



**WALK FOR
ALZHEIMER'S**

**LA MARCHÉ POUR
L'ALZHEIMER**

Société Alzheimer Society
CORNWALL AND DISTRICT
CORNWALL ET RÉGION

List of Promotional Items	Cost per Unit	Units	Total Cost	Notes
Balloons English	\$ 0.45	100	\$ 45.00	WIAB
Balloons French	\$ 0.45	100	\$ 45.00	WIAB
Retractable Banner	\$ 275.00	1	\$ 275.00	Display our Society name and location
Banner Roll (EN + FR)	\$ 30.00	2	\$ 60.00	Photobooth
Arrow Signs	\$ 6.00	12	\$ 72.00	Walk Event
Forget Me Not Buttons	\$ 0.25	200	\$ 50.00	Walk in a Box WIAB
Forget Me Not Pins	\$ 0.40	500	\$ 200.00	Walk Event
Sunglasses	\$ 4.00	50	\$ 200.00	Given to people who preregister for next year * subject to increase with registration
Total Cost			\$ 947.00	

Other Items to be Purchased

Society Retractable Banner	\$ 275.00	1	\$ 275.00	Using pamphlet cover; A world without dementia/Un monde sans troubles neurocognitifs
Society Table Cloths	\$ 166.67	6	\$ 1,000.00	Fundraising/education events
FMN Seeds	\$ 0.35	100	\$ 35.00	For education event hosted by Josée
FMN Paper Flowers	\$ -	5000	\$ -	Replenish stock for next year's fundraiser
Total Cost			\$ 1,310.00	

Other Expenses

GoFM/Big FM	50 spots	\$949.00	
Newspaper article	\$260.00 1/8 page-		costs will fluctuate each year for advertising
	\$445.00 1/4 page	\$890.00	The Review/Seaway News/Le Reflet
	\$680.00 1/2 page		
Mileage and van rental insurance and deposit van	\$86.90 187.4 km *1.09km	\$291.16	U Haul
		\$150.00	
		\$2,280.16	
Staff mileage to event	187.4*.055*6	\$618.42	Multiple staff travel to this location
Total Cost for Event		\$5,155.58	