



2022 Corporate Partnership Opportunities

TOGETHER WE CAN END ALZHEIMER'S

The Walk to End Alzheimer's™ is the nation's largest event to raise awareness and funds to champion the mission and vision of the Alzheimer's Association. Across Western New York, more than 4,000 people impacted by dementia participate in six walks. Your support of this inspiring, informative and crucial fundraising event illustrates your commitment to helping them and to our mission to end Alzheimer's!

PRESENTING PARTNER

\$15,000

Deadline: Feb 21

- “Presented by” and logo on:
 - all printed materials
 - Chapter Walk emails
 - Chapter's Facebook event page
- WNY Walk website
- Logo on Save the Date postcard (15,000)
- Logo on WNY Walk brochures (20,000)
- Logo on official WNY Walk T-shirts (4,000)
- “Presented by” and logo on local sponsor banner
- “Presented by” and logo on all WNY Walk posters
- Quote in media release
- Two eNews “Sponsor Spotlights” between July and November with logo and link
- Multiple posts on all Chapter social platforms
- Logo in WNY Program Guide after Walk (18,000)
- Full page ad in one Program Guide to be redeemed by June 2023 (18,000)
- Sponsor-provided branded tent at all WNY Walks
- Opportunity to address WNY Walk participants (prior script approval required)
- Verbal “presented by” during announcements at all WNY Walks
- Logo on day-of materials at all WNY Walks
- Four standard route signs at all WNY Walks
- Vendor table at all WNY Walks
- Volunteer opportunities for your team

PLATINUM PARTNER

\$10,000

Deadline: Feb 21

- Logo on Save the Date postcard (15,000)
- Logo on WNY Walk brochures (20,000)
- Logo on official WNY Walk T-shirts (4,000)
- Logo & link on WNY Walk websites
- Recognition in select Walk emails
- Logo on local sponsor banner
- Logo on all WNY Walk posters
- Recognition in media release
- One eNews “Sponsor Spotlight”
- Recognition on all Chapter social platforms
- Logo in WNY Program Guide after Walk (18,000)
- Full page ad in one Program Guide to be redeemed by June 2023 (18,000)
- Logo on day-of materials at all WNY Walks
- Sponsor-provided branded tent at Buffalo Walk
- Verbal recognition at all WNY Walks
- Opportunity to address Buffalo Walk participants (prior script approval required)
- Four standard route signs at all WNY Walks
- Vendor table at all WNY Walks

GOLD PARTNER

\$7,500

Deadline: Feb 21

- Logo on Save the Date postcard (15,000)
- Logo on WNY Walk brochures (20,000)
- Logo on official WNY Walk T-shirts (4,000)
- Logo & link on WNY Walk websites
- Recognition in select Walk emails
- Logo on local sponsor banner
- Logo on all Walk posters
- One eNews “Sponsor Spotlight”
- Recognition on Chapter social platforms
- Logo in WNY Program Guide after Walk (18,000)
- Half page ad in one Program Guide to be redeemed by June 2023
- Four standard route signs at all Walks
- Vendor table at all Walks





2022 Walk to End Alzheimer's in WNY

Buffalo	Sat. Sept. 24
Genesee-Wyoming	Sat. Oct. 1
Chautauqua	Sat. Oct. 1
Southern Tier	Sat. Oct. 8
Orleans	Sat. Oct. 8
Niagara	Sat. Oct. 15

SILVER PARTNER

\$5,000

Deadline: May 4

- Logo on WNY Walk brochures (20,000)
- Logo on official WNY Walk T-shirts (4,000)
- Logo on WNY Walk website
- Logo in select Walk emails
- Logo on local sponsor banner
- Logo on all WNY Walk posters
- One eNews "Sponsor Spotlight"
- Recognition on all Chapter social platforms
- Logo in WNY Program Guide after Walk (18,000)
- Quarter-page ad in one Program Guide to be redeemed by June 2023
- Four standard route signs at TWO WNY Walks
- Vendor table at TWO WNY Walks

BRONZE PARTNER

\$2,000

Deadline: May 4

- Logo on official WNY Walk T-shirts (4,000)
- Logo on Buffalo Walk website
- Logo in select Walk emails
- Recognition on all Chapter social platforms
- Name in WNY Program Guide after Walk (18,000)
- One standard route sign at TWO WNY Walks
- Vendor table on one WNY Walk

SUPPORTING PARTNER

\$750

Deadline: June 27

- One route sign at one WNY Walk
- Vendor table at Buffalo Walk -OR- logo on WNY Walk website

ADDITIONAL DAY-OF OPPORTUNITIES

Water Station - \$3,500

Includes two route signs, sponsor-provided branded tent at station on Walk route, logo on Buffalo Walk posters, corporate volunteer opportunity at station, recognition on Chapter social platforms, in select emails and on Buffalo Walk website, and logo on day-of materials.

Refreshment Tent - \$3,500

Includes two route signs, sponsor-provided branded tent on Walk site, logo on Buffalo Walk posters, corporate volunteer opportunity in tent, recognition on Chapter social platforms, in select emails and on Buffalo Walk website, and logo on day-of materials.

Promise Garden - \$2,500

Includes signs at garden and on each table in flower tent, "presented by" banner in flower tent, recognition on Chapter social platforms, in select emails and on Walk website.

Stage - \$2,000

Includes one banner with logo on stage, one route sign, recognition on Chapter social platforms and on Walk website.



Learn more about Walk to End Alzheimer's at alz.org/WNYwalk

COMMITMENT FORM

Demonstrate your company's leadership role in the fight against Alzheimer's by joining us as a sponsor of our local Walk to End Alzheimer's. With your philanthropic support, we can lead the way to end Alzheimer's.

Organization Information

Sponsor Contact	Organization	
Address		
City	State	Zip
Phone	Fax	
Email		
Name to be used for acknowledgment in printed materials:		

JUST FOUR SIMPLE STEPS to help us end Alzheimer's

SPONSORSHIP LEVELS

- Presenting (\$15,000)
- Platinum (\$10,000)
- Gold (\$7,500)
- Silver (\$5,000)
- Bronze (\$2,000)
- Supporting (\$750)

DAY OF SPONSORSHIPS

- Water Station (\$3,500)
- Refreshments (\$3,500)
- Promise Garden (\$2,500)
- Stage (\$2,000)

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WALK LOCATIONS

- Presenting – All Walks
- Platinum – All Walks
- Gold – All Walks
- Silver – Select two
- Bronze – Select one
- Supporting – Select one
- Buffalo 9-24
- Gen/Wyo 10-1
- Chaut 10-1
- So Tier 10-8
- Orleans 10/-8
- Niagara 10-15

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START YOUR CORPORATE TEAM

Captain Name	Team Name
Email	Phone

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Payment Information

- Check Enclosed
- Send an Invoice
- Credit Card

Card Number	Exp. Date	CSC
Name as it appears on card:		
Signature		
Billing Address	<input type="checkbox"/> Same as Above	OR

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CONTACT INFORMATION

Please make checks payable to the Alzheimer's Association, WNY Chapter.

Forms can be faxed to 716.626.2255, emailed to LWestcott@alz.org, or mailed with payment to: Alzheimer's Association, WNY Chapter, 6400 Sheridan Drive, Suite 320, Amherst, NY 14221 (NEW ADDRESS)

Questions? Contact Lynn Westcott, Development Director at 716.440.4251 or LWestcott@alz.org.