



Platinum Sponsor Benefits (\$5,000+)

Includes All Benefits in Silver, Gold & Table Sponsor Level +

- Prime seating at the event
- ½ page company ad or company message in event program
- Prominent logo in Gala advertisements in the Winnipeg Free Press and in Alzheimer Society newsletter ads
- Company name mention in Facebook & Twitter posts acknowledging company participation as Platinum Sponsor of the Gala (we have **4,933 Facebook likes & 2,617 Twitter Followers**)

Gold Sponsor Benefits (\$4,000+)

Includes All Benefits in Silver & Table Sponsor Level +

- Preferential seating at the event
- ¼ page company advertisement or company message in event program
- **Feature Photo (with company name) in the Winnipeg Free Press Community Profile-Post Event**
- Company logo on Gala website with hyperlink to company website (from website launch date – March 31st)
- Larger logo in Gala advertisements in the Winnipeg Free Press and in Alzheimer Society newsletter ads

Silver Sponsor Benefits (\$3,000+)

Includes All Benefits in Table Sponsor Level +

- Company logo in Gala program (back cover) and in auction catalogue (back cover)
- Company logo on large signage at the event
- Company logo on sponsor screens at the event
- Company logo in pre-Gala advertisement in the Winnipeg Free Press
- Company logo in Gala advertisement in the Alzheimer Society newsletter (direct mail and email) –**circulation 29,500**
- Company logo in Gala thank you ad in the Winnipeg Free Press (post event)

Table Sponsor Benefits (\$2,400+)

Night Of

- Table of ten
- Company name on table
- Company name and logo on Gala table seating signs (in venue foyer)

Media Recognition

- Company name in Gala thank you ad in the Winnipeg Free Press (post event)

E-Communications

- Company name in Alzheimer Society e-newsletter—post event Gala thank you ad (**distributed to approx. 18,500 clients, volunteers & donors via email**)

Recognition in Print

- Company name in Gala program
- Company name in Alzheimer Society newsletter—post event Gala thank you ad (**distributed to 11,000 clients, volunteers & donors via direct mail and face to face**)
- Company name in Alzheimer Society annual report distributed to clients, volunteers & donors (reserved for leadership contributions)