

# CSS CONSTRUCTION SPONSORSHIP REPORT 2021



THESE FLOWERS HAVE A LOT OF FIGHT IN THEM.

# Did you know?

- Walk to End Alzheimer's® is the world's largest event to raise awareness and funds for Alzheimer's care, support and research.
- Locally, these support services include free care consultations, early-stage dementia programs, safety services, education programs and events, support groups, a 24/7 Helpline and more.
- Walk to End Alzheimer's is held annually in more than 600 communities nationwide.
- This inspiring event calls on participants of all ages and abilities to join the fight against Alzheimer's.





# Sponsoring Walk to End Alzheimer's

Through sponsorship you are making a difference in the lives of more than 6 million Americans living with Alzheimer's, including those here in Western New York, while increasing your visibility in the community.



# Nationwide Results

## 2021 Walk to End Alzheimer's Results

- 632 Walks
- 51,000 Teams
- 291,000 Participants
- \$13.6M Sponsorships
- \$84.2M Total Revenue





# Western New York Chapter

## 2021 Walk to End Alzheimer's Results

6 WNY Walks:

Buffalo, Lewiston, Batavia, Dunkirk, Olean, Medina

600 Teams

2,900 Participants

\$158,000 Sponsorship

\$716,000 Total Revenue



# Niagara County Walk to End Alzheimer's

94 Teams | 425 Participants | \$116,786 Total Revenue



Event Chair, Bob Graffeo





**You're in good company!**  
**114 sponsors      \$158,000**



Live like you.



# Sponsorship Benefits:

## Niagara County Walk To End Alzheimer's

### INTERMEDIATE SPONSOR - \$1,500

*Deadline for logos, links, quotes for all materials: 8/31/21*

- Logo on marketing materials:
  - Official Walk t-shirts
  - Walk website
- Recognition in one Chapter Walk email
- Verbal recognition at opening ceremony
- One social media post on 4 Chapter platforms
- Day of: vendor table/chairs, 1 route sign





# Sponsorship Benefits

Logo on official  
Walk t-shirt:  
2,500 printed



Recognition in TWO Chapter emails:  
3,450 sent



# Sponsorship Benefits

Recognition on Niagara County Walk To End Alzheimer's website home and sponsor pages

Route sign

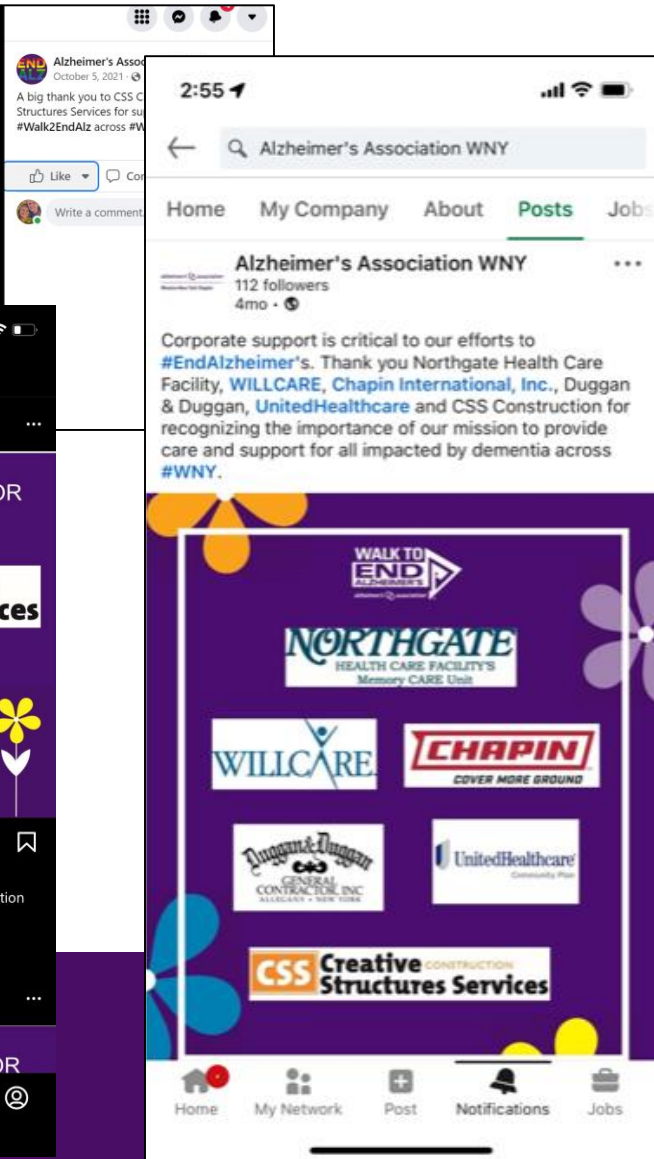
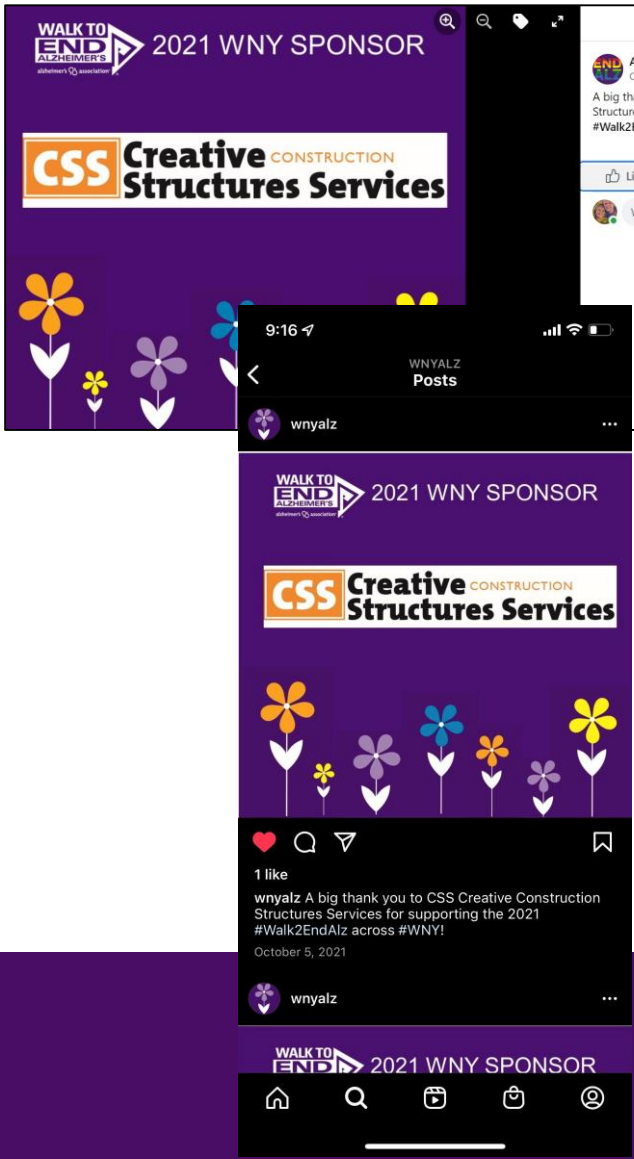
Vendor Table (declined)

Verbal recognition from MC



# Sponsorship Benefits

Recognition in social media posts on 4 platforms: Facebook (4464 followers) & Twitter (1390), and our two new platforms, Instagram (737) & LinkedIn (102). Sample posts:





# Thank you for your partnership!

*We hope you'll join us again in 2022*



For questions related to this sponsorship report, please contact  
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