

**IG WEALTH
MANAGEMENT**
**WALK FOR
ALZHEIMER'S**

Alzheimer Society

SPONSORSHIP PACKAGE

Summerside
2025



walkpei.ca

Dear Corporate Partner:

The Alzheimer Society of Prince Edward Island (ASPEI) is the leading not for profit organization that supports people living with all forms of dementia, including Alzheimer's disease, as well as their caregivers and families. With over 3,000 Islanders living with Alzheimer's and other dementias and an expected increase of 138% in the next twenty five years, ASPEI continues to expand and improve their programs and services. Without the support of our corporate donors, communities and healthcare partners expanding our programs and services would not be possible.

ASPEI's largest annual fundraiser, IG Wealth Management Walk for Alzheimer's, will take place Saturday May 24, 2025 in three different locations on the Island this year: Charlottetown, Summerside and Montague. This event has become a tradition for individuals, families and corporate teams to gather and support the dementia community. We're confident this year's walk is sure to be another success and we'd love for you to be part of it.

There are several different options to consider when deciding how your organization would like to be involved with the IG Wealth Management Walk for Alzheimer's including: sponsorship opportunities, submitting a corporate team and lots more. I encourage you to review the options enclosed and please contact me to discuss further.

With Alzheimer's and other dementia diseases expected to grow exponentially over the next twenty five years it is imperative that we continue to grow our programs and services. The funds raised through the IG Wealth Management Walk for Alzheimer's will stay on the Island to support Islanders directly and indirectly affected by Alzheimer's and other dementias.

I would be pleased to discuss these opportunities with you at your convenience, and I thank you for your consideration and interest.

Sincerely,



Amanda Citrome
Philanthropy & Events Coordinator

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www.alzpei.ca



2025 Corporate Sponsorship Packages

Gold - \$2,500

Includes Bronze & Silver Package Benefits

- ✓ Opportunity for staff volunteer involvement
- ✓ Speaking opportunity at opening ceremonies
- ✓ Branded video posting on ASPEI's social media
- ✓ Sponsorship recognition in IG Wealth Management Walk for Alzheimer's email campaign to ASPEI database

Silver - \$1,000

Includes Bronze Package Benefits

- ✓ Logo placement on ASPEI home page web banner
- ✓ Logo placement on staff e-mail signature
- ✓ Logo placement on walkpei.ca webpage
- ✓ One month feature in ASPEI Newsletter
- ✓ Logo placement on billboards

Bronze - \$500

- ✓ Logo placement in Facebook advertising (pre and post event, between Mar & June)
- ✓ Product placement in Kit Bags (+300 items required)
- ✓ Logo placement in ASPEI Newsletter (Between Mar - June 2025)

*Logos must be received by April 1, 2025

**Materials for kit bags must be received by May 1, 2025



2025 Corporate Sponsorship

Additional Corporate Sponsorship Opportunities

Match Gift Sponsor

- ✓ Match individual donations up to a set amount
- ✓ Match team donations up to a set amount

Presenting Sponsor

- ✓ Company representative to present top awards
- ✓ Gold Package plus \$50

Zone Sponsor

- ✓ Choose from one of four zones
- ✓ Bronze Package plus \$50

Other Ways You Can Support the Walk

- ✓ Gather your colleagues together and register a CORPORATE TEAM!
- ✓ Make a corporate donation and receive a charitable tax receipt.
- ✓ Increase your visibility by engaging with us on social media.
- ✓ Volunteer, we are always in need of volunteers throughout the year.

Our Reach

-  +1.9K Followers
-  +700 Followers
-  +1.7K Followers
-  +3.8K Distribution

+200 Walkers



Your Impact*

-  +4.5K Support Services Provided
-  +260 New Clients
-  +2.2K Supportive Counselling Sessions

ASPEI Fiscal 2024/25 Year*

To discuss your sponsorship package in detail, please contact:

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