



# WALK FOR ALZHEIMER'S

Alzheimer Society  
TORONTO

**MAY 25, 2024**

**FORT YORK**

**IG Wealth Management Walk for Alzheimer's  
Toronto Sponsorship Opportunities**



# OUR STORY

## What is the IG Wealth Management Walk for Alzheimer's?

The IG Wealth Management Walk for Alzheimer's is Canada's biggest fundraiser for Alzheimer's disease and other dementias, taking place in more than 70 communities across Ontario. In 2023, participants in Ontario raised more than 3.1 million dollars, with over \$400,000 raised in Toronto alone. These funds support the Alzheimer Society of Toronto's life changing programs and services. Every step you take on the IG Wealth Management Walk for Alzheimer's is one more step towards supporting individuals impacted by dementia.



## Who are we?

At the Alzheimer Society of Toronto (AST), we strive to make sure that no one has to feel alone in their journey living with dementia. Since 1981, we have been delivering free programs, education, healthcare navigation, and counselling for individuals living with dementia and their families and care partners. Currently, one in three adults in Ontario has a close family member living with dementia and the need for our services continues to grow. Whether directly or indirectly, we are all affected.

*"We are so grateful to the Alzheimer Society of Toronto and the Early Diagnosis group for their support. It is so meaningful and important for us."*

-- Support Group Attendee

# WHAT WE DO

For those affected by dementia, the Alzheimer Society of Toronto is here to ensure the best possible quality of life by offering programs that provide support, education and social inclusion.

## Support

The Alzheimer Society of Toronto connects people living with dementia and their care partners to the information, supports, and services they may need, from the initial diagnosis through the progression of the disease. These vital supports, offered both in-person and virtually, include individualized assessments, care planning, and proactive follow-up, while ensuring strong communication along the continuum of care.

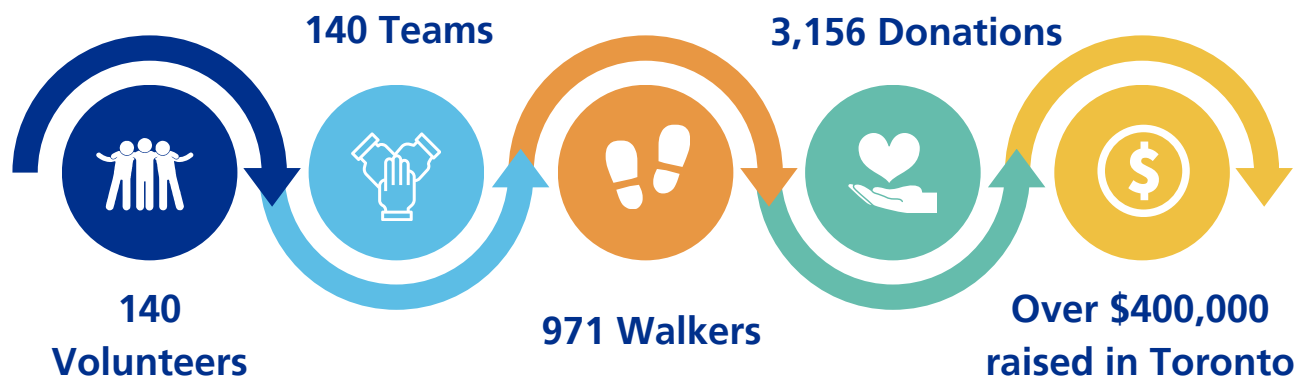
## Education

Care partners, frontline professionals and the general public all benefit from online and in-person workshops, courses and seminars which increase the knowledge and understanding of Alzheimer's disease and other dementias. AST education programs are designed to reduce stigma, improve responses to individual behaviours and improve the quality of life for individuals living with dementia and their care partners.

## Social Recreation

Our services also promote quality of life through programs that include our Music Project and a variety of Active Living programs such as our Mid-Town Social, East-End Friends, Dance Fitness, and creative art programs. These events provide meaningful opportunities for social engagement and inclusion for people living with dementia and their care partners.

# 2023 EVENT HIGHLIGHTS



# OUR AUDIENCE

## SOCIAL MEDIA

**f 5,300**

**i 2,500**

**in 3,000**

**t 8,000**

## NEWSLETTER

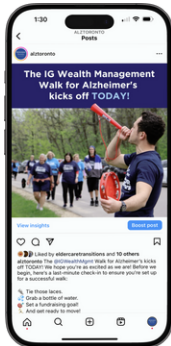
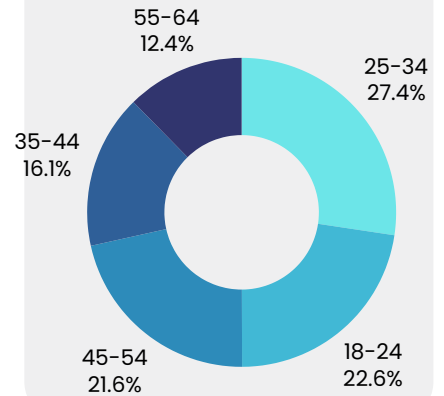
**+30,000**

