



Alzheimer Society  
ALBERTA AND  
NORTHWEST TERRITORIES

1-866-950-5465

walk@alzheimer.ab.ca

www.walkforalzheimers.ca



SCAN ME

#### HOW TO SCAN:

1. Open phone camera.
2. Show QR code in camera.
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Alzheimer Society

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Charitable Registration #:  
12969-0343 RR0001

The IG Wealth Management Walk for Alzheimer's (the Walk) is one of the Alzheimer Society of Alberta and Northwest Territories' largest community fundraisers.

Each May, community members come together to raise both awareness and funds that help support the more than 62,000 individuals living with dementia in Alberta and Northwest Territories. With 7 major Walks and others organized by members in communities across our region, more than 1,000 participants, and over \$200,000 raised annually, the IG Wealth Management Walk for Alzheimer's is a movement that galvanizes communities around a cause – providing help for today for education and support services for individuals living with dementia.

## Event Highlights

- Largest province-wide community fundraising event to support individuals with Alzheimer's disease and other dementias.
- Celebratory, fun, and commemorative atmosphere.
- Family entertainment.
- Takes place in seven vital communities across Alberta and the Northwest Territories, each with its unique character and spirit, yet united by a common cause.

## Experience-Driven Sponsorship

At the IG Wealth Management Walk for Alzheimer's, we offer a sponsorship experience that stands out for its interactive and engaging nature. Our activity-driven approach, centered around family-friendly lawn games, creates a unique environment for sponsors to connect directly with a diverse, multi-generational audience.







## Exciting Giveaways and Brand Activation

- **Interactive Lawn Games:** As a sponsor, you'll be provided with popular lawn games like Cornhole, Giant Jenga, and Bocce Ball, turning your booth into an entertainment hub. This not only draws consistent foot traffic but also ensures your brand is at the heart of the fun.
- **Engaging Giveaways and Contests:** Utilize these games to host contests and giveaways, making your booth the center of excitement and anticipation. This approach not only draws attention but also creates an enjoyable atmosphere around your brand.

# Sponsorship Opportunities

Your support of the IG Wealth Management Walk for Alzheimer's will help to improve the quality of life for individuals and families living with dementia and promote public awareness and understanding of the disease.

## Sponsorship Program per Walk Site

SPONSORSHIP LEVELS:	PARK EXPLORER	TRAIL BLAZER	NATURE WALKER	PICNIC PATRON
BENEFITS	\$5,000	\$2,500	\$1,000	\$500
Number of Game Activations Provided	3 Games	2 Games	1 Game	
A thank you in the Alzheimer Society of Alberta and Northwest Territories newsletter	Prominent Logo Placement	Logo	Company Name	Company Name
Blog post on Alzheimer Society website				
Recognition on-site at Walk	Prominent Logo Placement	Logo	Company Name	Company Name
Alzheimer Society logo supplied to identify you as an official sponsor to be used in your marketing material				
Marketing materials (coupons, brochures, promo items) offered to participants (provided by sponsor)				
Corporate banner prominently displayed at Walk (provided by sponsor)				
Social media posts in Society schedule recognizing you as a sponsor and inviting walker's to your booth	Minimum of 4 posts	Minimum of 3 posts	Minimum of 2 posts	Minimum of 1 posts

## Exclusive Opportunity: Journey Sponsor – \$10,000

Our Journey (multi-walk site) sponsors receive all of the Park Explorer benefits above, as well as the opportunity to partner with one of our ongoing initiatives. This is an exclusive partnership opportunity, and we will work with you to fully develop how you would like to see this Journey sponsorship develop. Some potential options include:

- HelpForDementia.ca – An online community for educational resources, webinars with experts in dementia, the Seeds of Hope Family Learning Series, and more!
- HelpForDementia Podcast – A podcast that explores the realities of dementia, its challenges, breakthroughs and the importance of connection.
- Forget-Me-Not Memory Garden – An in-person or at-home initiative for memories to take root and a place to honour and remember those touched by dementia.
- Support groups, webinars, etc.

# Join Us as a Team: An Alternative Way to Support

We recognize that while formal sponsorship might not align with every company's capabilities or current strategies, your involvement in the IG Wealth Management Walk for Alzheimer's remains crucial and highly valued. Therefore, we extend a heartfelt invitation to businesses and organizations to participate by forming a team to join the Walk. This alternative form of support offers a unique opportunity to make a significant impact while engaging with the community and your team in several meaningful ways:

- **Team Building and Employee Engagement:** Participating as a team fosters camaraderie and boosts morale, demonstrating your organization's commitment to social responsibility and community involvement.
- **Showcasing Business Values and Community Connection:** Your team's involvement is a testament to your company's values, enhancing your image and providing networking opportunities with other community members and organizations.
- **Making a Collective Impact:** Joining as a team amplifies your contribution to the cause, with each step and dollar raised making a significant difference in the lives of those affected by dementia.
- **Other Ways to Support:** Volunteering, In-Kind Donation of products (BBQ's, food, ice cream, etc), raffle prizes

## Thank you for considering to support the IG Wealth Management Walk for Alzheimer's

**SPONSOR TODAY!**

For more information, please contact

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