

Community changes everything – sponsor the Walk today!

The **IG Wealth Management Walk for Alzheimer's** is a nation-wide event that raises awareness and funds for people living with dementia.

We encourage everyone – of all abilities – to walk with us.

On Saturday, May 30, join us in Winnipeg at Assiniboine Park.

Take a moment to think about how dementia affects your community. **Over the next three months, more than 800 Manitobans will be newly diagnosed with dementia.** Your employees, clients, family and friends will be among those impacted. **So, walk with us and show your support!**

Become a leader in your community and engage in meaningful conversations with **1,000+ walkers** by sponsoring the IG Wealth Management Walk for Alzheimer's.

All sponsors and corporate teams receive:

- Corporate team fundraising page (created for you by ASM).
- Team t-shirts customized with your team's name on the back¹.
- Recognition on select signage (provided by ASM) on Walk day³.

With a financial commitment starting at just \$2,500, you'll boost your brand visibility with:

- **18,500 eNews recipients**
- **10,500+ social media followers**

If you can't join us in Winnipeg, walk with us in:

- Brandon Wednesday, May 27
- Altona Wednesday, June 3
- Selkirk Thursday, June 4
- Gimli Friday, June 12
- Darlingford Saturday, June 13
- Portage la Prairie Thursday, June 18
- Steinbach TBC

Regional sponsorship opportunities are available.



Sponsor Benefits for the Winnipeg Walk

	Financial Commitment			
	\$5,000	\$2,500	\$1,500	Corporate Team
DIGITAL & PRINT RECOGNITION				
Winnipeg Free Press spring insert (300,000 + readers)	Logo			
Walk for Alzheimer's website with link	Logo	Name		
ASM eNews	Logo/name	Name		
Post-Walk thank-you email	Logo	Name		
Identify as a Walk sponsor until December 31, 2026	●	●		
Social media post	Dedicated	Dedicated	●	
Corporate Team fundraising page (created by ASM)	●	●	●	●
WALK DAY RECOGNITION				
Shout out from the emcee on stage	●	●		
Opportunity to sponsor a Walk day element	●	●		
Opportunity to bring your own promotional tent (10'x10')	●	●	●	
Opportunity to provide promotional giveaways ²	●	●	●	
Customized team t-shirt (team name on the back) ¹	●	●	●	●
Select signage (provided by ASM)	●	●	●	● ³

¹ With a minimum group size of 10 and total pledge of \$1,000.

² Subject to ASM approval.

³ With a minimum group pledge of \$1,000.

Walk day elements to sponsor include:

- Dementia-Friendly quiet zone
- Team photo station
- Fun team

Elements are available on a first come, first serve basis.

Customized and in-kind opportunities and regional sponsorships are also available – contact us for information!

Some sponsorship benefits are time-sensitive, and execution will depend on the date your sponsorship is confirmed.

For more information or **to secure your sponsorship, please contact:**

Shyanne Matthey, Donor Relations Officer
wfa@alzheimer.mb.ca or 204-943-6622 (ext. 226)