



2023

Corporate Sponsorship Opportunities



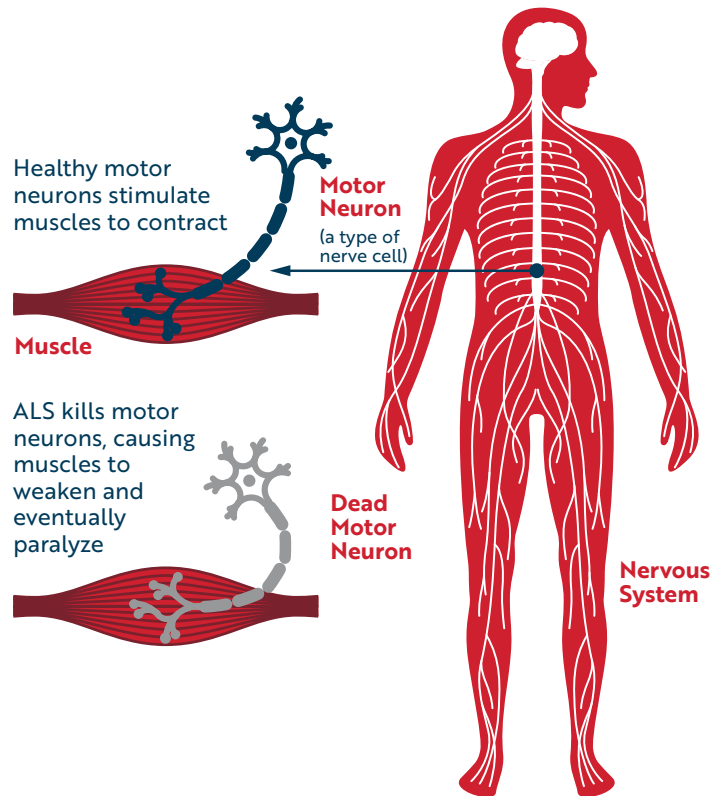
What is ALS?

a·myo·tro·phic
lateral
sclerosis

ALS is an always fatal neurodegenerative disease in which a person's brain loses connection with the muscles. People with ALS lose their ability to walk, talk, eat, and eventually breathe.

ALS usually strikes people between the ages of 40 and 70, but it can strike anyone at any time. In the past year, over 20,000 people living with ALS were served through our nationwide network of care.

Although there is not yet a cure or treatment that halts ALS, scientists have made significant progress in understanding what causes ALS. But their work is not done. Together, we work toward a cure.



FACTS ABOUT ALS

More than **5,000** people are diagnosed per year

Every **90 MINUTES** someone is diagnosed or someone passes away from ALS

2-5 YEARS is the average life expectancy

\$2 BILLION is the estimated cost to develop a drug to slow or stop the progression of ALS

10 PERCENT of cases are inherited through a mutated gene

90 PERCENT of cases occur without family history

\$250,000 is the estimated out-of-pocket cost for caring for a person with ALS

There is
NO CURE
for ALS



SYMPTOMS

Progressive loss of muscle control

ALS gradually prohibits the ability to:

- Speak
- Grasp objects
- Swallow
- Move
- Walk
- Breathe



DIAGNOSIS

Difficult to diagnose

- ALS is often diagnosed by ruling out other diseases, which may take months or years



MILITARY

Veterans are more likely to get ALS than the general public

- ALS impacts veterans regardless of the branch of service served in and affects those who served in both peacetime and war

Unlock ALS

The Key to the Cure Starts With You

THESE KEYS REPRESENT OUR COMMITMENT TO UNLOCKING ALS

- the physical constraints which threaten a person with ALS everyday
- the barriers to effective and compassionate care
- the medical mysteries which will someday lead us to a cure

YOU HOLD THE KEY TO UNLOCKING ALS.

While there is not yet a cure or treatment that halts or reverses ALS, scientists around the world are making significant progress in unlocking the mysteries of this devastating disease.

For people living with ALS, your support is crucial to staying connected and involved as we work toward a world without ALS. Look for our UNLOCK ALS tent on-site at the Walk to grab your key and share your story of hope and support.



About The ALS ASSOCIATION

The ALS Association is the only national nonprofit organization fighting ALS on every front. By leading the way in global research, providing assistance for people with ALS through our nationwide network of support, coordinating multidisciplinary care through certified clinical care centers, and fostering government partnerships, The ALS Association builds hope and enhances quality of life while aggressively searching for new treatments and a cure.

Our VISION:
Create a world
without ALS

OUR MISSION:

To discover treatments and a cure for ALS, and to serve, advocate for, and empower people affected by ALS to live their lives to the fullest.

YOUR WALK DONATIONS HELP FUND:



CARE SERVICES:

Over **21,500** people living with ALS served through our local care network in the past year.

More than **29,000** attendees at support groups offered across the U.S.

Assistance provided to over **2,081** veterans through our nationwide network of support.

Nearly **\$5,000,000** in grants provided through our Certified Center Program.

