

caringkind  
New York City  
*Alzheimer's*

*Walk*

SATURDAY  
OCTOBER 19, 2024  
CENTRAL PARK  
BANDSHELL  
NEW YORK CITY

*Serving:*

Brooklyn

Bronx

Manhattan

Queens

Staten Island

...and beyond!

# CARE. COMMUNITY. CARINGKIND



## OUR PURPOSE: WHY WE EXIST

**AT CARINGKIND**, we are wholeheartedly dedicated to being your **Trusted Partner** in the journey through Alzheimer's and related dementia, providing guidance, support, and comprehensive services to every person, at every stage of the disease. From the moment of diagnosis to end-of-life care, our mission is to ensure that everyone, regardless of their background or the challenges they face, finds a compassionate ally in us.



## WHAT WE OFFER

**IN A WORLD CONFRONTED BY ALZHEIMER'S AND RELATED DEMENTIA**, our commitment is to offer: **Trusted Support** from the moment of diagnosis to the end of life, we guide, comfort, and stand with you, ensuring no one walks this path alone. Our specialists deliver cutting-edge services, programs, and education, empowering families with essential skills and resources. We connect you to comprehensive care for optimal well-being.



## THE URGENCY

**EVERY 65 SECONDS, A NEW JOURNEY BEGINS** - With 6.2 million Americans over 65 living with Alzheimer's, the prevalence is staggering. In NYC alone, over half a million residents are either battling Alzheimer's or caring for someone who is. To bolster our operations and extend our reach, we host the CaringKind New York City Alzheimer's Walk, aiming to raise \$650,000 for our cost-free programs and services. Your support is critical as the incidence of Alzheimer's continues to grow.



## THE REALITY

**EMPOWERING CAREGIVERS, TRANSFORMING LIVES** - With 11 million unpaid caregivers in the U.S., many are struggling to balance professional commitments and caregiving responsibilities. One in seven American employees juggles these dual roles. Your partnership with CaringKind can make a significant impact by providing essential training, resources, and support. Join the CaringKind Family, #GIVECARE, and together, let's transform lives and support the unseen heroes of Alzheimer's care.

# 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 36TH 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 \$650,000, 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

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

- Helpline
- Dementia Consultations & Coaching Services
- Care Partner Education
- Professional Education
- MedicAlert® NYC Wanderer's Safety Program
- Early-Stage Services
- Social and Community Engagement
- Workforce Development
- Research Initiatives
- MAP Volunteer Matching Program
- Palliative and 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](mailto:Svaccaro@cknyc.org) or 646-744-2979



# OUR IMPACT IN 2023

**7,300  
INTERACTIONS  
WITH  
NAVIGATORS**

Care and support.  
Reliable information  
from Dementia experts.

**861  
EDUCATION  
ATTENDEES**

Personalized, in-depth  
support, guidance  
and planning.

**OVER 444  
MEDICALERT® NYC  
WANDERER'S  
SAFETY PROGRAM  
ENROLLMENTS**

Protecting New Yorkers  
with Alzheimer's  
and related dementias.

**72  
SUPPORT  
GROUPS**

Ongoing support groups  
facilitated by trained leaders,  
both virtually and in person.







# Sponsor Activation Opportunities

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

The Journey Begins Here – Lead the CaringKind New York City Alzheimer's Walk as the exclusive Opening Ceremony Sponsor. Feature your brand at the start, inspire participants, and symbolize the first step towards amplifying support for all of those impacted by Alzheimer's and related dementias.



## Sponsorship Benefits

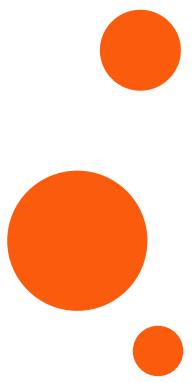
- ✓ Exclusive opportunity to name the Helpline for three months
- ✓ Added featured benefit: Title Sponsor at CaringKind's Annual Meeting at the Times Center, March, 2025
- ✓ "Your Name" Presents the CaringKind New York City Alzheimer's Walk
- ✓ Speaking opportunity from stage
- ✓ Company name featured 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
- ✓ Featured as "Sponsor of the Week" on CaringKind's homepage
- ✓ Full-color advertising space in quarterly e-newsletter (100K reach)
- ✓ Individual company recognition on our Facebook, X, Instagram & LinkedIn accounts with a link to company website

*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.*

*Inquire for print deadlines*



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# Sponsor Activation Opportunities

## Healthy Well-Being Station

\$25,000

Promote wellness and sponsor the Healthy Well-being Station, featuring tips for natural movement, stress reduction, mindful eating and nutrition, community belonging, family support, and social connections. Well-being can be showcased through education on healthy nutritional choices, gentle stretching, meditation, and group activities. Align your brand with proactive health and wellness.

