

Celebrating our 35th Year!

caringkind
New York City
Alzheimer's

Walk

SUNDAY
OCTOBER 22, 2023
CENTRAL PARK
BANDSHELL
NEW YORK CITY

Serving:

Brooklyn

Bronx

Manhattan

Queens

Staten Island

...and beyond!

CARE. COMMUNITY. CARINGKIND



OUR MISSION

WITH A 40-YEAR LEGACY, we have become the touchstone in the Alzheimer's and dementia community, continuously developing uniquely tailored resources to back those braving the complex landscapes of Alzheimer's and dementia – patients, and caregivers alike. We envision a world wherein anyone grappling with dementia receives the support they need, exactly when they need it. Our belief in the transformative power of caregiving inspires us every day.



THE URGENCY

CURRENTLY, OVER HALF A MILLION RESIDENTS IN NYC ARE EITHER BATTLING ALZHEIMER'S OR RESIDING AS CAREGIVERS TO SOMEONE WHO IS. To bolster our operations and extend our reach, we annually host the CaringKind New York City Alzheimer's Walk - a vibrant, city-wide initiative aiming to assemble \$600,000 for our cost-free services benefitting New Yorkers.



WHAT WE OFFER

A MOSAIC OF ESSENTIAL SERVICES, including a professional helpline; individual and Family Counseling from licensed social workers; an expansive network of Support Groups; insightful Education Seminars and Training Programs; progressive Early-Stage Programs; and our critical Wanderer's Safety Program.



THE REALITY

WITH OVER ONE IN SEVEN AMERICAN EMPLOYEES JUGGLING THEIR PROFESSIONAL COMMITMENTS AND CAREGIVING RESPONSIBILITIES, your partnership holds the potential to make a vast difference. Join hands with CaringKind, become a key player in the Caregiving Movement, and gain the chance to #GIVECARE. Let's walk, let's unite, and together, let's transform lives.

STRENGTHEN YOUR BRAND'S COMMUNITY IMPACT:

Partner with **CaringKind** for our Annual New York City Alzheimer's Walk



WHY PARTNER WITH US?

JOIN US AS WE CELEBRATE OUR 35TH YEAR OF THE CARINGKIND NEW YORK CITY ALZHEIMER'S WALK!

Situated in the heart of the globe's cultural hotspot, the CaringKind New York City Alzheimer's Walk serves as a unique platform to connect with a diverse audience. By sponsoring our cause, you not only extend your outreach to the consumers who matter to your brand but also bolster support for a resource crucial to your employees affected by this challenging disease.



TRANSFORM LIVES!

EMBRACE THIS UNIQUE OPPORTUNITY TO ELEVATE YOUR BRAND. Channel your corporate social responsibility. Foster an empathetic connection with your audience. Support a cause that's deeply personal to many, right in the heart of the great city of New York. Stand alongside CaringKind and together we can transform lives!



OUR COMMITMENT

OUR ANNUAL CITY-WIDE ALZHEIMER'S WALK IS AN OPPORTUNITY FOR THE COMMUNITY TO COME TOGETHER AND SUPPORT THIS ESSENTIAL CAUSE.

With an ambitious goal to raise \$600,000, we commit to providing our life-changing programs and resources free of charge for those New Yorkers desperately in need. We take pride in our transparency and stakeholder engagement, providing our sponsors with visibility and recognition every step of the way.



ENGAGEMENT

WITH THE LARGE NUMBER OF ATTENDEES IN ATTENDANCE AT OUR WALK, your brand will get high visibility and attention, along with a chance to directly engage with our dedicated community. As a sponsor, your company's logo and name will be prominently displayed throughout your station, on all our marketing channels and printed materials.

Our Programs

With your support, CaringKind can continue to provide these programs and services:

- Helpline and Dementia Consultation
- Care Partner Education
- Professional Education
- Support Groups
- MedicAlert® NYC Wanderer's Safety Program
- Early-Stage Services
- Social and Community Engagement
- Workforce Development
- Research Initiatives
- MAP Volunteer Matching Program
- Palliative Residential Care Program

For more information about our programs and services, please click [HERE](#)

All our programs are provided free and made possible by the generous support of our donors.

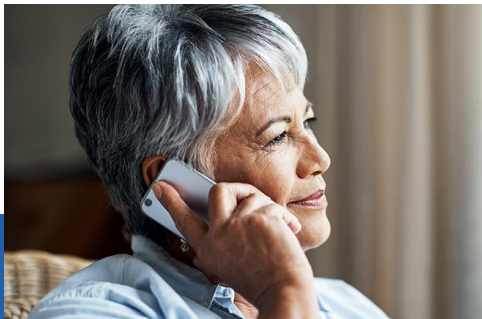
For more information, contact Samantha Vaccaro at Svaccaro@cknyc.org or 646-744-2979.



OUR IMPACT IN 2023

**8,300
HELPLINE CALLS
ANSWERED**

Care and support.
Reliable information
from Dementia experts.



**1,000
SOCIAL WORK
CONNECTIONS**

Personalized, in-depth
support, guidance
and planning.



