



caringkind Alzheimer's Walk



2020 Sponsorship and Branding Opportunities



We're Going Virtual!
October 11, 2020

For more information, contact Chris Doucette at CDoucette@ckny.org or 646-744-2979.



Why Sponsor CaringKind?

CaringKind, formerly known as the Alzheimer's Association, NYC Chapter, is New York City's leading expert on Alzheimer's and dementia caregiving. With over 40 years of experience, we work directly with our community partners to develop the information, tools, and training to support individuals and families affected by dementia.

We offer a CaringKind Helpline run by professional staff; individual and family counseling sessions with licensed social workers; a vast network of support groups, education seminars and training programs; and a wanderer's safety program. We believe in the power of caregiving and seek a world where everyone dealing with dementia has the support they need, when they need it.

Today more than 500,000 New York City residents either have Alzheimer's or are taking care of someone who does. To support our work, we reach out to the community each year at our two Alzheimer's walks. The Walks embrace all of New York City, and our goal is to raise \$1 million for our programs and services, which are provided free of charge to New Yorkers who need them. Back by popular demand, our **Technology Exposition** will be returning to the Walk, featuring products and services dedicated to improving the lives of caregivers.

Located in the culturally diverse capital of the world, the CaringKind Alzheimer's Walks are uniquely positioned to attract the consumers your company is most interested in reaching while also supporting a resource essential for your employees who are affected by the disease. More than 1 in 7 American workers are active or former caregivers for someone with Alzheimer's or related dementia. Become a partner in the Caregiver Movement as we walk to #GIVECARE.



Walker Demographics:

- Thousands of New Yorkers of all ethnic groups and ages participate in the Walk
- 82% of Walkers are under the age of 55
- 32% of Walkers are between the ages of 25-34
- 75% of Walkers are female and 25% are male

We are a tax-exempt organization under section 501(C)(3) of the Internal Revenue Code (Tax ID number 13-3277408) and your contribution is tax deductible to the full extent of the law.



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2020 CaringKind Virtual Walk

What is a Virtual Walk?

Due to safety concerns about COVID19, this year our walk will be virtual to allow participants to avoid crowds. On October 11, Walkers will walk in their home neighborhoods to raise much needed funds for CaringKind. Our opening ceremony, events, and information tables will be livestreamed on the day of the event. Sponsors will share their stories with our Walkers virtually.

Website Example
Showing Sponsorship Opportunities



CaringKind Alzheimer's Walk – October 11, 2020 *Sample Schedule – Final Schedule To Be Determined*

Time	Event	Link
9:00 – 10:00	Yoga	www.unique-link.com
10:00 – 10:40	Opening Ceremony	www.unique-link.com
WALK - Break		
Afternoon Schedule		
1:00 – 3:00	Memory Wall	www.unique-link.com
	Tech Expo	
	Vendor 1	www.unique-link.com
	Vendor 2	www.unique-link.com
	Vendor 3	www.unique-link.com
	Sponsor Tables	
	Sponsor 1	www.unique-link.com
	Sponsor 2	www.unique-link.com
	Sponsor 3	www.unique-link.com
	Caregivers and COVID-19	
	A panel discussion	www.unique-link.com
	A Concert for Caregivers	
	Broadway Star performance	www.unique-link.com
	CaringKind Tables	
	Helpline (Ask An Expert)	www.unique-link.com
	Merchandise Store	www.unique-link.com
	Chinese Outreach	www.unique-link.com

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Presenting Sponsor Benefits



\$50,000



**Recognition of Presenting Sponsor in Walk Name
"CaringKind Alzheimer's Walk Presented by Sponsor X"**

Exclusive placement of Company Logo on the Walk T-Shirts

**Opportunity for Company Representative to participate in
Opening Ceremony Live Streamed at 10 am.**

- Recognition as Presenting Sponsor on opening ceremony video
- Company recognized with "Special Thanks" announcements throughout the event
- Public relations opportunities
- Company logo on front of Walk t-shirts
- Virtual table and video window to showcase your Company and to distribute information
- Featured as "Sponsor of the Week" on CaringKind's homepage (80,000 views per month)
- 2 full pages of full-color advertising space in the quarterly e-newsletter (close to 100,000 e-readers)
- Company logo featured on printed promotional materials
- Individual company recognition on CaringKind's social media accounts, including Facebook, Twitter, & Instagram, with link to company website (over 15,000 followers)
- Company logo featured on Walk website

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Technology Exposition

Join us for our **CaringKind Technology Exposition** at the Virtual Walk on October 11.

Companies can demonstrate the many new and innovative products coming into the market to assist dementia caregivers and can interact directly with thousands of families to share information, products, services, and resources to assist caregivers and their loved ones and to feature their brands.

This year, our Walkers will be able to visit Tech sponsor tables virtually and join video chats for product demonstrations.

