



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

**Saturday May 25, 2024**

Lake Wilcox Park, Richmond Hill

Contact:  
Karen Bond  
Fund Development Team Lead  
kbond@alzheimer-york.com  
647.204.5761

2024  
Sponsorship  
Opportunities

**Alzheimer Society**  
YORK REGION



# About Alzheimer Society of York Region



The Alzheimer Society of York Region (AS York) has been actively supporting individuals and families living with Alzheimer's disease and other dementias (ADOD) since 1985. AS York is a recognized leader of dementia care. Through navigation, public education, counselling and D.A.Y. programming we deliver services and support families with meaningful and practical advice. Our social workers, D.A.Y. centres, and caregiver education services are trusted and effective. Last year alone, more than 7,500 people benefited from AS York programs and services.



- Dementia is fatal with no known cure.
- Today there are 17,000 people diagnosed with dementia living in York Region.
- By 2033 more than 34,000 York Region residents will be diagnosed with dementia.
- Age is the number one risk factor for dementia.
- With one in 11 people over the age of 65 being diagnosed, increasing to one in four over age 85.
- For every person diagnosed with dementia, 10 to 12 more are directly impacted.
- AS York clients range in age from 40 to 99 years of age.

While the number of people diagnosed with dementia in York Region continues to rise, public sector funding has not kept pace. AS York relies on the generosity and philanthropic support of our community to continue to help the rising number of families who turn to us for help. Please see below for the benefits of sponsorship and how you can help our families, friends and neighbours who turn to us while navigating the dementia journey.

“There is loss, but there are also the discoveries along the route: discoveries of who one's loved one still is inside, and also the discoveries of one's own hidden strengths and abilities. Reach out. There are so many resources for help and assistance along this journey...Try not to focus on what was but discover and find strength in what is to be.”



## DIAMOND SPONSORSHIP

### \$15,000



- Extra-Large Logo on ASYR registration platform
- Extra-Large logo on the back of t-shirts (T-shirt cut off is March 22, 2024)
- Part of photo opportunity for ribbon cutting
- Opportunity to contribute material to race kits\*
- Race kit pick-up signage
- Company logo in participant kick-off and post event e-blasts (300 subscribers)
- Company logo in pre and post event ASYR newsletter (5,000 subscribers)
- Company Logo on AS York website
- Dedicated content on social media platforms\*\* (three posts)
- Sponsor logo on social media banners
- Logo included on walk day email(s)
- Sponsor mentioned in AS York annual report
- Sponsor mentioned in pre-event and post-event press release
- Inclusion in media opportunities (where appropriate)
- Opportunity to have a company table/activation site on event day
- Opportunity for employee lunch and learn from ASYR public education team
- Recognition by Emcee on walk day
- Sign with logo at the start and end of route (2 signs)
- Sign with logo along route (3 signs)
- Event day thank you banner with Extra-Large logo
- Logo on participant post-event thank you card

\*Logos must be received by March 24 and provided in high resolution format.

\* Race kit materials must be sent to 2-240 Edward St. in Aurora by April 26, 2024.

\*\*images and quotes must be provided by sponsor

## PLATINUM SPONSORSHIP \$10,000



- Large Logo on ASYR registration platform
- Large logo on the back of t-shirts (T-shirt cut off is March 22, 2024)
- Part of photo opportunity for ribbon cutting
- Opportunity to contribute material to race kits\*
- Race kit pick-up signage
- Company logo in participant kick-off and post event e-blasts (300 subscribers)
- Company logo in pre and post event ASYR newsletter (5,000 subscribers)
- Company logo on AS York website
- Dedicated content on social media platforms\*\* (two posts)
- Sponsor logo on social media banners
- Logo included on walk day email(s)
- Sponsor mentioned in AS York annual report
- Opportunity to have a company table/activation site on event day
- Opportunity for employee lunch and learn from ASYR public education team
- Recognition by Emcee on walk day
- Three signs on the route with logo
- Event day thank you banner with Large logo
- Logo on participant post-event thank you card

\*Logos must be received by March 24 and provided in high resolution format.

