



# ROUTE SPONSOR

The Alzheimer's Association Walk to End Alzheimer's® route is a sea of participants from companies or teams of family and friends, each with inspiring reasons to take part in the event. The Route Sponsor\* will have the ability to engage, encourage and support participants along the course.

Together, SRT Communications and the Alzheimer's Association® will provide a motivational, inspiring Walk route for all participants. This is a \$1,000 sponsorship commitment.

## On-Site Engagement

- Company logo listed on:
  - » Signage at route engagement site
- Company name listed on:
  - » Walk-day signage
  - » Signage at route engagement site
  - » Official Statewide North Dakota Walk T-Shirt (600 minimum distributed)
  - » Exhibit booth space at the event
- Opportunity to collaborate with Association staff to create a customized engagement experience
- Company mentioned during opening ceremony

## Promotional Rights

- Usage of the Walk to End Alzheimer's logo along with "Proud Local Sponsor of Walk to End Alzheimer's" in internal and external communication

## Brand Alignment

- Company name listed on promotional posters (75 distributed) – deadline May 9th
- Opportunity to co-host an Association-led education program
- Volunteer opportunities

## **Digital Media Recognition**

- Company name listed on:
  - » Local event page of Walk website
  - » Pre-Walk logistics email and local post-Walk thank-you email (approx.. 8,000 sent)Company website linked in sponsor section of Walk website
- Company mentioned in one (1) non-exclusive social media post

*Delivery of certain benefits will be dependent on date the sponsorship agreement is finalized.*

*\*This is not an exclusive sponsorship area.*