**OVER 500
WANDERER'S
SAFETY
ENROLLED**

Protecting New Yorkers
with Alzheimer's
and Dementia.



**90
SUPPORT
GROUPS**

Facilitated by
trained leaders,
and meeting in person;
many meet weekly.



Sponsor Activation Opportunities

Opening Ceremony Presenting Sponsor *Exclusive* \$50,000

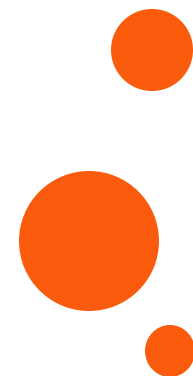
The Journey Begins Here – The journey of a thousand miles begins with a single step. Similarly, the journey to a future without Alzheimer's and dementia begins right here at the Opening Ceremony Presenting Station. This is a unique opportunity to become not only to sponsor but to become part of an inspiring story of courage, hope, and resilience. As the starting point of the CaringKind Walk, your brand will be at the forefront of every participant's journey. Welcome every walker, share in their emotions, and help ignite the spark for the day's journey. Your brand will symbolize the spirit of the first step toward a dementia-free world!

Sponsorship Benefits

- ✓ Exclusive opportunity to name the Helpline for one quarter
- ✓ "Your Name" Presents the CaringKind New York City Alzheimer's Walk
- ✓ Speaking opportunity from stage
- ✓ Company name featured on banner at opening ceremony
- ✓ Company logo prominently featured on walk t-shirts
- ✓ Company logo featured on walk website and printed promotional materials
- ✓ Your name or logo on our Step and Repeat backdrop
- ✓ Full-color advertising space in quarterly e-newsletter (100K reach)
- ✓ Individual company recognition on our Facebook, Twitter, Instagram & LinkedIn accounts with a link to company website
- ✓ Featured as "Sponsor of the Week" on CaringKind's homepage

All Activation Stations are not one-size fits all, we will work closely with you to tailor the experience to align best with your brand's values and visual identity

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Sponsor Activation Opportunities

Walk Warm Up Sponsor *Exclusive*

\$25,000

Warm Up for a reason – Step up and stand out. Be a part of participants journey right from the start with your logo front and center, signaling support and unity within the community. Activities could include light dance-oriented warm-ups and stretch series. As our walkers commence their journey, your brand will be there, showing that you stand by them, ready to face any challenge – just as CaringKind stands with our Alzheimer's and dementia caregivers. Join us in supporting these caregivers showing it's not just about walking the walk, but about making every step count.

Sponsorship Benefits

- ✓ Exclusive opportunity to name the podcast for one quarter
- ✓ Speaking opportunity from stage
- ✓ Company name featured on banner at opening ceremony
- ✓ Ability to brand warm up gear including ie: stretch bands, backpacks, sweat bands(**or other activities**)
- ✓ Company logo prominently featured on walk t-shirts
- ✓ Company logo featured on walk website and printed promotional materials
- ✓ Your name or logo on our Step and Repeat backdrop
- ✓ Full-color advertising space in quarterly e-newsletter (100K reach)
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Sponsor Activation Opportunities

Caregiver Relaxation Station Sponsor

\$20,000

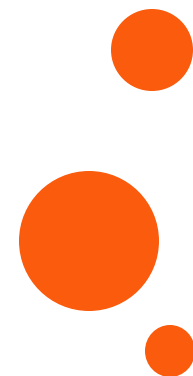
Sponsor the Caregiver Relaxation Station – Your Brand, Their Sanctuary. A sanctuary within the heart of our event, designed with caregivers in mind. Activation opportunities could include massage station, guided meditation station, aromatherapy station, stretching station. Align your brand with a cause that echoes empathy, care, and support. This is an opportunity to connect with your audience on a deeper level and exhibit your commitment to their wellbeing.

Sponsorship Benefits

- ✓ Company name featured on banner at opening ceremony
- ✓ High visibility branding at activity station, ability to include QR code to your website or social media link on materials
- ✓ Your name or logo on our Step and Repeat backdrop
- ✓ Company logo featured on walk t-shirts
- ✓ Company logo featured on walk website and printed promotional materials
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Sponsor Activation Opportunities

Digital Tech Sponsor \$15,000

A new era of health and wellness – Join the digital frontier at the CaringKind Walk! Welcome to an innovative avenue of promoting wellness and making a positive impact. In this digital age, health and wellness practices are evolving rapidly, and so is our approach to encouraging them. Showcase cutting-edge health technology to encourage proactive health management. Your participation in the Digital Health and Wellness Sponsor will pave the way for creating a digitally empowered health community. It's more than a sponsorship, it's an active role in encouraging thousands to walk toward a future we all believe in, transforming lives, digitally and beyond!

Health and Wellness Sponsor \$15,000

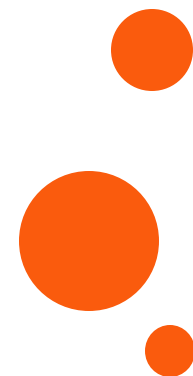
Connect with a diverse audience – Be a Health & Wellness sponsor and give your company access to a large and diverse audience, thus enhancing your brand visibility. Show your commitment to wellness and demonstrate your brand's alignment with values of compassion, patience, and health – all cornerstones of comprehensive dementia caregiving.