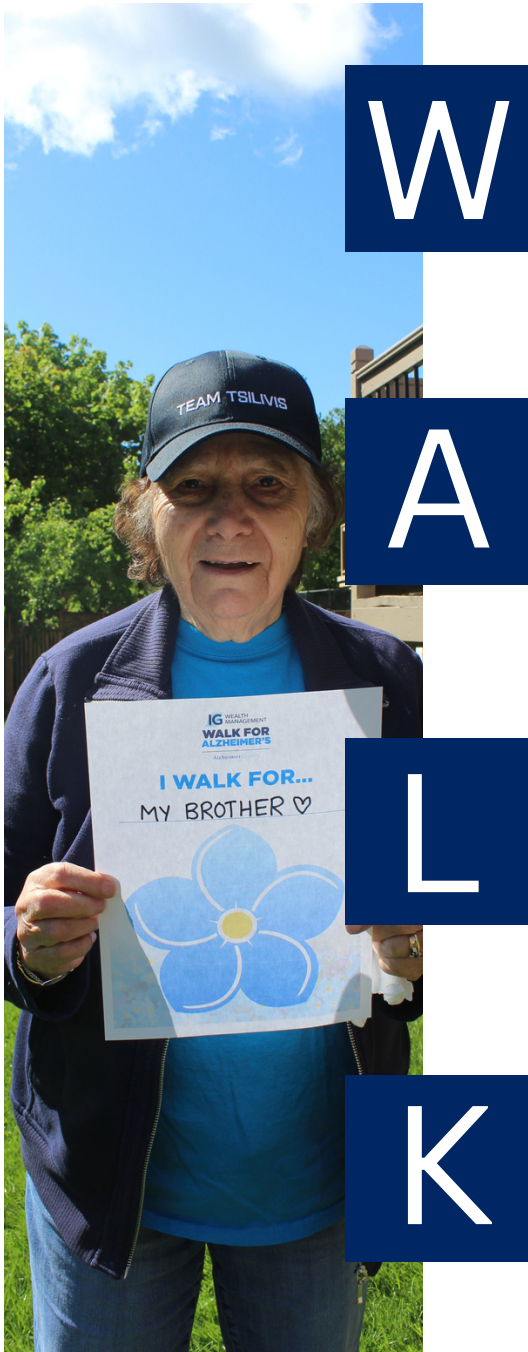
\* Race kit materials must be sent to 2-240 Edward St. in Aurora by April 26, 2024.

\*\*images and quotes must be provided by sponsor



## GOLD SPONSORSHIP

### \$7,500



- Medium-sized Logo on ASYR registration platform
- Medium-sized logo on the back of t-shirts (T-shirt cut off is March 22, 2024)
- Opportunity to contribute material to race kits\*
- Race kit pick-up signage
- Recognition in participant kick-off and post event e-blasts (300 subscribers)
- Company logo in pre and post event ASYR newsletter (5,000 subscribers)
- Company logo on AS York website
- Dedicated content on social media platforms\*\* (one post)
- Company logo included on walk day email(s)
- Sponsor mentioned in AS York annual report
- Opportunity to have a company table/activation site on event day
- Opportunity for employee lunch and learn from ASYR public education team
- Recognition by Emcee on walk day
- Two signs on the route with logo
- Event day thank you banner with Medium logo
- Logo on participant post-event thank you card

\*Logos must be received by March 24 and provided in high resolution format.

\* Race kit materials must be sent to 2-240 Edward St. in Aurora by April 25, 2023.

\*\*images and quotes must be provided by sponsor



## SILVER SPONSORSHIP \$5,000

- Small logo on ASYR registration platform
- Small logo on the back of t-shirts (T-shirt cut off is March 22, 2024)
- Opportunity to contribute material to race kits\*
- Race kit pick-up signage
- Recognition in participant kick-off and post event e-blasts (300 subscribers)
- Company logo in pre and post event ASYR newsletter (5,000 subscribers)
- Recognition on AS York website
- Dedicated content on social media platforms\*\* (one post)
- Small Logo included on walk day email(s)
- Sponsor mentioned in AS York annual report
- Opportunity to have a company table/activation site on event day
- Opportunity for employee lunch and learn from ASYR public education team
- Recognition by Emcee on walk day
- One sign on the route with logo
- Event day thank you banner with Small logo
- Logo on participant post-event thank you card

\*Logos must be received by March 24 and provided in high resolution format.