## Sponsorship Benefits

- ✓ Exclusive opportunity to sponsor the podcast for six months
- ✓ Added featured benefit: Sponsor at CaringKind's Annual Meeting at the Times Center, March, 2025
- ✓ 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
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# Sponsor Activation Opportunities

## Caregiver Relaxation Station

\$20,000

Sponsor the Caregiver Relaxation Station – A sanctuary within the heart of our event, designed with caregivers in mind. Activation opportunities could include a massage station, a guided meditation station, an aromatherapy station, or a 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 the well-being of our community.

## Sponsorship Benefits

- ✓ Exclusive opportunity to sponsor the podcast for three months
- ✓ Featured Sponsor at the CaringKind Caregiver Champion Luncheon in November, 2024
- ✓ 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
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# Sponsor Activation Opportunities

## Digital Tech Sponsor \$15,000

Showcase cutting-edge health tech, promote proactive health, and create a digitally empowered health community. Transform lives and be part of the future of wellness.

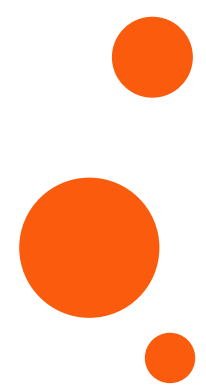
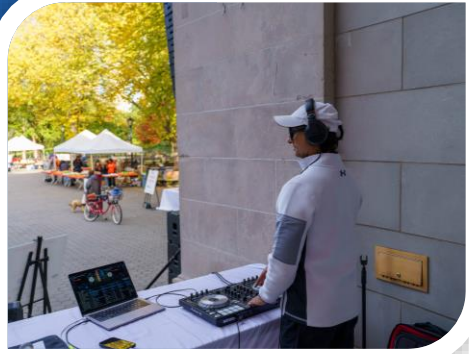
## Sponsorship Benefits

- ✓ 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
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# Sponsor Activation Opportunities



## Memory Wall Sponsor \$10,000

Transform Lives, One Memory at a Time! Sponsor the Memory Wall, where participants write messages, remember loved ones, and share stories. Position your brand in a space of respect, remembrance, and heartfelt solidarity. Enhance your brand's image by supporting this emotionally compelling experience.



## Education Station Sponsor \$10,000

Promote Cognitive Health! Sponsor the Education Station with activities that inspire engagement and mental wellness. Align your brand with caring, compassion, and positivity. Be a beacon of hope and connection at the CaringKind New York City Alzheimer's Walk.

## 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
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# Sponsor Activation Opportunities

## Photo Booth/Social Engagement Sponsor \$7,500

Capture Togetherness– Sponsor the photo booth to fuel social engagement and share user-generated content. Enjoy prominent logo placement on photos and the booth. Be the brand that frames hope and kindness at the CaringKind New York City Alzheimer's Walk.



### Sponsorship Benefits

- ✓ Company name featured on banner at opening ceremony
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# Sponsor Activation Opportunities



## Hydration Station Sponsor \$5,000

4 max

Energize the Walk! Sponsor a water station and connect with participants. Your logo on bottles and stations ensures visibility and impact. Be the wave of change and care. Make a splash with CaringKind!



## 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

## Sign Station Sponsor

\$3,500

Create Lasting Impact – Sponsor the Sign Station where participants craft personalized signs of solidarity and hope. Your logo will be prominently displayed, fostering emotional connections and lasting visibility as participants keep their signs as mementos.

## 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

## Family Activity Sponsor \$2,500

Sponsor a dedicated area with activities designed for families to engage together, promoting empathy, kindness, and dementia awareness. Your brand will support initiatives that foster understanding and care in a dementia-friendly environment. Join us in creating meaningful, compassionate experiences for families.

## *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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## Paw Therapy Sponsor \$2,500

A Paw-sitive Impact – Sponsor the Paw Therapy area, a hub for dog lovers and their pets. This space offers toys, water, treats, and rest areas. Animal therapy aids those with cognitive changes, providing comfort and reducing stress. Support therapeutic interactions and spread joy at the CaringKind New York City Alzheimer's Walk.





# 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 related dementias. Become the beacon that lights the path, so nobody faces this journey alone. Join us in celebrating our 36th 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 2023 WALK](#)

caringkind  
New York City  
**Alzheimer's Walk**

*For more information and sponsorship inquiries, contact:*

SAMANTHA VACCARO

HEAD OF COMMUNITY ENGAGEMENT

CARINGKIND, THE HEART OF ALZHEIMER'S CAREGIVING

646-744-2979 | [SVACCARO@CKNYC.ORG](mailto:SVACCARO@CKNYC.ORG)

Visit [CKWALK.ORG](https://www.ckwalk.org)