

*Société Alzheimer Society*

SUDBURY-MANITOULIN NORTH BAY & DISTRICTS

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

**IG** GESTION DE  
PATRIMOINE  
**LA MARCHÉ POUR  
L'ALZHEIMER**

**SATURDAY MAY 25, 2024**

**IG Wealth Management Walk for Alzheimer's  
Sudbury & North Bay Sponsorship Opportunities**



# OUR STORY

## Discover the IG Wealth Management Walk for Alzheimer's

Canada's premier Alzheimer's fundraiser spans 70+ Ontario communities, raising **\$3.1M** in 2023. North Bay & Sudbury contributed over **\$64K**. Funds support local Alzheimer Society's vital programs & services, offering hope to those affected. Every step in the IG Wealth Management Walk for Alzheimer's counts. Join us in making a difference 🏃❤️

## Meet the Alzheimer Society: Serving Sudbury-Manitoulin North Bay & Districts

The Alzheimer Society of Sudbury-Manitoulin North Bay & Districts (ASSMNBD) is dedicated to improving the lives of persons living with dementia and their families. Since 1978, we've been offering and expanding free programs and services for those on the dementia journey. With dementia cases expected to reach 316,000 in Ontario this year, our healthcare system is unprepared. Many turn to hospitals, contributing to Ontario's \$30 billion dementia care costs. We urgently need your support in the community.



*"Good day program is somewhere where you learn music, history, you know, you learn"*

**- Raymond, Persons Living with Dementia & Client of SASSMNBD**



*"I think that the support and direction that I got from the Alzheimer Society has really helped me configure things out because everything is different on a daily sometimes even hourly."*

**- Celeste, Care Partner & Client of SASSMNBD**



*"I didn't realize there's so many gifted people in our community, waiting, just waiting there to help people. Get rid of your ambitions and saying you can do it yourself because you're not going to be able to do it yourself... these people will help you in ways you don't even know, they have literally given most of my life back again, and my sweethearts. "*

**- Wes, Care Partner & Client of SASSMNBD**



# 2023 EVENT HIGHLIGHTS

971 DONATIONS

22 TEAMS



# WHAT WE DO

## Healthcare Navigation & Support

*Over 7000 Clients served in 2023*

We empower families dealing with dementia challenges by offering personalized assessments, care planning, and proactive follow-up from diagnosis through disease progression. Whether in-person or virtually, we provide invaluable health resources and support, facilitating access to information and services for a fulfilling journey through dementia, enabling informed choices and enhancing quality of life for all involved.

## Adult Day Programs

*6 ADP locations Sudbury | North Bay | Powassan | Espanola | Sturgeon Falls | Alban*

Our Adult Day programs (ADP) are specifically designed for individuals with Alzheimer's disease or related dementias. Our programs offer supervised activities in a comforting, home-like setting, with professional staff experienced in dementia care ensuring a safe, structured, and stimulating environment.

## In-Home & Community Recreational and Support Programs

*12 monthly in-person & virtual support groups*

We provide a range of support services tailored to individuals living with dementia and their families, including support groups where personal experiences are shared, fostering a sense of community and empowerment. Additionally, our innovative programs, both community-based and in-home, promote physical, mental, and emotional wellness year-round for both individuals with dementia and their care partners.

## Dementia Education

*Provided +300 Education Sessions in 2023*

We provide a comprehensive Dementia Education Program offering diverse learning opportunities for individuals living with dementia, care partners, and the community. From informative public sessions to tailored 4-week learning series, and skills-based CARERS and TEACH programs in collaboration with Mount Sinai, we deliver insights, communication strategies, and vital support for navigating the challenges of dementia.



# SPONSORSHIP PACKAGE COMPARAISON

## BENEFITS

	Leader \$2,000	Builder \$1,000	Partner \$500
Verbal Recognition at in-person celebration	✓	✓	✓
Logo on Walk Event Webpage (with hyperlink)	✓	✓	✓
Logo in pre and post event newsletter	✓	✓	✓
Logo on SAS Website (with hyperlink)	✓	✓	✓
Company table on Event Day	✓	✓	
Sampling rights and distribution of marketing materials	✓	✓	
(1) Feature post on social media (with tag)	✓	✓	
Exclusive Walk Day Activation Sponsor (Water Station or Rest Stop)	✓	✓	
(2) Feature post on social media (with tag)	✓		
Sign with logo at the start and end of route (2 signs)	✓		
Sponsor mentioned in post-event press release	✓		
Part of photo opportunity for ribbon cutting	✓		
Event day thank you banner with company name (7.5')	✓		
Exclusive Walk Day Activation Sponsor (Kid Zone, Photobooth or Morning Refreshment Table)	✓		

# LEADER SPONSORSHIP

**\$2,000.00**

- Verbal Recognition at in-person celebration
- Logo on Event Webpage (with hyperlink)
- Logo in pre and post event newsletter
- Logo on SAS Website (with hyperlink)
- Company table on Event day
- Sampling rights and distribution of marketing materials
- **(2) Feature post on social media (with tag)**
- **Sign with logo at the start and end of route (2 signs)**
- **Sponsor mentioned in post-event press release**
- **Part of photo opportunity for ribbon cutting**
- **Event day thank you banner with company name (7.5')**
- **Exclusive Walk Day Activation Sponsor for Your Preferred Location: Choose Between the Kid Zone, Photobooth or Morning Refreshment Table at the Sudbury or North Bay Walk Site**



## BUILDER SPONSORSHIP

\$1,000.00

- Verbal Recognition at in-person celebration
- Logo on Event Webpage (with hyperlink)
- Logo in pre and post event newsletter
- Logo on SAS Website (with hyperlink)
- **Company table on Event Day**
- **Sampling rights and distribution of marketing materials**
- **(1) Feature post on social media (with tag)**
- **Exclusive Walk Day Activation Sponsor for Your Preferred Location: Choose Between a Water Station or Rest Stop at the Sudbury or North Bay Walk Site**

## PARTNER SPONSORSHIP

\$500.00

- Verbal Recognition at in-person celebration
- Logo on Event Webpage (with hyperlink)
- Logo in pre and post event newsletter
- Logo on SAS Website (with hyperlink)

# SPONSORSHIP BENEFITS AND OPPORTUNITIES

## Media

We dedicate resources to amplify the IG Wealth Management Walk for Alzheimer's through strategic investments in paid media channels such as broadcast, digital platforms, e-newsletters, and social media. These efforts aim to enhance event visibility, attract more attendees, and raise widespread awareness.

## Sponsor Teams

Regardless of your sponsorship level, we highly encourage you to assemble your own team and actively participate! This distinctive event presents numerous advantages and engagement prospects to foster team spirit and motivation, including:

- Provision of Alzheimer Society swag for all team members to proudly showcase their support.
- Potential for additional recognition if your team achieves top fundraising status
- Opportunities for volunteering during the event, ensuring inclusivity and engagement for all who wish to contribute.



**Scan the QR  
Code to Register  
your Team!**

## Other Benefits

- Access to our complimentary Dementia Friendly Training for your company's employees.
- Acknowledgment in the Alzheimer Society of Sudbury-Manitoulin North Bay & Districts Annual Report.