\$500,000 in higher education scholarships given to 100 students.



RESEARCH TO HELP FIND A CURE:

Last year, thanks to your support, we were able to commit \$12.6 million to support research around the world. We currently support over 120 active and approved research projects in 12 countries with a total commitment of over \$44M.

Since the ALS Ice Bucket Challenge, we have committed over **\$122 million** to support the search for treatments and ways to cure ALS.

The research you help support covers the entire drug development pipeline – from basic research to clinical trials. Just this past year, our new Clinical Trial Awards Program supported four of the 27 interventional drug trials currently enrolling people with ALS.



ADVOCACY EFFORTS:

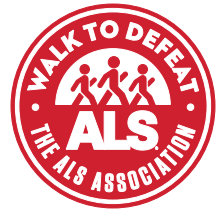
Mobilized ALS advocates and Congress to pass the **ACT for ALS** Act to speed the discovery of new treatments for people living with ALS through more clinical trials and expanded access to investigational drugs.

Pushed the FDA to fast-track its review of **Amylyx's AMX0035**, a promising new ALS treatment, through the dynamic, public "We Can't Wait" Action Meeting.

Preserved **protections for pre-existing conditions** for people living with ALS in collaboration with other leading patient advocacy groups.

Advocated to boost funding for the National Institutes of Health, resulting in an estimated **\$115 million in funding** for ALS research in fiscal year 2022.

About the WALK TO DEFEAT ALS®



When you participate in The ALS Association's Walk to Defeat ALS, you support people living with ALS in our community and advance global research and public policy initiatives aimed at finding treatments and a cure for the disease. The funds your company will donate or raise will have a direct impact on the lives of people affected by ALS – and they are counting on you and your employees for help!

They Fought for Our Country, Now Help Us Fight for Their Lives

Studies supported by the National Institutes of Health, Department of Defense, Department of Veterans Affairs, and Harvard University have found that military veterans are more likely to die from ALS as the general public. This is the case regardless of the branch of service or the era in which they served and regardless of whether they served during a time of peace or war, domestically or abroad. The Department of Veterans Affairs has recognized the risk faced by military veterans and in 2008 designated ALS as a service-connected disease, which enables veterans with ALS to automatically qualify for substantial VA health and disability benefits.

www.als.org/veterans



YOUR SUPPORT FUELS PROGRESS

In the years since the Ice Bucket Challenge took the world by storm, tremendous progress has been made.

The Walk to Defeat ALS remains the greatest way to lend help and hope to people living with ALS and their families.

GET INVOLVED

Here are some ways you can get your company (and employees) involved in the Walk to Defeat ALS®.

- Form a Walk to Defeat ALS® corporate fundraising team.
- Host a dress-down day fundraiser.
- Sell Walk to Defeat ALS® pin-ups in your retail stores or offices.
- Offer a matching gifts program to donations made by (or even raised by) employees.
- Encourage friendly competition by posting inter-departmental thermometers or offering parking spaces to top fundraisers. Make it fun!
- Recruit volunteers to help with Walk activities (and contact your local ALS Association office to get involved in other areas of need, too).



Lehigh Valley Walk to Defeat ALS

SPONSORSHIP OPPORTUNITIES

	\$10,000	\$6,000	\$3,000	\$1,500
	PRESENTING	GOLD	SILVER	BRONZE
Logo/Link on event page	☐	☐	☐	☐
Recognition in newsletter	☐	☐	☐	☐
Logo on t-shirt	☐	☐	☐	☐
Logo on banners, posters, & flyers	☐	☐	☐	☐
Recognition during opening ceremony	☐	☐	☐	☐
Recognition in post event thank you email	☐	☐	☐	☐
Social media recognition	4	2	1	
Opportunity for corporate table at walk / corporate giveaway in virtual walker box	☐	☐	☐	
Opportunity for video shared on social media *	☐	☐		
Logo included on monthly e-newsletters May through October	☐			
Speaking opportunity & VIP Team Tent at Walk.	☐			

*Length of video determined by sponsor level.

Corporate Agreement Form

Please complete the information below. The company name listed will be used on promotional materials as written; **please list it as you would like it to appear**, including capitalization, hyphens, and registered marks, if necessary. Distribution of sponsorship benefits begin once the form is received.

Company Name: _____

Contact Name: _____ Title: _____

Email: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Fax: _____

Company's Web Address: _____

Signature: _____

Sponsor agreement form due promptly to The ALS Association to ensure company name and/or logo placement on agreed upon marketing materials. Logos in EPS and JPG format must be submitted with agreement. Sponsor, cash or in-kind, must have written consent from the Chapter to use The ALS Association name or logo in any marketing collateral, media release, etc., regarding their attendance and/or partnership.

- We are proud to be a sponsor at the _____ level.
- Enclosed is check # _____ for \$ _____.
- Please invoice me at the address above.
- Credit card payment # _____ exp _____
Signature _____
- Our company will form a team. Please send me more information.



For more information, contact:
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