



WALK TO DEFEAT ALS Corporate Sponsorship Opportunities

**ALS ASSOCIATION CENTRAL &
SOUTHERN OHIO CHAPTER**

Cincinnati Walk September 26, 2021

www.ALSohio.org

WHAT IS ALS?

ALS IS A PROGRESSIVE NEURODEGENERATIVE DISEASE THAT AFFECTS NERVE CELLS IN THE BRAIN AND SPINAL CORD.

ALS usually strikes people between the ages of 40 and 70, but it can strike anyone at any time. There are more than 16,500 Americans living with ALS.

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

FACTS ABOUT ALS

 **+2005** people are diagnosed per year

10%  10% of cases are inherited through a mutated gene

 **2-5 YEARS** is the average life expectancy

90%  of cases occur without family history

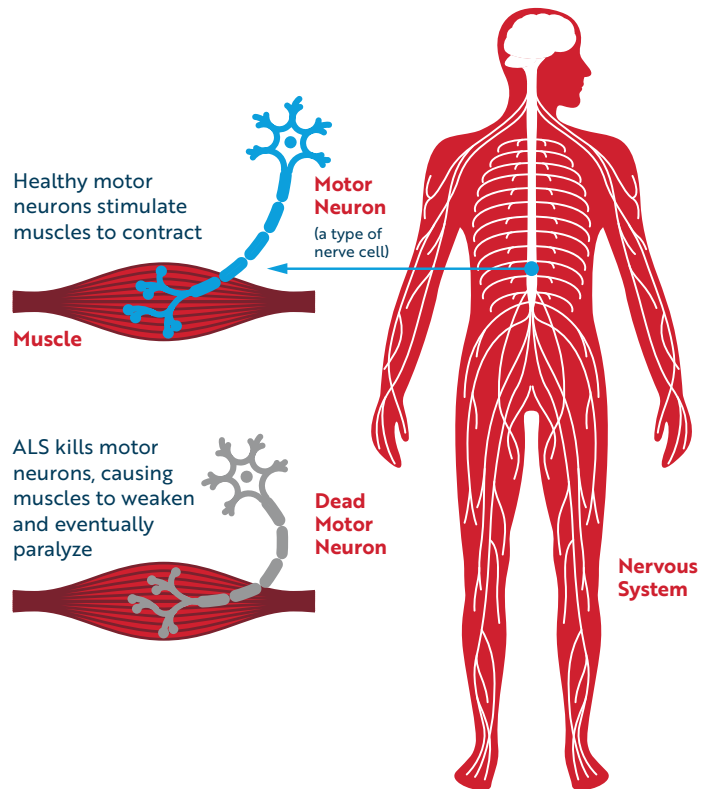
 Every **90 MINUTES** someone is diagnosed and someone passes away

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

 Only **4 DRUGS** are currently approved by the U.S. FDA to treat ALS (Riluzole, Nuedexta, Radicava, and Tiglutik)

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

There is **NO CURE** for ALS



SYMPTOMS

Progressive loss of muscle control

- ALS gradually prohibits the ability to:
 - Speak
 - Swallow
 - Walk
 - Grasp objects
 - Move
 - Breathe



DIAGNOSIS

Difficult to diagnose

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



MILITARY

Veterans are 60% more likely to get ALS

- ALS affects veterans who served in peacetime and war
- ALS impacts veterans, regardless of the branch of service or the war they served in

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 a nationwide network of chapters, 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:

LOCAL CARE SERVICES:



20,101 people living with ALS served through the chapter network in the past year



12 new Living with ALS resource guides released in digital and print formats and translated into Spanish



Assistance provided to **over 2,400 veterans** through our nationwide chapter network



\$4,069,784 in grants provided through our Certified Center Program

RESEARCH TO HELP FIND A CURE:



Assistive Technology Advanced at Rapid Pace by Pison Technology, Project Revoice, and Telemedicine to help people with ALS