Sponsorship Benefits

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- ✓ Company logo featured on walk t-shirts
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Sponsor Activation Opportunities



Memory Wall Sponsor \$10,000

Fill your brand with purpose and the spirit of community empathy by choosing this distinguished cause-marketing option. By choosing to sponsor this emotionally branded experience, you will not only be reaching out to our diverse and devoted participants but also merging the essential process of memory celebration and preservation. The Memory Wall Activation Station is an emotionally compelling experience that allows walk participants to write messages, remember loved ones, and share stories on a memory wall. As the sponsor, your brand will be positioned in a space of respect, remembrance, and heartfelt solidarity, enhancing your brand image and reputation. In each word written, every memory shared, your brand will mirror the strength and commitment that are in the heart of each CaringKind Walk participant – transforming lives, one memory at a time.

Sponsorship Benefits

- ✓ Company name featured on banner at opening ceremony
- ✓ High visibility branding at activity station, ability to include QR code to your website or social media link on materials
- ✓ Company logo featured on walk t-shirts
- ✓ Company logo featured on walk website and printed promotional materials
- ✓ Full-color advertising space in quarterly e-newsletter (100K reach)
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Water Station Sponsor \$10,000

Infuse life, energy, and care into the CaringKind Walk – Hosting a water station provides an unparalleled opportunity for your organization to connect with a diverse and engaged clientele. With your logo adorning water bottles, cups, and hydration stations, every drink taken becomes a connection from hand to brand. Remember, each drop makes an ocean. Become our water station sponsor and be the wave of change and care the community needs. Make a splash with CaringKind! *Inquire for print deadlines.*

Sponsor Activation Opportunities

Photo Booth/Social Engagement Sponsor \$5,000

Capture the essence of togetherness - The interactive nature of the photo booth fuels social engagement as attendees readily share their photos online. This serves as organic, user-generated content showcasing your brand's involvement in supporting a vital cause touching millions of lives worldwide. This sponsorship option enables meaningful, face-to-face interaction with community members, creating a stronger bond between your brand and the people. Enjoy prominent logo placement digitally on all photos taken and physically on the booth itself. Be the brand that helps our community frame hope and kindness at the CaringKind Walk!

Activity Station Sponsor \$5,000

An immersive station filled with purposeful activities, designed to promote cognitive health, inspire meaningful engagement, and serving as a beacon of positivity and connection. Your brand becomes synonymous with this potent symbol of caring and compassion at our CaringKind walk. Your branded activity station will feature fun, engaging activities that promote mental wellness and foster togetherness. Let's kindle a brighter future where hope care and kindness converge.

Sponsorship Benefits

- ✓ Company name featured on banner at opening ceremony
- ✓ High visibility branding at activity station, ability to include QR code to your website or social media link on materials
- ✓ Company logo featured on walk t-shirts
- ✓ Company logo featured on walk website and printed promotional materials

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Sponsor Activation Opportunities



Kids Activity Sponsor \$2,500

Engaging tomorrow's changemakers today – A dedicated education area, designed to inspire youngsters to learn about empathy, kindness, and care through fun, interactive games, stories and activities. As a sponsor, your brand/name will be associated with an initiated aimed at molding future humanitarians. Your brand can help to foster values of sensitivity, care and kindness in our future generations. Join us in inspiring a new generation today.



Paw Therapy Sponsor \$2,500

A Paw-sitive Impact – As a Paw Therapy Sponsor, you're elevating happiness by fostering a dog-friendly atmosphere. A dedicated area filled with toys, water, treats, and resting areas for dogs. This area will be a buzzing hub during the CaringKind Walk, attracting dog lovers and their pets for a unique bonding time.

Sign Station Sponsor \$2,500

Let's create a visible, lasting impact, one sign at a time - This is a place where participants can create personalized walk signs to proudly express their solidarity and messages of hope for those affected by Alzheimer's along the walk path. Your brand will be associated with the creativity, passion and resilience represented on each sign. Your company's logo will get prime exposure on all signs and will create lasting emotional ties, as many participants often hold onto their signs as keepsakes, extending your brand visibility, fostering an emotional connection beyond event day.

Sponsorship Benefits

- ✓ Company logo featured on walk t-shirts
- ✓ High visibility branding at activity station, ability to include QR code to your website or social media link on materials
- ✓ Company logo featured on walk website and printed promotional materials

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THANK YOU!

By partnering with us, you're not just attaching your brand to a cause, you're becoming an integral part of a community striving to change the narrative of Alzheimer's and dementia. Become the beacon that lights the path to a dementia-free future. Join us in celebrating our 35th year of the CaringKind New York City Alzheimer's Walk!



Join us. Together, we walk. Together, we can make a difference.

[CLICK HERE TO VIEW A LOOK BACK AT OUR 2022 WALK](#)

For more information and sponsorship inquiries, contact:

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