

2025 Sponsorship Opportunities

Adopted by the AE Board on 17 June 2024





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1 Introduction

Alzheimer Europe has a longstanding tradition of collaborating with corporate companies, as well as other organisations, foundations and projects involved in dementia research or the development of pharmaceutical, clinical, care or technical solutions and interventions for people with dementia and their carers.

In this document, Alzheimer Europe describes various sponsorship opportunities that the organisations offers companies, projects and organisations interested in supporting its corporate activities.

Separate documents provide information on sponsorship opportunities for Alzheimer Europe's 2025 Annual Conference in Bologna or for Alzheimer Europe's public involvement strategy and opportunities for people with dementia/mild cognitive impairment and/or their families and support to provide feedback and input via public involvement activities.

2 Sponsorship Opportunities

2.1 Individual sponsorship opportunities

As in previous years, Alzheimer Europe will provide companies with a pick and mix menu to opt for those sponsorship opportunities which are most in line with a particular company's interests. They are presented here below:

2.1.1 Company Round Tables

In 2025, Alzheimer Europe will organise four meetings (1 April, 3 June, 17 September and 2 December) with interested companies. Two of these meetings will be hybrid and two will be online only.

Alzheimer Europe will update its company partners on its activities and future plans and projects. In addition, the organisation will liaise with the participating companies to identify issues of common interest and will invite company representatives to make presentations on selected topics. These meetings will also serve to discuss the EU policy and research landscape and update members of AE about ongoing clinical trial developments.

At these meetings, time can be allocated for those companies interested in sharing their research activities and discussing issues such as the design of clinical trial protocols or patient recruitment with representatives of the Alzheimer Europe Board or the organisation's member associations. If necessary, this section of the meeting will be closed to invited representatives only and AE participants may be required to sign confidentiality agreements to cover the discussions on issues not in the public domain. If timing does not allow to combine the meeting with a company round table, this type of advisory meeting can be organised on a stand-alone basis either in person or virtually. Typically, these meetings will be between one and two hours long.

Individual Sponsorship opportunities

Participation in one company round table meeting: EUR 3,000/meeting

Participation in all four company round table meetings: EUR 10,000

Acknowledgement on AE website section dedicated to the clinical trial watch: EUR 7,500

Face-to-face Advisory Board or Information meeting with AE members in conjunction with Company Round Table: EUR 10,000

Standalone face-to-face Advisory Board or Information meeting with AE members: EUR 7,500 PLUS travel and meeting costs

Virtual Advisory Board or Information meeting with AE members: EUR 5,000



2.1.2 Clinical Trial Watch

Alzheimer Europe will continue to update its website and provide information in an easy-to-understand language on phase III and phase II clinical trials being conducted in at least one European country. The organisation will include information on clinical trials on treatments for Alzheimer's disease and dementia, as well as diagnostic trials and trials for medical devices, nutritional supplements and other interventions.

To ensure the readability of the provided information, Alzheimer Europe will collaborate with members of its European Working Group of People with Dementia and its European Dementia Carers Working Group. All information will also be sent to company representatives to check the information provided.

Individual Sponsorship opportunities

Acknowledgement on AE website section dedicated to the clinical trial watch: EUR 7,500

2.1.3 Dementia in Europe Magazine

Alzheimer Europe will continue publishing its special magazine entitled "Dementia in Europe" with a clear focus on policy developments in different European countries. This magazine will highlight initiatives on a national or European level affecting people with dementia, their carers and national Alzheimer's associations and will feature interviews with high level EU and national policy makers.

The magazine will be published three times in 2025 (February, June and October) and will be distributed free of charge to Members of the European Parliament and the European Commission, as well as through the member organisations of Alzheimer Europe to national policy makers. Pdf versions of the magazine will also be distributed to other European stakeholders who currently receive the e-mail newsletter of the organisation.

Alzheimer Europe can feature non-promotional adverts of companies, organisations or projects in the magazine. Companies, organisations or projects can also sponsor a special supplement which will be distributed at the same time as the magazine. Content, images and layout will need to be provided by the sponsor.