Newsletter Subscribers

## WEBSITE

**+6,300**  
/month

### Age Demographics



BENEFITS	SPONSORSHIP TIERS				
	\$25,000	\$15,000	\$10,000	\$5,000	\$2,500
<b>BRANDING</b>					
Presenting Sponsor	✓				
Right to use Proud Supporter Logo	✓	✓	✓	✓	
<b>ON-SITE ACTIVATION</b>					
Ability for on-site activations with sponsor booth	✓	✓	✓	✓	
Ability for sponsor site element (kids zone, refreshments, water station, etc)	✓	✓			
Sampling rights and distribution of marketing material in goodie bag	✓	✓	✓	✓	
Logo recognition on on-site signage	✓	✓	✓	✓	✓
<b>ADVERTISING</b>					
Brand recognition in donor email	✓	✓	✓	✓	✓
Sponsored highlight in eNews	✓	✓			
<b>DIGITAL</b>					
Logo on Toronto event web pages (with hyperlink)	✓	✓	✓	✓	✓
1 x dedicated e-blast message to event participants	✓	✓			
Social media recognition	✓	✓	✓	✓	✓
Opportunity for social media contest giveaway	✓	✓	✓		
<b>ADDITIONAL OPPORTUNITIES</b>					
Speaking/Presentation opportunities	✓	✓	✓		
Verbal recognition	✓	✓	✓	✓	✓
Sponsored giveaway	✓	✓	✓		

# SPONSORSHIP TIER \$25,000

## PRESENTING Making Strides Toronto

### Branding

- Toronto's Presenting Sponsor of the IG Wealth Management Walk for Alzheimer's
- Logo lock up with event name in media promotion
- Right to use trademarks in association with the Proud Supporter of the Alzheimer Society of Toronto logo for term of agreement on your company website

### On-site Activation

- Ability to have 2x sponsorship booth on-site activations
- Ability to sponsor an onsite element (eg. kids zone, refreshments, water station, etc.)
- Sampling rights and distribution of marketing material in goodie bag
- Logo recognition on on-site signage at event

### Advertising

- Brand recognition on donor email (20+ e-mail deployments), fundraising tools, registration webpage, program, eNews (30,000+) subscribers
- Highlight in eNews related to sponsorship (why you chose to be involved and how you will be supporting this event)

### Digital

- Premier logo on Toronto event web page with hyperlink
- 1 x dedicated e-blast message to our event participants, related to sponsorship (why you chose to be involved and how you will be supporting this event)
- Social media recognition
- Opportunity for social media contest giveaway

### Programmatic and Speaking Opportunities

- Opportunity for representative from organization to speak at event
- Verbal recognition
- Sponsored giveaway during closing ceremony

# SPONSORSHIP TIER \$15,000

## Neighbourhood Leaders

### Branding

- Right to use trademarks in association with the Proud Supporter of the Alzheimer Society of Toronto logo for term of agreement on your company website

### On-site Activation

- Ability to have 2x sponsorship booth on-site activations
- Ability to sponsor an onsite element (eg. kids zone, refreshments, water station, etc.)
- Sampling rights and distribution of marketing material in goodie bag
- Logo recognition on on-site signage at event

### Advertising

- Brand recognition on donor email (20+ e-mail deployments), fundraising tools, registration webpage, program, eNews (30,000+) subscribers
- Highlight in eNews related to sponsorship (why you chose to be involved and how you will be supporting this event)

### Digital

- Logo on Toronto event web page with hyperlink
- 1 x dedicated e-blast message to our event participants, related to sponsorship (why you chose to be involved and how you will be supporting this event)
- Social media recognition
- Opportunity for social media contest giveaway

### Programmatic and Speaking Opportunities

- Presentation opportunity for representative from organization at event
- Verbal recognition
- Sponsored giveaway during closing ceremony



# SPONSORSHIP TIER \$10,000

## Changemaker

### Branding

- Right to use trademarks in association with the Proud Supporter of the Alzheimer Society of Toronto logo for term of agreement on your company website

### On-site Activation

- Ability to have 1x sponsorship booth on-site activation
- Sampling rights and distribution of marketing material in goodie bag
- Logo recognition on on-site signage at event

### Advertising

- Brand recognition on donor email (20+ e-mail deployments), fundraising tools, registration webpage, program, eNews (30,000+) subscribers

### Digital

- Logo on Toronto event web page with hyperlink
- Social media recognition
- Opportunity for social media contest giveaway

### Programmatic and Speaking Opportunities

- Presentation opportunity for representative from organization at event
- Verbal recognition
- Sponsored giveaway during closing ceremony

# SPONSORSHIP TIER \$5,000

## Community Builder

### Branding

- Right to use trademarks in association with the Proud Supporter of the Alzheimer Society of Toronto logo for term of agreement on your company website

