

# CORPORATE SPONSORSHIP OPPORTUNITIES

## Walk to End Alzheimer's BUFFALO - Sept. 18

### PRESENTING SPONSOR - \$15,000

#### Industry exclusive sponsorship

Deadline for logos, links, quotes: 5/1/21

- "Presented by" and logo on all marketing materials:
  - postcards and posters
  - official Walk T-shirts
  - select chapter Walk emails
  - chapter Walk websites
  - program guide post-Walk
  - donated TV PSA
- Monthly social media posts with sponsor-provided tag for 3 months, 4 platforms
- Four tall welcome signs at all Promise Garden sites
- Monthly eNews "Sponsor Spotlight" for 3 months
- Full-page ad in one program guide, expires Dec 2022
- Custom media release & email
- Verbal recognition at all opening ceremonies
- Your pre-recorded video to post on (4) Chapter social platforms with sponsor-provided tag
- Verbal & logo recognition at associated events
- *Sponsor-provided branded tent @ 6 Walks with vendor table*
- *Logo on day-of program*
- *4 route signs @ 6 Walks*
- *Corporate volunteer opportunity*
- *Opportunity to address walkers*
- Recognition as presenting sponsor @ education programs

### AMETHYST SPONSOR - \$10,000

Deadline for logos, links, quotes: 5/1/21

- Logo on these marketing materials:
  - postcards and posters
  - official Walk T-shirts
  - select chapter Walk emails
  - chapter Walk websites
  - program guide post-Walk
- Recognition on (4) Chapter social media platforms with sponsor-provided tag
- Two lawn signs at 6 Promise Garden sites
- One eNews "Sponsor Spotlight" with link
- Half-page ad in one program guide, expires Dec 2022
- Quote in Walk media release
- Verbal recognition at all opening ceremonies
- Your pre-recorded video to post on (4) Chapter social platforms with sponsor-provided tag
- Verbal & logo recognition at associated events
- *Sponsor-provided branded tent @ 6 Walks with vendor table*
- *Logo on day-of program*
- *4 route signs @ 6 Walks*
- *Corporate volunteer opportunity*
- *Opportunity to address walkers*

## PLATINUM SPONSOR - \$7,500

Deadline for logos, links, quotes: 5/1/21

- Logo on these marketing materials:
  - postcards and posters
  - official Walk T-shirts
  - select chapter Walk emails
  - chapter Walk websites
  - program guide post-Walk
- Recognition on (4) Chapter social media platforms (2x) with sponsor-provided tag
- 2 lawn signs at all Promise Garden sites
- One eNews "Sponsor Spotlight" with link
- Half-page ad in program guide, expires December 2022
- Verbal recognition at all opening ceremonies
- Your pre-recorded video to post on (4) Chapter social platforms
- Verbal & logo recognition at all associated events
- *Logo on day-of program*
- *Sponsor-provided branded tent @ 6 Walks with vendor table*
- *4 route signs @ 6 Walks*
- *Opportunity for corporate volunteers*

## GOLD SPONSOR - \$5,000

Deadline for logos, links, quotes for all materials: 7/1/21

- Logo on these marketing materials:
  - postcards and posters
  - official Walk T-shirts
  - select chapter Walk emails
  - chapter Walk websites
  - program guide post-Walk
- Recognition on (4) Chapter social media platforms with sponsor-provided tag
- 2 lawn signs at 2 Promise Garden sites
- One eNews "Sponsor Spotlight" with link
- Quarter-page ad in program guide
- Verbal recognition at 2 opening ceremonies
- Your pre-recorded video to post on (4) Chapter social platforms with sponsor-provided tag
- Verbal & logo recognition at associated events for 2 Walks
- *Vendor table at 2 Walks*
- *4 route signs at 2 Walks*
- *Corporate volunteer opportunity*



## 2021 Walk to End Alzheimer's in WNY

Buffalo	Sept. 18
Orleans County	Sept. 19
Genesee/Wyoming Counties	Sept. 25
Chautauqua County	Sept. 25
Niagara County	Oct. 2
Southern Tier	Oct. 2

## SILVER SPONSOR - \$2,000

Deadline for logos, links, quotes for all materials: 7/1/21

- Logo on official Walk T-shirts
- Logo on Buffalo Walk website
- Recognition on (4) Chapter social media platforms
- Recognition in select Chapter emails
- Name in program guide post-Walk
- Recognition at associated events
- *Vendor table*
- *2 route signs at Buffalo Walk*

## BRONZE SPONSOR - \$750

Deadline for logos, links, quotes for all materials: 7/1/21

- Recognition in 1 social media post - with sponsor-provided tag
- Recognition at associated events
- Vendor table
- *Route sign at Buffalo Walk*

Find out more about Walk to End Alzheimer's [alz.org/Walk](https://alz.org/Walk)