

caringkind *Walk* Alzheimer's

Sponsorship and Branding Opportunities

2023



Manhattan: October 22 ★ Brooklyn: September 10

For more information, contact Chris Doucette at 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 our professional staff

Individual and family **Counseling Sessions** with licensed social workers

A network of **Support Groups, Education Seminars, and Training Programs**

Evidence-based **Early-Stage Programs**

A **Wanderer's Safety Program**

An award-winning **Podcast**



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.

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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2023 Sponsorship Benefits

	Logo on Walk Website & Printed Materials	Display Table	Logo on Walk T-Shirts	Newsletter Ad Space	Name on Signage	Social Media Post	Sponsor of the Week	Name Above Walk Logo
	Company Logo featured on Walk website and printed promotional materials	16-Foot Table on Walk Day	Company logo featured on Walk t-shirts	Full-color advertising space in quarterly e-newsletter (70,000 reach)	Company name featured on Banner at Opening Ceremony.	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)	"Your Name" Presents the CaringKind Alzheimer's Walks
Presenting \$50,000	X	X	X	Full Page	X	X	X	X
Premier \$25,000	X	X	X	Full Page	X	X	X	
Platinum \$15,000	X	X	X	Half Page	X	X	X	
Gold \$10,000	X	X	X	Half Page	X	X		
Silver \$5,000	X	X	X	Quarter Page	X			
Bronze \$2,500	X	X	X	X				

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

	Branding Opportunity	Level
	Memory Wall	Platinum
	Honor Wall	Gold
	Doggie Dugout	Silver

caringkind

The Heart of Alzheimer's Caregiving

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

LEAD THE WAY New York City Partnership 2023 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 **AUGUST 1, 2023**.

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