotion of your publications in our newsletters, e-news updates, and on our social media platforms.
15. Promotion of your events on our website, e-news and blog.
16. Reviewing documents, policies, or programs, as relevant.

17. The writing or co-authoring of documents and publications.
18. Adding DAI members quotes for media releases, reports and documents.
19. Opportunities to provide content for joint statements at events, e.g. the 11th Session of the Conventon Of State Parties in 2018.
20. Access to focus groups to review documents, policies and member programs.
21. Support with annual World Alzheimer's Month events and campaigns.
22. Direct link to your website on our homepage, highlighting the sponsorship level, or the strategic partnership, dependent on the sponsorship level, or the strategic partnership.
23. Your logo on our website as a sponsor, dependent on the sponsorship level, or the strategic partnership.
24. DAI members may individually promote your events and publications across their own social media platforms, blogs and when speaking at events.
25. DAI works collaboratively with your organization as appropriate, if requested.
26. DAI members available to work directly with your organization, supporting your goals to raise awareness, develop self-advocates, and develop and implement national Dementia Strategies or Plans.
27. Inclusion in all public presentations as our Strategic partner or sponsor.
28. Inclusion as a sponsor, and inclusion of your own Annual Review, published in our Annual Report.
29. DAI members may also provide a 'living barometer' as to the effectiveness of your work, or your countries National or Regional Dementia Strategies or Plans.
30. Complimentary Webinar registrations.
31. Ability to promote research projects to DAI members and our global community.
32. Ability to promote surveys to DAI members and our global community.
33. Opportunities for the research community to include us in their work.

We request that ongoing sponsorship, or a strategic or corporate partnership, which is attached to a Memorandum of Understanding (MoU), should be for a period of no less than three years.

Please contact our Chair to discuss the possibility of a major donation, ongoing sponsorship, or the development of a strategic partnership.

DAI's current Chair Kate Swaffer, is available at: chair@infodai.org



email: info@infodai.org



www.facebook.com/DementiaAllianceInternational

web: www.infodai.org

join DAI: www.joindai.org



@DementiaAllianc