

Dear Community Member,

The IG Wealth Management Walk for Alzheimer's is a national event to raise awareness and funds to support people and families living with Alzheimer's disease and related dementias. This inspiring event calls on participants of all ages and abilities to help support people living with dementia.

The Alzheimer Society of Muskoka is hosting our local ONLINE walk on

➡ Sunday, May 29th. ⬅

We're asking for your support to help make the Walk a success.



Together as a community we display a combined strength and dedication in the fight against Alzheimer's disease. While there is no registration fee, each participant is encouraged to fundraise in order to contribute to the cause and raise awareness. In addition, your actions, whether through sponsorship, fundraising or participating in the event, help change the level of Alzheimer's awareness in your local community.

Why the Alzheimer Society of Muskoka needs your support:

- To continue offering FREE services, promote advocacy and research to meet the increasing needs of people affected by dementia in Muskoka and Parry Sound.
- To continue the delivery of FREE virtual counselling, support groups, education, social recreation programs, and the delivery of personalized activity kits.

For more information about the Alzheimer Society of Muskoka please visit our website at AlzheimerMuskoka.ca.

Today, one out of ten seniors in Ontario are 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. Join us to show your support for those not only living with dementia but their caregivers and family members as well.

In 2021 our online walk raised over \$35,000!

All funds stay in Muskoka - Parry Sound and are used to maintain and enhance *crucial* programs and support services in various communities.

We are offering five different sponsorship packages for this year's Walk. Please see the attached sponsorship document for more information.

The IG Wealth Management Walk for Alzheimer's makes memories matter! When our sponsors and participants walk, they're sending a message of hope to Parry Sound/Muskoka residents living with dementia, and thousands more who care for them. When you support the Walk you're promising them that help will always be available.

We hope we can count on your support!

Nadia Zaidi

Nadia Zaidi, Resource Development Coordinator

Cell 705-644-9876

Join our conversation! Please like and share our stories on Social Media.

 @alzhimersocietyofmuskoka

 @alz_muskoka

 @alzhimersocietyofmuskoka



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

2022 Sponsorship Opportunities

Alzheimer Society

We are pleased to offer a variety of sponsorship/partnership opportunities that include visibility and valuable benefits designed to meet your community support and marketing objectives.

| BENEFIT | LEAD SPONSOR \$3,000 | PLATINUM SPONSOR \$1,500 | GOLD SPONSOR \$1,000 | SILVER SPONSOR \$750 | BRONZE SPONSOR \$500 |
|---|-------------------------|-----------------------------|-------------------------|-------------------------|-------------------------|
| Advertised as "IG Wealth Management Walk for Alzheimer's Presented Locally by..." | YES | | | | |
| Recognition in Media Release | YES | | | | |
| Recognition of Title or Lead Sponsorship on all materials | YES | | | | |
| Article in Alzheimer Society Newsletter | YES | | | | |
| Sponsorship category exclusivity | YES | | | | |
| Prime Logo placement on all promotional materials | YES | YES | | | |
| Logo on banner of website homepage | YES | YES | | | |
| Logo on e-signature used by staff (Mar-May) | YES | YES | | | |
| Video about Business shared on Walk website (video supplied by sponsor) | YES | YES | | | |
| Video about Business shared on Social Media (video supplied by sponsor) | YES | YES | YES | | |
| Link to video about Business shared in Newsletter (video supplied by sponsor) | YES | YES | YES | | |
| Banner Ad in Alzheimer Society Monthly e-Newsletter | YES | YES | YES | | |
| Social Media post(s) specific to Sponsor | YES | YES | YES | YES | |
| Logo recognition on Pledge Sheets | YES | YES | YES | YES | |
| Recognition in Annual Report | YES | YES | YES | YES | |
| Verbal recognition at Virtual Ceremony | YES | YES | YES | YES | |
| Recognition Plaque for Your Workplace | YES | YES | YES | YES | |

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|--|-------------------------|-----------------------------|-------------------------|-------------------------|-------------------------|
| Inclusion in social media posts (minimum number of posts) | YES (All) | YES (All) | YES (4) | YES (2) | YES (1) |
| Logo inclusion in all printed materials (Save the Date, Poster, Brochures) | YES largest | YES large | YES medium | YES small | YES smallest |
| Logo in all Walk specific-blasts | YES largest | YES large | YES medium | YES small | YES smallest |
| Logo inclusion in all Walk promotion in Newsletter | YES largest | YES large | YES medium | YES small | YES smallest |
| Logo and link on Alzheimer Society Website | YES largest | YES large | YES medium | YES small | YES smallest |
| Logo and link on National Walk Website | YES largest | YES large | YES medium | YES small | YES smallest |
| Opportunity to register a team | YES | YES | YES | YES | YES |
| Support people living with Dementia! | YES | YES | YES | YES | YES |

In-Kind Sponsor \$50 - \$500 can include the following:

- Donating an incentive prize for our participants (top pledged team, second place top pledged team, top pledged individual prizes for 1st, 2nd, & 3rd)
- Donating an item to be included in our online auction (more opportunities for online recognition!)
- Donors of incentive prizes to be acknowledged on social media (or given sponsorship recognition depending on value of prize donated)

For more information, or to become a sponsor please contact.

Nadia Zaida, Resource Development Coordinator at rdc@alzheimermuskoka.ca



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