### On-site Activation

- Ability to have 1x sponsorship booth on-site activation
- Sampling rights and distribution of marketing material in goodie bag
- Logo recognition on on-site signage at event

### Advertising

- Brand recognition on donor email (20+ e-mail deployments), fundraising tools, registration webpage, program, eNews (30,000+) subscribers

### Digital

- Logo on Toronto event web page with hyperlink
- Social media recognition

### Programmatic and Speaking Opportunities

- Verbal recognition

# SPONSORSHIP TIER \$2,500

## Local Supporting

### On-site Activation

- Logo recognition on on-site signage

### Advertising

- Brand recognition on donor email (20+ e-mail deployments), fundraising tools, registration webpage, program, eNews (30,000+) subscribers

### Digital

- Logo on Toronto event web page
- Social media recognition

### Programmatic and Speaking Opportunities

- Verbal recognition



## Media

We invest in promoting the IG Wealth Management Walk for Alzheimer's through paid media opportunities that include broadcast, digital, e-newsletters, social, and outdoor media to more broadly promote the event and generate more attendees and awareness.

## Sponsor Teams

As a sponsor at any level, we encourage you to form your own team and participate! This unique event offers a number of benefits and engagement opportunities to build and motivate your team including:

- Pre-event kick-off at your office, or location of your choice, to build momentum and highlight the impact of your organization's investment
- Alzheimer Society of Toronto swag for all your team members to show their support
- Inclusion in our list of organizations participating in the Corporate Challenge (and additional recognition if your team is one of the top fundraising teams!)
- Volunteer opportunities at the event, ensuring everyone who wants to can get involved
- Designated meeting point at the event

We would be happy to work with you to help leverage participation and engagement amongst your employee group.

## Other Benefits

- Offer virtual U-FIRST! Training
- Recognition in Alzheimer Society of Toronto Annual Report
- Fulfillment Report on your organization's participation

## Join us in helping people living with dementia and their care partners.

The IG Wealth Management Walk for Alzheimer's is a great opportunity for communities to rally around building awareness for this increasingly prevalent disease. It's a fun way to bring the community together to raise much-needed funds that will make a world of difference in the lives of people living with dementia and their care partners.

The Alzheimer Society of Toronto is excited to explore a partnership with you. Let's connect! To learn more about sponsoring the IG Wealth Management Walk for Alzheimer's, please contact:

Arlene Willis  
Manager of Development  
awillis@alz.to



Etobicoke 2023



North York 2023

# TRUSTED PARTNER

For the last 40 years, the Alzheimer Society of Toronto has been the leading charity committed to helping people with Alzheimer's disease and other dementias.



## Why Get Involved?

- 1. Enhance Your Social Responsibility Profile**

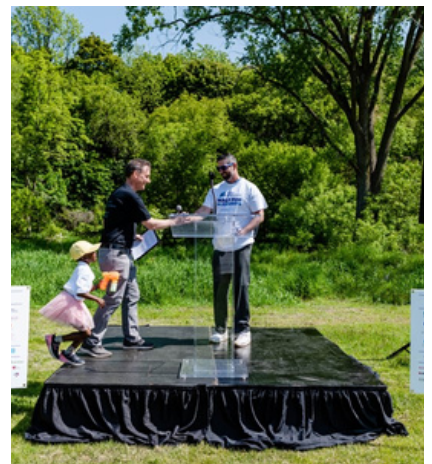
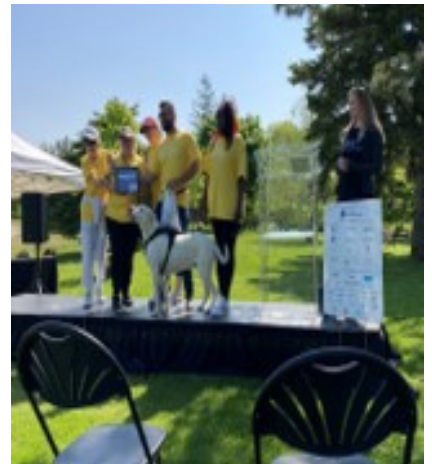
Through your affiliation with the Alzheimer Society of Toronto & the IG Wealth Management Walk for Alzheimer's, you will show both internal and external stakeholders, that you are committed to raising awareness about Alzheimer's disease and other dementias.
- 2. Engage Employees**

Your sponsorship provides an opportunity to inspire employees to join together to help their communities and families.
- 3. Make A Direct Impact In Your Community**

Your sponsorship will make a tremendous impact in helping to raise awareness about Alzheimer's disease and other dementias while raising crucial funds that will support programs and services in Toronto.
- 4. Boost Brand Awareness & Improve Brand Image**

Your organization will be promoted on our website, social media channels, onsite at the event.

# ONSITE ACTIVATION 2023



# DIGITAL RECOGNITION 2023

