



# caringkind Alzheimer's Walk



## 2021 Sponsorship and Branding Opportunities



**Manhattan: October 10**  
**Brooklyn: September 26**

The  
Manhattan Walk  
is now in  
Central Park!

For more information, contact Chris Doucette at [CDoucette@cknyc.org](mailto:CDoucette@cknyc.org) or 646-744-2979.



# Why Sponsor CaringKind?

**CaringKind** 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 Alzheimer's and dementia and their caregivers.

We offer a 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 Alzheimer's Walk. The Walk embraces all of New York City, and our goal is to raise \$500,000 for our programs and services, which are provided free of charge to New Yorkers who need them. CaringKind will engage with our stakeholders every step of the way to ensure that they know who our sponsors are.

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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# 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 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
- Table 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 newsletter (reach: 100,000 stakeholders)
- 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
- Three 30-second promotions on "Caregiver/Storyteller," CaringKind's award-winning podcast.

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# 2021 Sponsorship Benefits

	Logo on Walk Website & Printed Materials	Social Media & Newsletter "Thank You"	Display Table & Livestream Broadcast	Logo on Walk T-Shirts	Newsletter Ad Space	Name on 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	Table on Walk Day and 1-on-1 interview on a Livestream Broadcast on social media	Company logo featured on Walk t-shirts	Full-color advertising space in quarterly newsletter  (100,000 reach)	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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# 2021 Exclusive Branding Opportunities

Premier \$25,000	Platinum \$15,000	Gold \$10,000	Silver \$5,000
CARINGKIND TABLES	MEMORY WALL	TECH EXPO	Doggie Dugout
<p>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.</p> <p>Please note: CaringKind must adhere to NYC's COVID protocols. Footprint in Park may change.</p>	<p>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.</p>	<p>Brand our popular Tech Expo with your company name and logo on the portal to our tech vendor participants and their individual video channels.</p>	<p>Company name and logo on our Doggie Dugout Costume page. Award for "best dressed pooch" will be branded with your company name, including our thanks in the opening ceremony.</p>
<p><b>CaringKind Tables include:</b></p> <ul style="list-style-type: none"> <li>Merchandise Store</li> <li>Ask An Expert</li> <li>Chinese Outreach</li> <li>African American Outreach</li> <li>Latinx Outreach</li> <li>Training</li> <li>MedicAlert Wanderer's Safety Helpline</li> <li>Athletes To End Alzheimer's</li> </ul>			

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

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## Technology Exposition

Join us for our **CaringKind Technology Exposition** at the Walk on October 10.

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.

Technology Exposition	\$10,000
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- The Technology Exposition will be named for your Company
- 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 (*hundreds 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 (*reach 100,000*)
- 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 newsletter and on our social media accounts

**Table Sponsorship  
\$1,000**

- Vendor table within Technology area of Walk to showcase Company



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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 2021 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, 3<sup>rd</sup> 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**