



Unlock ALS

CINCINNATI

Sunday, September 17, 2023
Winton Woods Park
Harper Meadows Area
Cincinnati, OH 45231

2023
Corporate
Sponsorship
Opportunities



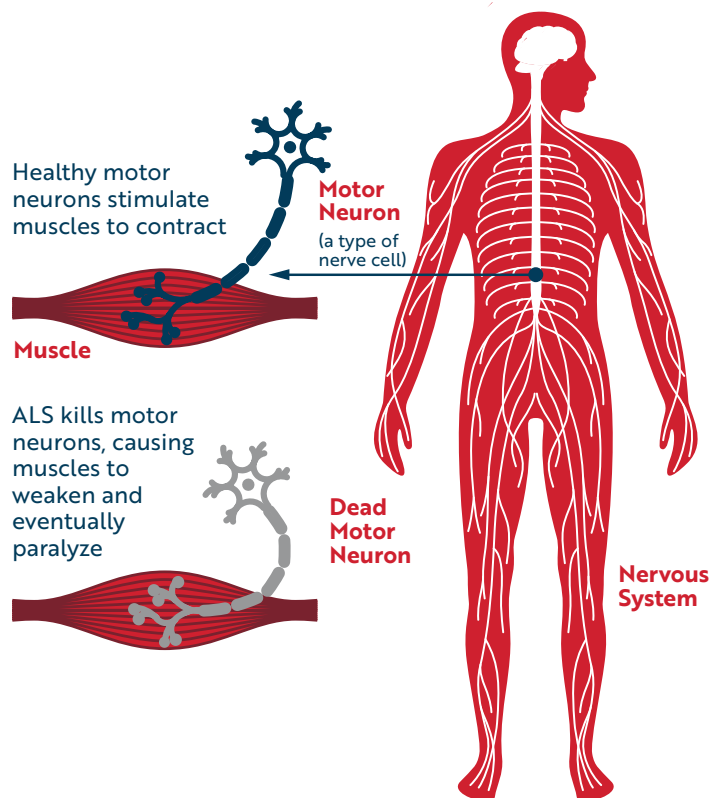
What is ALS?

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 chapter network.

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

About the ALS ASSOCIATION

CENTRAL & SOUTHERN OHIO CHAPTER

The ALS Association is the only national nonprofit organization fighting ALS on every front. By leading the way in global research, providing assistance to ALS families through the highest quality services, coordinating multidisciplinary care through ALS clinics, and conducting fearless advocacy, 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 PARTNERSHIP HELPS FUND:

CARE SERVICES



One-on-one **case management** provided by nurses and social workers knowledgeable about the complexities of ALS.

Multidisciplinary ALS clinics at OhioHealth and the University of Cincinnati.

Equipment loans and purchases for specialized DME that are not always covered by insurance.

Quality of Life **reimbursement grants** for disease-related expenses.

Support and education for patients and caregivers.

RESEARCH



Invested \$3M in the Healey Platform Trial to speed up drug development by **reducing the cost of research by 30% and decreasing the trial time by 50%.**

Finding out what matters most to people with ALS and their caregivers. Over 1,450 people have participated in the ALS Focus surveys.

Starting a new **effort to stop ALS even before people get sick** by funding the first ever development of genetic testing and counseling guidelines for ALS.

ADVOCACY



Ended the SSDI 5-month waiting period for people living with ALS by spearheading successful efforts to pass and enact into law the bipartisan ALS Disability Access Act.

Boosted funding for the ALS Research Program at the Department of Defense from **\$20 million to \$40 million** in 2020.

Protected access to noninvasive ventilators (NIV) for Medicare beneficiaries with ALS by fighting the Centers for Medicare and Medicaid Services (CMS) decision to add NIV to the competitive bidding program.

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 twice as likely to die from ALS than 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 us to get involved in other areas of need, too). Email Amy Hall at ahall@ALSochio.org or call her at (866) 273-2572 x101.

Your Local **IMPACT**

Thanks to corporate sponsors and generous donors, The ALS Association Central & Southern Ohio Chapter provides services to families living with ALS at no charge and does not bill insurance companies. Here's how sponsorship and charitable dollars made an impact last year:

1,200% Sponsorship Return on Investment

Proven Performance

Exceptional Results

\$944,763 event gross revenue*

\$ 71,536 direct event expenses*



8 cents to raise a dollar!

7.5% cost of raising funds!

1,220% return on charitable investment!

*Event revenue and expense totals are an aggregate of all annual fundraising events in our most recent pre-Covid fiscal year Feb 1, 2019 - Jan 31, 2020, as shown on audited financial statements. Expenses reflect direct costs and do not include staff or volunteer time.

522



ALS patients served through the Central & Southern Ohio Chapter

146



new ALS patients registered with the Chapter

335



patient visits through ALS clinics at OhioHealth and the University of Cincinnati

726



pieces of durable medical equipment loaned to ALS patients

108



convenience items gifted to ALS patients

1,529



bereavement contacts made

89



dining kits provided to people with ALS

133



home and office visits to those with ALS

926



people attended support groups or Education & Exchange meetings

110



children received a backpack containing age-appropriate ALS resources and fun items

\$169,294

distributed in Quality of Life reimbursement grants to 220 people



22,360

people received the monthly Chapter email or print newsletters





2023 WALK TO DEFEAT ALS

What are we planning?

