

Soci t  Alzheimer Society
T H U N D E R B A Y

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

Alzheimer Society

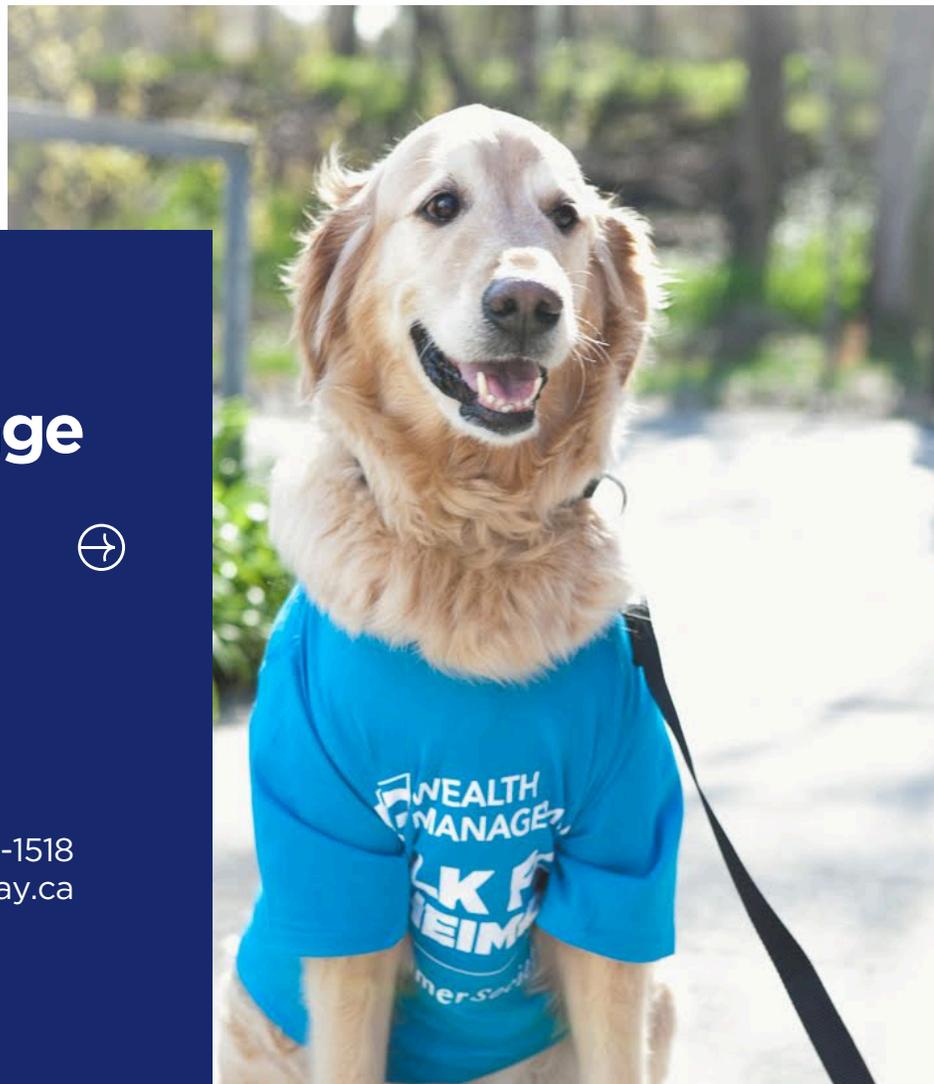
Sponsorship Information Package

Sunday May 31st, 2026 at
Chapples Park



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Email: bmoore@alzheimerthunderbay.ca

<https://alzheimer.ca/thunderbay/en>



2025 Recap

The Alzheimer Society of Thunder Bay is proud to reflect on the success of our 2025 IG Wealth Management Walk for Alzheimer's, held on May 26th, 2025 at Chapples Park. Families, friends, and community partners came together to honour and support people living with dementia across our region. Participants heard opening remarks, words from our Honour Family, and connected with community partners at their booths while also enjoying activities and music before beginning the walk. The Thunder Bay Pipes and Drums set a meaningful and inspiring tone, leading the start of the walk alongside our Honour Family, who shared personal experiences of being affected by Alzheimer's disease, reminding others who are affected that they are not alone.