\* Race kit materials must be sent to 2-240 Edward St. in Aurora by April 26, 2024.

\*\*images and quotes must be provided by sponsor



## BRONZE SPONSORSHIP \$2,500



- Name on the back of t-shirts (T-shirt cut off is March 22, 2024)
- Opportunity to contribute material to race kits\*
- Company name in participant kick-off and post event e-blasts (300 subscribers)
- Recognition on AS York website
- Sponsor mentioned in AS York annual report
- Opportunity to have a company table/activation site on event day
- Recognition by Emcee on walk day
- Event day thank you banner with company name
- Name on participant post-event thank you card

## FRIEND SPONSORSHIP \$1,000

- Opportunity to contribute material to race kits\*
- Company Name in participant kick-off and post event e-blasts (300 subscribers)
- Sponsor mentioned in AS York annual report
- Recognition by Emcee on walk day
- Event day thank you banner with company name
- Name on participant post-event thank you card

\*\*Logos must be received by March 24 and provided in high resolution format.

\* Race kit materials must be sent to 2-240 Edward St. in Aurora by April 26, 2024.

\*\*images and quotes must be provided by sponsor

# Exclusive walk-day sponsorship opportunity

\$2,000



## BREAKFAST SPONSOR

- Company name in participant kick-off and post event e-blasts (300 subscribers)
- Company name on AS York website
- Dedicated content on social media platforms on event day\*\* (one post)
- Opportunity to have a company table/activation site on event day
- Name on participant post-event thank you card
- Company logo on signage at the Breakfast station on event day
- Company volunteer present at Breakfast station on event day
- Opportunity for event day give-away
- Company name on event platform



## SNACK SPONSOR

- Company name in participant kick-off and post event e-blasts (300 subscribers)
- Company name on AS York website
- Dedicated content on social media platforms on event day\*\* (one post)
- Opportunity to have a company table/activation site on event day
- Name on participant post-event thank you card
- Company logo on signage at the snack station on event day
- Company volunteer present at snack station on event day
- Opportunity for event day give-away
- Company name on event platform



# Exclusive walk-day sponsorship opportunity

\$1,000



## PHOTO BOOTH SPONSOR

- Company logo on signage at the photo booth on event day
- Company volunteer present at Photo booth on event day
- Opportunity for event day give-away
- Company name on ASYR website
- Company name on event platform
- Company name in participant kick-off and post event e-blasts (300 subscribers)



## WATER STATION SPONSOR

- Opportunity for volunteers to hand out water bottles along the route
- Company logo on signage at the water station on event day
- Company volunteer present at water station on event day
- Opportunity for event day give-away
- Company name on ASYR website
- Company name on event platform
- Company name in participant kick-off and post event e-blasts (300 subscribers)

# Exclusive walk-day sponsorship opportunity

\$1,000



## KID ZONE SPONSOR

- Company logo on signage at the kid-zone on event day
- Company volunteer present at kid-zone on event day
- Opportunity for event day give-away
- Company name on ASYR website
- Company name on event platform
- Company name in participant kick-off and post event e-blasts (300 subscribers)



## FLOWER GARDEN SPONSOR

- Company logo on signage at the garden on event day
- Company volunteer present at flower garden on event day
- Opportunity for event day give-away
- Company name on ASYR website
- Company name on event platform
- Company name in participant kick-off and post event e-blasts (300 subscribers)



# The Alzheimer Society of York Region



**Saturday May 25, 2024**  
**9:00 am**

**Lake Wilcox Park, Richmond Hill**  
**Oak Ridges Community Centre**

**Register your  
corporate team!**



[alzgiving.ca/yorkregion](https://alzgiving.ca/yorkregion)

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

**Are you a sponsor? Join us!**

**Support staff, vendors and clients impacted by dementia by  
walking together as a team on May 25th.**



Thank  
you for  
your  
support



For more information contact:

Karen Bond,  
Fund Development Team Lead  
Alzheimer Society of York Region  
2-240 Edward Street | Aurora ON | L4G 3S9  
kbond@alzheimer-york.com  
647.204.5761  
Charitable Registration #:10670 5429 RR0001