1,800+
people

expected to attend the Walk!



CINCINNATI

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Winton Woods Park (Harper Meadows Area)

Cincinnati, OH 45231



2.1 mile walk route around
Winton Lake



Mascots, princesses, heroes,
and villains



Live music or DJ



Food and beverage trucks



Pet-friendly



Chapter merchandise for sale



Drum line to open the walk



Unlock ALS message tent



Kids' activities and games



Team t-shirt contest



NEW - SPONSORS' ROW! A premium location for sponsors at several
qualifying levels to promote products or services. See page 7 for details.



Cincinnati WALK TO DEFEAT ALS®



SPONSORSHIP OPTIONS: BUILD YOUR BENEFITS

\$20K

Platinum Sponsorship

- Press release from the ALS Chapter
- Company-provided video shown at Kickoff
- Logo on Walk t-shirts
- Logo on Walk brochure
- 1 sign with logo on Walk route
- **Your choice of 6 a-la-carte benefits**

\$10K

Diamond Sponsorship

- Press release from the ALS Chapter
- Logo on Walk t-shirts
- Logo on Walk brochure
- 1 sign with logo on Walk route
- **Your choice of 4 a-la-carte benefits**

\$5K

Gold Sponsorship

- Logo on Walk t-shirts
- Logo on Walk brochure
- 1 sign with logo on Walk route
- **Your choice of 2 a-la-carte benefits**

\$2.5K

Silver Sponsorship

- 2 signs with logo on Walk route
- 1 dedicated social media post
- Link to company website in 3 e-newsletters

\$1.5K

Bronze Sponsorship

- 1 sign with logo on Walk route
- 1 dedicated social media post

\$1K

Activity Tent Sponsorship

- 1 sign with logo at the tent of your choice
- 1 dedicated social media post

\$500

Walk Route Sponsorship

- 1 sign with logo on Walk route
- License to use Walk to Defeat ALS logo in company marketing efforts

Baseline Benefits (Platinum through Bronze):

- ✓ On-stage recognition at Walk and Kickoff.
- ✓ Complimentary Walk t-shirts for up to 7 representatives attending Walk.
- ✓ Option for customized educational/kickoff event for your employees.
- ✓ License to use Walk to Defeat ALS logo with company marketing efforts.
- ✓ Your company's logo included on:
 - Walk website
 - Local sponsor banner at venue
 - Walk social media thank-you posts

A-La-Carte Benefits (Platinum, Silver, Gold):

- ✓ Tent on Sponsors' Row or used as a team meeting space. *(Limit 2)*
- ✓ Table with 2 chairs in Sponsors' Row or team meeting space. *(Limit 2)*
- ✓ Donuts and juice or coffee for 24 people.
- ✓ Link to company website in Chapter e-newsletter for 12 months.
- ✓ Social media post specific to your company.
- ✓ Additional Walk route sign.
- ✓ VIP parking spot. *(Limit 1)*
- ✓ Extra Walk t-shirts (Platinum = up to 20 shirts; Diamond = up to 10 shirts; Gold = up to 5 shirts).

Looking for a benefit you don't see here? We're happy to work with you to create a package that fits your needs. Call Amy Hall at (866) 273-2572 x101. Ask about ways to get your employees involved, too!

UPGRADE OPTION!

Promote your company by adding a table and two chairs to your sponsorship for an additional \$1,000. This table will be located in Sponsors' Row. *Please note this option does not increase other sponsor benefits.*

Sponsorship Agreement Form

Please complete the information below. The company name you enter below 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 begins once the form is received by the Chapter. To take full advantage of sponsorship opportunities, **please confirm your sponsorship by May 14**, in advance of most print deadlines.

Company Name: _____

Contact Name: _____ Title: _____

Email: _____ Phone: _____

Address: _____

City: _____ State: _____ Zip: _____

Company's Web Address: _____

Signature: _____

Please send this form promptly to us to ensure your company name and/or logo can be placed on agreed upon marketing materials **before print deadlines of May 14**. Logos in EPS and JPG format must be submitted with agreement. Sponsor 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 following level: _____ .
- ☐ Enclosed is check # _____ for \$ _____.
(Make check payable to The ALS Association Central & Southern Ohio Chapter.)
- ☐ Credit card # _____ Exp _____ CVV _____
Print name as it appears on card _____
- ☐ Please credit my sponsorship to the following team _____
- ☐ Our company will form a team. Please send me more information.

Our organization supports the Walk to Defeat ALS because: _____



Please send checks to the following address:

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

Completed forms, logos and questions can be directed to:

Amy Hall, Event Fundraising & Engagement Manager
(866) 273-2572 x101 | (614) 273-2572 x101 | ahall@ALSohio.org