Technology Exposition \$10,000

- The Technology Exposition will be named for your Company
- Virtual Table located among Pre-Walk Activities to showcase Company
- Company recognized with "Special Thanks" announcements throughout the event
- Company name featured at Opening Ceremony
- Company logo on Walk t-Shirts (*over 1,000 distributed*) and on printed promotional materials
- Featured as "Sponsor of the Week" on CaringKind's homepage (*80,000 views per month*); Company logo featured on Walk website
- 1 full page of full-color advertising space in one issue of the quarterly e-newsletter (*close to 100,000 e-readers*)
- Individual Company recognition on CaringKind's social media accounts, including Facebook, Twitter & Instagram, with link to Company website (*over 15,000 followers*)
- Special "Thank You" in our e-newsletter and on our social media accounts

Virtual Table Sponsorship \$1,000

- Virtual vendor table within Technology area of Walk website to showcase Company



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2020 Sponsorship Benefits

	Logo on Walk Website & Printed Materials	Social Media & E-Newsletter "Thank You"	Display Table and Livestream	Logo on Walk T-Shirts	E-Newsletter Ad Space	Name on Virtual Signage	Social Media Post	Sponsor of the Week
	Company Logo featured on Walk website and printed promotional materials (Est. 5,000 Postcards)	Special "Thank You" in our e-newsletter and our social media accounts	Virtual Table on Walk Day and physical table at CaringKind's Winter Tech Expo in the office (date TBD).	Company logo featured on Walk t-shirts	Full-color advertising space in quarterly e-newsletter (close to 100,000 e-readers)	Company name featured on Banner at Opening Ceremony. See page 3 for image example.	Individual Company recognition on our Facebook, Twitter & Instagram accounts, with link to Company website (Over 15,000 followers)	Featured as "Sponsor of the Week" on CaringKind's homepage (80,000 views per month)
Premier \$25,000	X	X	X	X	Full Page	X	X	X
Platinum \$15,000	X	X	X	X	Half Page	X	X	X
Gold \$10,000	X	X	X	X	Half Page	X	X	
Silver \$5,000	X	X	X	X	Quarter Page	X		
Bronze \$2,500	X	X	X	X				

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2020 Exclusive Branding Opportunities

Premier \$25,000	Platinum \$15,000	Gold \$10,000	Silver \$5,000
CARINGKIND TABLES	MEMORY WALL	TECH EXPO	Doggie Dugout
Brand our popular program tables with your company name and logo on the portal of each of our 8-10 departments and their individual video channels.	Company branded Memory Wall, a living memorial to those that have been lost to Alzheimer's and to those that are currently afflicted and affected. The Memory Wall draws family, friends and co-workers to pay tribute by posting messages, photos and mementos.	Brand our popular Tech Expo with your company name and logo on the portal to our tech vendor participants and their individual video channels.	Company name and logo on our virtual portal to our Doggie Dugout Costume page. Award for "best dressed pooch" will be branded with your company name, including our thanks in the opening ceremony.
CaringKind Tables include: <i>Merchandise Store</i> <i>Ask An Expert</i> <i>Chinese Outreach</i> <i>African American Outreach</i> <i>Latinx Outreach</i> <i>Training</i> <i>MedicAlert Wanderer's Safety Helpline</i> <i>Athletes To End Alzheimer's</i>			

NOTE: All opportunities are inclusive of the additional benefits of the corresponding Sponsorship Level.

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	Sponsorship Level	Price
	Presenting	\$50,000
	Premier	\$25,000
	Platinum	\$15,000
	Exclusive Tech Expo	\$10,000
	Gold	\$10,000
	Silver	\$5,000
	Bronze	\$2,500

	Branding Opportunity	Level
	Memory Wall	Platinum
	Doggie Dugout	Silver

caringkind

The Heart of Alzheimer's Caregiving

Phone: 646-744-2900
walk@caringkindnyc.org

LEAD THE WAY

New York City Partnership 2020 Commitment Form

Name

Company Name (for print materials)

Title

Signature

Phone

E-mail Address

Billing Address

City

State

Zip

Social Media
Facebook.com/

Twitter@

Instagram@

☐ CHECK* ☐ PLEASE SEND INVOICE

☐ AMEX ☐ MASTERCARD ☐ VISA

☐ DISCOVER

Name on Card (if different from above)

Card Number

Expiration Date

CVV Code

Signature

☐ My company cannot participate as a sponsor, but would like to make a contribution to CaringKind in the amount of: \$_____

☐ My company is also interested in organizing a team to participate in the CaringKind Alzheimer's Walk. Please send me a Team Captain information packet.

Our Team Captain/Coordinator is:

Name

E-Mail Address

Phone Number

1. Please return this form to:

CaringKind
Attn: Chris Doucette
360 Lexington Avenue, 3rd Floor
New York, NY 10017

2. Please email a high resolution version of your company logo to:

CDoucette@cknyc.org

In order to receive the full benefits of Sponsorship and inclusion in print materials, a signed commitment form must be received prior to **JULY 23, 2020**.

* Please make checks payable to: **CaringKind**
Tax ID #: **13-3277408**