



DEMENTIA FRIENDSGIVING SPONSORSHIP

Harvesting Connection Through Dementia-Friendly Communities

About the Event

[Dementia Friendsgiving](#) is a virtual gathering that brings together people living with dementia, family caregivers, care professionals and community members for an afternoon centered on connection, gratitude and belonging. The event highlights what it means to build dementia-friendly communities—places where people living with dementia and their care partners are understood, included and supported—and raises funds to advance the dementia-friendly movement locally and nationally.

Why Sponsor

- Reach an engaged, targeted audience of caregivers, care professionals and community leaders actively seeking dementia resources.
- Align your brand with a warm, high-visibility community event rooted in collaboration and connection.
- Directly fund dementia-friendly community initiatives - training, education and local accessibility efforts.
- Receive recognition across event promotion, the live program and post-event communications.

Sponsorship Tiers

Harvest Champion \$5,000+	• Premier logo placement on all event materials, invitations and the event landing page • Dedicated speaking opportunity or welcome message during the program • Featured recognition in pre-event and post-event email communications • Logo on virtual event backdrop and slides throughout the program • Listed as Presenting Sponsor in all press and social media
Community Table \$2,500	• Logo placement on event landing page and program materials • Verbal recognition during the event • Logo featured on event slides • Recognition in post-event thank-you communications
Gratitude Circle \$1,000	• Logo on event landing page • Recognition in event program • Listed in post-event thank-you communications
Friendsgiving Friend \$500	• Name listed on event landing page • Listed in post-event thank-you communications

Where Your Sponsorship Goes

In addition to supporting the Dementia Friendsgiving event, proceeds support the backbone of the dementia-friendly movement, including updating and enhancing our library of resources, maintenance of our Community, Dementia Friends and Memory Cafe directories, collaborative convenings of our community, Dementia Friends and MCA leads and providing technical assistance to members of the Dementia Friendly America network.

Next Steps

We would love to talk with you about how your organization can be part of Dementia Friendsgiving. Please reach out using the contact information below to discuss sponsorship or in-kind partnership.

Contact: [Mary Ek](#), Director, Dementia Friendly America | mek@usaging.org | dfamerica.org