The Alzheimer Society of Thunder Bay is committed to delivering programs and services that support individuals living with dementia and their care partners. Funds raised help sustain vital operations and initiatives, including education, support, public awareness, and Dementia Friendly training.

Last year's Walk generated an incredible \$36,736.57 in net funds, directly supporting programs and services for people living with dementia and their care partners in our region. Building on this momentum, our goal for this year is a net fundraising target of \$40,000, as we mark our 40th anniversary and continue to expand our reach across Thunder Bay and the surrounding area.



Our Mission

To alleviate the personal and social consequences of Alzheimer's disease and other dementias and to promote research in the district of Thunder Bay.



Our Vision

We envision a world without Alzheimer's disease and other dementias.



Our Values

C
Collaboration

A
Accountability

R
Respect

E
Excellence

Why Your Support Matters

Based on census data and national dementia prevalence estimates, an estimated 3,000 people in Thunder Bay and the surrounding region are living with dementia. National data from the Alzheimer Society of Canada shows that 1 in 5 Canadians has experience caring for someone with dementia, and women account for approximately 62% of diagnoses. With no current cure, individuals and families rely on the Alzheimer Society for essential programs, education, and support.

To continue delivering and expanding these vital services, we depend on donations, fundraising dollars, and the generosity of community partners. By supporting our events, sponsors directly improve the lives of people living with dementia and their care partners while demonstrating meaningful commitment to a cause that touches so many.

The Importance of Sponsorship

The Alzheimer Society of Thunder Bay receives a portion of its annual funding through Ontario Health. However, to continue delivering essential programs and services, the Society also relies heavily on community support, including donations, sponsorships, and fundraising events such as the IG Wealth Management Walk for Alzheimer's. Sponsorship plays a vital role in these fundraising events; not only does it generate crucial funds, but it also demonstrates strong community and business support for this important cause.

For 2026, the Alzheimer Society of Thunder Bay invites businesses to participate through three primary sponsorship tiers, along with additional smaller sponsorship opportunities for organizations seeking more targeted ways to get involved. This tiered approach allows organizations of all sizes to support in a way that aligns with their preferences and capacity. All funds raised remain local, helping ensure continued access to essential programs and services for individuals and families living with dementia across Thunder Bay and the surrounding region.

Please see the accompanying sponsorship pages for full details on available opportunities.

Titanium Champion Sponsorship

Our most prominent level of recognition for partners committed to making a lasting impact.

\$3000.00

Event Recognition

- Invitation to share a message during opening ceremonies.
- Live mentions during the event.
- Company logo prominently displayed on pledge forms, posters, and throughout the event.
- Company banner displayed at the event (if provided).

Brand Visibility

- Logo prominently displayed as a top sponsor on Alzheimer Society Thunder Bay website.
- Logo recognition as a top sponsor on the Walk webpage.
- Logo featured in monthly newsletter and e-newsletters related to the event.
- Logo prominently displayed on our social media post highlighting sponsors.

Engagement Opportunities

- Opportunity to provide swag and host a display booth.
- Up to three (3) custom dedicated social media posts featuring your company logo and any content you'd like us to share.

Appreciation

- Receive a sponsorship recognition certificate.
- Professional photo opportunity with Alzheimer Society leadership, with photos featured on the Alzheimer Society's social media platforms.
- Invitation to a Thank You Breakfast with Alzheimer Society representatives, scheduled after the event.

Platinum Leader Sponsorship

A premium level of recognition for partners committed to supporting our community.

\$2000.00

Event Recognition

- Live mentions during the event.
- Company logo on pledge forms, posters, and throughout the event.
- Company banner displayed at the event (if provided).

Brand Visibility

- Logo displayed on Alzheimer Society Thunder Bay website.
- Logo recognition on the Walk webpage.
- Logo included in our social media post highlighting sponsors.
- Logo featured in monthly newsletter and e-newsletters related to the event.

Engagement Opportunities

- Opportunity to provide swag and host a display booth.
- Up to one (1) custom dedicated social media post featuring your company logo and any content you'd like us to share.

