



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

**Saturday May 24, 2025**

Lake Wilcox Park, Richmond Hill

Contact:  
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**2025  
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 2051 more than 34,000 York Region residents will be diagnosed with dementia.
- Age is the number one risk factor for dementia.
- One in 11 people 65+ are diagnosed and 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 explore 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."



## PLATINUM SPONSORSHIP \$10,000

- Ribbon Cutting photo opportunity
- Logo on back of walk t-shirts\*\*
- Opportunity to have a company table on event day
- Platinum Sponsorship sign at event
- Three signs on walk route with logo
- Event day banner with company logo
- Recognition by Emcee in opening ceremonies
- Walk kit pick-up signage
- Opportunity for employee lunch and learn from ASYR public education team
- Opportunity to contribute materials to walk kit\*
- Company logo in pre and post event ASYR newsletter (5,000 subscribers)
- Company logo on ASYR website, event website, and post event e-blast
- Company logo included on walk day email
- Dedicated content on social media platforms (two posts)
- Logo on participant post-event thank you card
- Sponsor recognized in AS York annual report

## GOLD SPONSORSHIP \$7,500

- Logo on back of walk t-shirts\*\*
- Opportunity to have a company table on event day
- Gold Sponsorship sign at event
- Two signs on walk route with logo
- Event day banner with company logo
- Recognition by Emcee in opening ceremonies
- Walk kit pick-up signage
- Opportunity for employee lunch and learn from ASYR public education team
- Opportunity to contribute materials to walk kit\*
- Company logo on ASYR website, event website, and post event e-blast
- Company logo in pre and post event ASYR newsletter (5,000 subscribers)
- Company logo included on walk day email
- Dedicated content on social media platforms (one post)
- Logo on participant post-event thank you card
- Sponsor recognized in AS York annual report

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\*\*High resolution logos must be received by March 21 for t-shirt deadline.

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

## SILVER SPONSORSHIP \$5,000

- Silver Sponsorship sign at event
- Logo on back of walk t-shirts\*\*
- Opportunity to have a company table on event day
- Event day banner with company logo
- Recognition by Emcee in opening ceremonies
- Walk kit pick-up signage
- Opportunity for employee lunch and learn from ASYR public education team
- Opportunity to contribute materials to walk kit\*
- Company name on ASYR website, event website, and post event e-blast.
- Dedicated content on social media platforms (one post)
- Logo on participant post-event thank you card
- Sponsor recognized in AS York annual report

## BRONZE SPONSORSHIP \$2,500

- Logo on back of walk t-shirts\*\*
- Opportunity to have a company table on event day
- Event day banner with company logo
- Recognition by Emcee in opening ceremonies
- Company name on ASYR website, event website, and post event e-blast
- Opportunity to contribute materials to walk kit\*
- Name on participant post-event thank you card
- Sponsor recognized in AS York annual report

## FRIEND SPONSORSHIP \$1,000

- Event day banner with company name
- Recognition by Emcee on walk day
- Opportunity to contribute materials to walk kit\*
- Company name in post event e-blast



\*\*High resolution logos must be received by March 21 for t-shirt deadline.

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



# Exclusive walk-day sponsorship opportunity



## PHOTO BOOTH SPONSOR \$2,000

- Opportunity for Company to volunteer at Photo booth tent on event day with activation table
- Company logo on signage at the photo booth on event day
- Opportunity to contribute materials to walk kit\*
- Company name in post event e-blast.
- Dedicated content on social media platforms on event day (one post)
- Recognition by Emcee on walk day

## SNACK SPONSOR \$2,000

- Opportunity for Company to distribute snacks on event day at activation table\*\*
- Company logo on signage at the snack station on event day
- Opportunity to contribute materials to walk kit\*
- Company name in post event e-blast
- Dedicated content on social media platforms on event day (one post)
- Recognition by Emcee on walk day

## BREAKFAST SPONSOR \$2,000

- Opportunity for Company to serve breakfast items on event day at activation table\*\*
- Company logo on signage at the Breakfast station on event day
- Opportunity to contribute materials to walk kit\*
- Company name in post event e-blast.
- Dedicated content on social media platforms on event day (one post)
- Recognition by Emcee on walk day

\*\*If company provides snacks/breakfast items for event day then sponsorship discount will be made.

Please contact ASYR office to discuss this sponsorship opportunity.

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

# Exclusive walk-day sponsorship opportunity



## ENTERTAINMENT SPONSOR \$1,000

- Company logo on signage at the Entertainment tent on event day
- Company volunteer present at Entertainment tent on event day
- Opportunity to contribute materials to walk kit\*
- Company name in post event e-blast

## FLOWER GARDEN SPONSOR \$1,000

- Company logo on signage at the flower garden on event day
- Company volunteer present at flower garden on event day
- Opportunity to contribute materials to walk kit\*
- Company name in post event e-blast

## WATER STATION SPONSOR \$1,000

- Opportunity for Company to hand out water bottles along the route (water provided by company)
- Company logo on signage at the water station on event day
- Opportunity to contribute materials to walk kit\*
- Company name in post event e-blast



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