



WALK FOR
ALZHEIMER'S
MAKE MEMORIES
MATTER™

Saturday, May 27, 2017

North York – Etobicoke – Christie Pitts

Alzheimer Society
TORONTO

About the Alzheimer Society of Toronto

At the Alzheimer Society of Toronto, we provide free counselling and education to people with Alzheimer’s disease and other dementias and their families. We deliver specialized training and professional development for frontline health-care providers, and public education and awareness events to increase accessibility to dementia information.



About the Walk for Alzheimer’s

Walk for Alzheimer’s is a fun and family-friendly way to create new memories while sending a message of hope to the 747,000 Canadians currently living with dementia, and the thousands more who care for them.

Funds raised by Walk for Alzheimer’s support programs and services in your community that improve the quality of life for people living with dementia and their families, as well as for education and public awareness.

Join thousands of Canadians like you who want to see a world without Alzheimer’s disease. Show how passionate you are about helping end a disease that affects what makes each of us unique – our memories.

This year we have four locations throughout Toronto that will be part of this national initiative!

North York - G. Ross Lord Park

Toronto Central - Christie Pits Park

Etobicoke - Etobicoke at Etienne Brule Park

Reaching Your Audience

3 Walk sites in Toronto with an estimated 600 registered walkers.

Over **1,050** individuals will support our walkers by donating online.

Higher than average percentage of boomers and matures.



Inclusion in communication to our email list of over 8,000.



Connect with our social media network of over 5,000 through Facebook and Twitter.



Reach up to 5,000 people with our direct mail campaign.



Explore new advertising opportunities through print, TTC and radio.

Cause Marketing

50%

More than 50% of consumers say that they would switch to a brand if that brand supported a good cause.

23%

23% of Canadians rank health-care as their top social responsibility.

Sponsorship at a Glance

| | \$5,000 | \$3,000 | \$1,500 | \$500 |
|--|-------------|------------|---------|-------|
| Placement of logo on day-of recognition signage. | ✓ | ✓ | ✓ | ✓ |
| Inclusion in one pre-event and one post-event thank you email to all site participants. | ✓ | ✓ | ✓ | ✓ |
| Inclusion in blog feature on www.alz.to homepage featuring other sponsors of the local site | ✓ | ✓ | ✓ | ✓ |
| Logo recognition on local posters | ✓ | ✓ | ✓ | |
| "Site element" (Start/Finish line, Refreshments, Kids fun Zone, Main Stage or Entertainment) | ✓ | ✓ | ✓ | |
| Inclusion in AST e-mail (8,000+) | ✓ | ✓ | ✓ | |
| Social media promotional opportunities (e.g. contest, share a photo) | ✓ | ✓ | ✓ | |
| Distinct blog feature on www.alz.to homepage | ✓ | ✓ | ✓ | |
| Placement of logo on all city-wide collateral | ✓ | ✓ | | |
| Exclusively branded coaching email to all Toronto participants week of event (500+, excluding National/Provincial fulfillment obligations) | ✓ | ✓ | | |
| On-site activation opportunity | (two sites) | (one site) | | |
| Opportunity to welcome participants at opening ceremony, choice of one site | ✓ | | | |
| Premium placement and sizing of logo in contrast to other sponsors/partners on all collateral and advertising | ✓ | | | |
| Exclusively branded email OR post event email to all Toronto participants | ✓ | | | |
| Premium inclusion in 2 pre-event emails to AST list (8,000+) | ✓ | | | |

If you have any questions please contact:

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