Individual Sponsorship opportunities

Half page advert in one edition: EUR 3,000

Full page advert in one edition: EUR 4,000

Half page advert in all three editions: EUR 7,500

Full page adverts in all three editions: EUR 10,000

Back cover advert in one edition: EUR 5,000

Back cover adverts in all three editions: EUR 12,500

Company or project supplement (8 pages): EUR 10,000

2.1.4 European Parliament meetings and lunch debates

Alzheimer Europe will continue its work with the European Alzheimer's Alliance which is in the process of being renewed after the European Parliament elections of June 2024. AE will continue to work with its members to increase the membership of this group.

In 2025, Alzheimer Europe will organise two lunch debates in the European Parliament (3 June and 2 December). In December, Alzheimer Europe will organise the second European Parliament Dementia Day where it will organise bilateral meetings between people with dementia, their carers and representatives of national Alzheimer's associations with their elected MEPs.

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Throughout the year, Members of the European Parliament will be regularly updated on this through direct contacts, as well as through regular e-mail updates and the magazine.

Individual Sponsorship opportunities
Acknowledgement as sponsor and invitation of up to two representatives: EUR 7,500 per lunch debate

2.1.5 Alzheimer’s Association Academy

Alzheimer Europe organises online webinars for public and government affairs representatives of its member organisations. These capacity building events will aim at informing member organisations about relevant EU developments, providing an update for members about relevant research developments and exchanging information on best practices with regard to campaigning, media relations and the use of social media.

Alzheimer Europe will organise 3 Academy meetings dedicated to topics of interest to both AE members and its industry sponsors. Other Academy meetings organised throughout the year will be funded thanks to the operating grant of the Citizens, Equality, Rights and Values (CERV) Programme of the European Union.

Individual Sponsorship opportunities
Acknowledgement as sponsor for one Academy meeting and invitation of one representative: EUR 5,000
Acknowledgement as sponsor for three Academy meetings and invitation of up to two representatives: EUR 12,500

2.1.6 European Anti-Stigma Award

In 2025, Alzheimer Europe will present, for the third time, a successful campaign, initiative or project which aims at addressing the stigma attached to dementia and changing public perceptions about dementia and people with dementia. The 2025 award will be presented to an artist.

The successful candidate will be awarded during the December European Parliament meeting.

Individual Sponsorship opportunities
Acknowledgement as sponsor for Award and invitation of one representative to Award Jury and Award Ceremony: EUR 12,500

2.2 Sponsorship packages for corporate affairs activities

In addition to the pick and mix menu of individual sponsorship opportunities highlighted above, Alzheimer Europe will also provide a number of sponsorship packages.

As in previous years, Alzheimer Europe would like to propose the following three levels of sponsorship.

Sponsorship level	Amount	Programmes
Bronze sponsor	EUR 12,500	Company round table, Clinical Trial Watch and magazine
Silver sponsor	EUR 25,000	Company round table, Clinical Trial Watch and magazine PLUS Academy AND Invitation to EP Lunch debates



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Gold sponsor	EUR 50,000	Company round table, Clinical Trial Watch, Virtual Information Meeting and magazine PLUS Academy AND EP Lunch debates AND Anti-Stigma Award
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According to the chosen level, Alzheimer Europe will provide a number of benefits to the sponsor. These benefits are outlined in the table on the next page:

Benefits	Gold	Silver	Bronze
General benefits			
Acknowledgement in Sponsor section of AE website	√	√	√
Acknowledgement in AE Annual Report	√	√	√
Invited representatives to Company Round Table	2	1	1
Monthly Update on AE activities	√	√	√
Clinical Trial Watch	AND	AND	AND
Acknowledgement on Clinical Trial Watch on AE website	√	√	√
Dementia in Europe Magazine	AND	AND	AND
Advertisement in Dementia in Europe Magazine	3 x half page	2 x half page	1 x half page
Information Meeting on company research programme	AND		
Virtual meeting for company to present and discuss research programme or other issues of interest to company	√		
Alzheimer's Association Academy	AND	AND	
Acknowledgement of support on Alzheimer's Association Academy	√	√	
Invited representatives to Alzheimer's Association Academy Meetings	2	1	
Lunch debates and European Parliament Dementia Day	AND	AND	
Acknowledgement of support on lunch debate agendas and invitations	√		
Invited representative to EP meetings	2	1	
European Anti-Stigma Award	AND		
Acknowledgement of support in all award related information	√		
Invited representative to Award Jury	√		
Invited representative to Award Ceremony	2		

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