

Dear Community Member,

The Alzheimer Society of Muskoka is hosting our annual Walk for Alzheimer's to create awareness and support families in Muskoka - Parry Sound. This year we are hosting three walks in Muskoka.

- Sunday, June 7 – Bracebridge
- Saturday, June 13 – Parry Sound
- Saturday, June 20 – Huntsville

We're asking for your support for help make our walks a success.

The Alzheimer Society of Muskoka is a non-profit society that provides supportive counselling, education, programming, and resources to help improve the lives of those and their caregivers impacted by Alzheimer's and other dementias. We also deliver specialized training and professional development for frontline health-care providers, as well as public education and awareness events to increase accessibility to dementia information.

The Walk for Alzheimer's is not only a great opportunity for communities to rally around this increasingly prevalent disease, but also a fun way to raise awareness and much-needed funds that can make a world of difference in the lives of those in our community who are affected. Today, one out of ten seniors in Ontario is living with this devastating disease but increasingly people in their 40's and 50's are also being affected. Dementia results in more years lived with a disability than stroke, heart disease and all forms of cancer. We need to come together as a community and show our support for those not only living with dementia but their caregivers and family members as well.

The Alzheimer Society of Muskoka is offering five different levels of sponsorship for this year's walks. Become a Platinum or Gold sponsor and have your company logo printed on the walk t-shirts or sponsor a distance marker sign. **All funds raised locally stay in Muskoka/Parry Sound and assist in funding crucial programs and support services.** For more information about our sponsorship packages, please see the attached sponsorship document.



If sponsorship is not an option, please consider participating in the event. It is fun and a great way to build team participation. Simply, gather a team together and challenge your colleagues, friends, and family to participate. Registration is available at [Walk for Alzheimer's](#).

Thank you for your time and consideration. If you have any questions please feel free to contact me directly via email rdc@alzheimermuskoka.ca or by phone at (705) 645-5621 ext. 104.

Trisha Soja

Trisha Soja - Resource Development Coordinator
Alzheimer Society of Muskoka
440 Ecclestone Drive, Unit 17a
Bracebridge, ON P1L 1Z6
705-645-5621



ALZHEIMER SOCIETY OF MUSKOKA
440 Ecclestone Drive, Unit 17A, Bracebridge, ON P1L 1Z6
TEL: 705-645-5621 FAX: 705-645-4397
www.alzheimer.ca/Muskoka
CHARITABLE REGISTRATION #: 133889238 RR0001



Alzheimer Society

Sponsorship Package

2020 IG Wealth Management Walk for Alzheimer's

Bracebridge - June 7, 2020
Parry Sound – June 13, 2020
Huntsville - June 20, 2020
9:30 Registration, 10:30 Walk

Thank you for your interest in becoming a sponsor for the 2020 IG Wealth Management Walk for Alzheimer's in Muskoka. The Walk is Canada's biggest fundraiser for Alzheimer's disease and other dementias. All money raised will fund crucial programs and support services for those impacted by Alzheimer's and other dementias in Muskoka and Parry Sound.

PLATINUM SPONSOR PACKAGE - \$1500

- Primary Logo/Brand on all posters, flyers, and pledge forms
- Recognition through social media leading up to and on event day
- Signage along walk route (5) and event celebration area
- Logo/Brand on Walk for Alzheimer's and Alzheimer Society of Muskoka website
- Logo/Brand on event T-Shirt
- Recognition Plaque
- Banner at Finish Line
- Booth on site at event with product sampling/information distribution

GOLD SPONSOR PACKAGE \$1000

- Logo/Brand on all posters, flyers and pledge forms
- Recognition through social media leading up to and on event day
- Signage along walk route (3) and event celebration area
- Logo/Brand on Walk for Alzheimer's and Alzheimer Society of Muskoka website
- Logo/Brand on event T-Shirt
- Recognition Plaque



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SILVER SPONSOR PACKAGE - \$750

- Logo/Brand on all posters
- Recognition through social media leading up to and on event day
- Signage along walk route (3)
- Logo/Brand on Walk for Alzheimer's website
- Certificate of appreciation

BRONZE SPONSOR PACKAGE - \$500

- Recognition through social media leading up to and on event day
- Signage along walk route (1)
- Logo/Brand on Walk for Alzheimer's website
- Certificate of Appreciation

DISTANCE SIGN SPONSORSHIP - \$150 (for 1 event) / \$250 (for 2 events) / \$300 (for 3 events)

- Recognition through social media leading up to and on event day
- Signage along walk route (1)

CORPORATE SPONSORSHIP INFORMATION

Company Name: _____

Contact: _____

Address: _____

Email: _____

Phone Number: _____

Please provide us with a high-resolution JPEG image of your Corporate Logo.

For more information please contact Trisha Soja, Resource Development Coordinator
at 705-645-5621 ext. 104 or rdc@alzheimermuskoka.ca



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