Antisense Drugs Achieved Significant Progress: Biogen announced encouraging results of SOD1 (BIIB067) in phase I clinical trials and is immediately moving to the next clinical phase



KIF5A ALS Gene Discovered by a large collaborative effort involving over **250 researchers** who made this exciting discovery

ADVOCACY EFFORTS:



Joined with other patient organizations to **preserve protections for pre-existing conditions for people with ALS** under Medicare, Medicaid, private insurance, and all insurance plans



Successfully protected the ALS Research Program at the Department of Defense, resulting in \$10 million in appropriations in fiscal year 2019



Continue to help **ensure people with ALS have access to noninvasive ventilators, medical equipment, and technology** through legislative and regulatory pressure

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 than twice as 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.alsa.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 chapter to get involved in other areas of need, too).

Central & Southern Ohio Walk to Defeat ALS 2021

SPONSORSHIP OPPORTUNITIES



September 20, 2021	Presenting Sponsor \$20,000	Diamond Sponsor \$10,000	Gold Sponsor \$5,000	Silver Sponsor \$3,000	Bronze Sponsor \$1,000
Customized Recognition plaque	✓	✓	✓		
License to use the Walk to Defeat ALS logo with company marketing efforts related to the event (pending approval)	✓	✓	✓	✓	✓
Opportunity to offer corporate promotions related to the Walk	✓	✓			
Customized volunteer opportunities for employees	✓	✓	✓	✓	✓
Signs posted along walk route	5	4	3	2	1
Recognition on Livestream	✓	✓	✓	✓	
Recognition in Social Media Posts (Circulation: Facebook 3,037; Twitter 1,292)	✓ (5 posts)	✓ (3 posts)	✓ (2 posts)	✓ (1 post)	✓ (1 post)
Logo on walk brochure Deadline: 5/13/2020	✓	✓	✓		
Logo on t-shirts Deadline: 7/15/2020	✓	✓	✓	✓	
Complimentary t-shirts	15	10	5	3	2
Individual Sponsor sign Deadline: 7/15/2020	✓	✓	✓	✓	✓
Local sponsor banner Deadline: 7/15/2020	✓	✓	✓	✓	
Logo on website	✓ (with link)	✓ (with link)	✓	Listed	Listed
Logo on walk poster Deadline: 5/13/2020	✓	✓	Listed	Listed	Listed

SPONSORSHIP AGREEMENT FORM

Please complete the information below. Please note: The Company Name listed below will be used on Please complete the information below. Please note: The Company Name listed below will be used on promotional materials as written; please list it as you would like it to appear, including capitalization, hyphens and registration or trademarks. Distribution of sponsorship benefits will begin when the form is received by The ALS Association.

Thank you for your support of The ALS Association Central & Southern Ohio Chapter!

Company Name: _____

Contact Name: _____ Title: _____

Email: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Fax: _____

Company Web Address: _____

Signature: _____

To ensure that your company name and/or logo are included in agreed upon marketing materials, please send this form to The ALS Association Central & Southern Ohio Chapter immediately.

- ☐ We are proud to be a sponsor at the _____ level for \$_____.
- ☐ Enclosed is check # _____ for \$_____.
- ☐ Email logo to tschiessler@alsohio.org (Must be a jpeg or eps file for correct resolution).
- ☐ Credit Card payment: Card number: _____ Exp. Date: ____/____
- ☐ Signature of Cardholder: _____
- ☐ Please list desired t-shirt _____
- ☐ Our company will form a team. Please send me more information.



Please make checks payable to:

The ALS Association Central & Southern Ohio Chapter

Send checks to the following address:

The ALS Association Central & Southern Ohio
1170 Old Henderson Road, Suite 221
Columbus, OH 43220

Diane Jones – 866.273.2572 ext. 109 djones@ALSohio.org

Tammy Schiessler – tschiessler@ALSohio.org