

## LAUNCHING SEPT 28, 2020

### #FTDhotshotchallenge

F-Film yourself taking a shot of hot sauce  
T-Tag 5 friends and challenge them  
D-Donate to theaftd.org

Make a difference, it means so much!



### IGNITE A COMMUNITY

#### #FTDhotshotchallenge

1. Create your own challenge video
2. Share and challenge your followers on social media
3. Donate a chosen amount up to your chosen threshold for each person who tags your brand on social with the hashtag #FTDhotshotchallenge

**Example: "We will donate \$5 to AFTD for every #FTDhotshotchallenge that uses our brand and tags us!"**

**What: #FTDhotshotchallenge**

**When: launches September 28, 2020**

**Where: you can do it from anywhere.**

**Who:** the millions of American families navigating dementia during a challenging pandemic, and everyone who cares about brain health and wants to take a shot in solidarity.

**Why:** It's a time when we all need to feel less alone. By joining together with FTD families whose lives have been touched by young dementia, you can bring support and hope - to help find a cure for a devastating disease. We can beat dementia - but it will take heroes.



# HOT SHOT HERO SCALE



Be a hot sauce hero! How fired up are you for the #FTDhotshotchallenge?



**GHOST - \$25,000+**  
Promotion on the AFTD Website  
Promotion in campaign outreach  
+ Your brand as a featured Hot Sauce Hero for the 2020 campaign  
+ Your brand the star of a Celebrity challenge



**CHILI - \$10,000**  
Promotion on the AFTD Website  
Promotion in campaign outreach  
+ Social media brand shout outs by our community engagement squad & campaign leads



**JALAPENO - \$2,500**  
Promotion on the AFTD Website  
Promotion in campaign outreach

## FAQ

### What is FTD?

FTD is the most common dementia under 60. Age of onset ranges from as young as 21, to as old as 80.

### How does FTD differ from other dementias?

It affects behavior, language, movement, and usually leaves memory preserved. It strikes younger, when people are in the prime of their lives. And it's far less known, which leads to frequent misdiagnosis and prolonged suffering. Families deserve to know about it – because no one should ever face FTD by themselves or without knowledge of what's really happening.

### Who is AFTD?

Founded by volunteers who were affected by this devastating form of dementia, AFTD is a 501(c)(3) national nonprofit with the mission to improve the quality of life of people affected by FTD and drive research to a cure. Donations made to AFTD are 100% tax-deductible.

### Wait, what? You can get dementia when you're young?!

Yes, we were also shocked when it happened to our families. With FTD, your brain is shrinking in the frontal and temporal lobes, affecting all aspects of your life. FTD is the worst. Let's get the word out and show our support so no one faces FTD alone! 2020 is rough enough already. 😭