Appreciation

- Receive a sponsorship recognition certificate.
- Professional photo opportunity with Alzheimer Society leadership.
- Invitation to a Thank You Breakfast with Alzheimer Society representatives, scheduled after the event.

Gold Partner Sponsorship

A valued level of recognition for partners committed to making a difference.

\$1000.00

Event Recognition

- Live mentions during the event.
- Company logo on pledge forms, posters, and throughout the event.

Brand Visibility

- Logo displayed on Alzheimer Society Thunder Bay website.
- Logo recognition on the Walk webpage.
- Logo included in our social media post highlighting sponsors.

Engagement Opportunities

- Opportunity to provide swag and host a display booth.
- One shared social media post highlighting all Gold sponsors.

Appreciation

- Receive a sponsorship recognition certificate.
- Invitation to a Thank You Breakfast with Alzheimer Society representatives, scheduled after the event.

Sponsor an Activity Booth

\$500

(3 spots available)

Support an engaging, hands-on experience for participants by sponsoring and hosting one of our activity booths on event day. Activity Booth Sponsors play an active role in creating a fun, welcoming space by leading an activity and engaging directly with Walk participants.

Your support includes:

- Recognition as an Activity Booth Sponsor on event materials and our website.
- Logo displayed at your sponsored activity booth.
- Opportunity for your team to host and run an activity booth, interact with participants, and share information about your organization.
- A thank-you post on our social media highlighting your sponsorship.

Sponsor the Entertainment

\$350

(3 spots available)

Support the musicians and performers who bring our event to life, helping ensure entertainers have what they need to deliver an engaging and memorable experience for participants.

Your support includes:

- Logo recognition at the entertainment areas and on all print material
- A dedicated thank-you on social media

Sponsor a Rest Station

\$200

(3 spots available)

Help participants recharge and hydrate during the event by sponsoring and hosting one of our rest stations along the walk route. Rest Station Sponsors play an active role in welcoming participants and creating a supportive, encouraging checkpoint along the route.

Your support includes:

- Recognition as a Rest Station Sponsor on event materials and our website.
- Logo displayed at your sponsored rest station along the walk route.
- Opportunity for your team to host and staff the rest station, interact with participants, and share information about your organization.
- A thank-you post on our social media highlighting your sponsorship.

Thank You for Your Support

Every sponsorship plays a vital role in making the IG Wealth Management Walk for Alzheimer's possible. Your support helps cover essential event costs, including staff and volunteer t-shirts, participant recognition and rewards, event permits and insurance, route signage, tents and tables, sound equipment, first aid services, and accessible amenities, while also helping us reach our \$40,000 fundraising goal in celebration of our 40th year.

Sponsors are recognized throughout the event, with meaningful brand visibility among participants, volunteers, and the broader community. More importantly, your involvement demonstrates leadership, inspires collective action, and helps create a welcoming, memorable experience for everyone who attends. Together, we are building an impact that extends far beyond event day and directly supports people living with dementia and their care partners.

We encourage sponsors to share the Walk with staff, clients, and networks to help grow community engagement and make this year's event truly unforgettable.

Questions or interested in getting involved?

Contact: bmoore@alzheimerthunderbay.ca

On behalf of our team, thank you for considering this opportunity to support our event. We look forward to partnering with you!



Thank You to Our 2025 Sponsors

The Alzheimer Society of Thunder Bay is grateful for the generous support of the following sponsors who helped make the 2025 IG Wealth Management Walk for Alzheimer's possible. We are honoured to have partnered with these organizations and individuals in 2025, and we look forward to building on these relationships and welcoming new partners in the year ahead.

- IG Wealth Management
- Superior Hearing
- TbayTel
- Tents and Events
- TBXI
- Equinox Gold - Greenstone Mind
- Planet Fitness
- 99.9 The Bay
- Country 105 Thunder Bay's Country
- Boston Pizza
- Tim Hortons
- Sound Hearing
- Applebee's Grill and Bar
- Motus Chiropractic
- Shawn's NoFrills
- Downtown Volkswagen
- Wesway
- Chartwells
- Thunder Bay Pipes and Drums
- Thunder Bay Clown Club
- Jim N I
- The Kings Highway
- Richard Pepper
- Ian Gill
- Larry and Barb

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