

Saturday, June 15th, 2019
Grande Prairie, Muskoseepi Park

102 St & 102 Ave

Register and start fundraising online at
walkforalzheimers.ca



MAKE MEMORIES MATTER!

The **IG Wealth Management Walk for Alzheimer's** is one of the Alzheimer Society Alberta and Northwest Territories' largest community fundraisers. With 11 Walks, more than 1000

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 and hope for tomorrow*.

Each June, community members come together to raise both awareness and funds that help support the more than **45,000 Albertans living with dementia**.

Alzheimer Society

ALBERTA AND
NORTHWEST TERRITORIES

HIGHLIGHTS

- Largest province-wide community fundraising event to support individuals with Alzheimer's disease and other dementias
- Celebratory and commemorative atmosphere
- Local celebrities and VIPs
- Family entertainment

BENEFITS

- Be a community leader in supporting people living with dementia
- Gain a presence on the IG Wealth Management Walk for Alzheimer's website
- Reach out to Baby Boomers and Gen Xers
- Engage in meaningful conversations with Walk attendees and promote long term relationships
- Show support for participating employees, clients, family and friends



"The IG Wealth Management Walk for Alzheimer's is a fun and meaningful way to support caregivers and people living with Alzheimer's disease. My mom has dementia and participating in the Walk makes me feel like I am really making a difference."

– Anonymous

2019 SPONSORSHIP OPPORTUNITIES

TIERED SPONSORSHIP PROGRAM	MARATHON	LONG DISTANCE	SPEED RACER	SPRINTER
FINANCIAL COMMITMENT / YEAR	\$5,000	\$3,000	\$2,000	\$1,000
Featured on IG Wealth Management Walk for Alzheimer's walk site community as a Sponsor	Logo	Logo	Logo	Name
Identification as official sponsor in YOUR 2019 marketing materials	Yes			
Corporate banner at Walk (provided by sponsor)	Yes			
Recognition on sponsor board	Logo	Logo	Name	Name
Visible employee participation	Yes	Yes	Yes	
Marketing materials (coupons, brochures, promo item) offered to participants (pre-approved by Society and provided by sponsor)	Yes	Yes		
Verbal recognition from the MC	Yes	Yes	Yes	
Sponsor Table	Yes	Yes	Yes	Yes
Recognition on Alzheimer Society AB & NWT Social Media (Facebook/Instagram/Twitter)	Yes	Yes	Yes	Yes

Ways to Help

Cash Sponsorship: This is our lifeline to ensuring successful community fundraising events. We leverage these contributions to generate more Walk participants and individual community donations, increase awareness and provide meaningful services to people living with Alzheimer's.

In-Kind Support: Donations of supplies, food and advertising enhance the IG Wealth Management Walk for Alzheimer's experience and optimizes budget considerations.

Prizes: Prizes are very well-received and give you the chance to offer something tangible to prospective long-term customers, while enhancing brand penetration among desirable demographic. Donations of local door prizes and/or contributions to provincial grand prizes may qualify for tax receipting when an invoice is provided.

Volunteer: Consider donating the gift of your valuable time! Whether hosting a BBQ, handing out water, assisting with day of event management or joining a local planning committee, we welcome your meaningful commitment to this important cause in your community.

