



Sponsorship Opportunities



WalkALS

Unite for Life



COLUMBUS

Sunday, September 14
Coffman Park Pavilion

(across from the Rec Center Amphitheater)

5568 Coffman Park Drive
Dublin, OH 43017

DAYTON

Sunday, September 21
Day Air Ballpark

(Home of the Dayton Dragons)

220 N. Patterson Blvd.
Dayton, OH 45402

CINCINNATI

Sunday, September 28
Winton Woods Park

(Harper Meadows Area)

Winton Road & Lakeridge Drive
Cincinnati, OH 45231

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 can strike anyone at any time.

Although there is not yet a cure or treatment that halts ALS, scientists have made significant progress in identifying the genes associated with it. But their work is not done.

Together, we will work toward a cure, and make sure families have the expert care and personal services to help them live with the disease until that cure is found.

FACTS ABOUT ALS



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



10 PERCENT

of cases are inherited
through a mutated gene



90 PERCENT

of cases occur without
family history



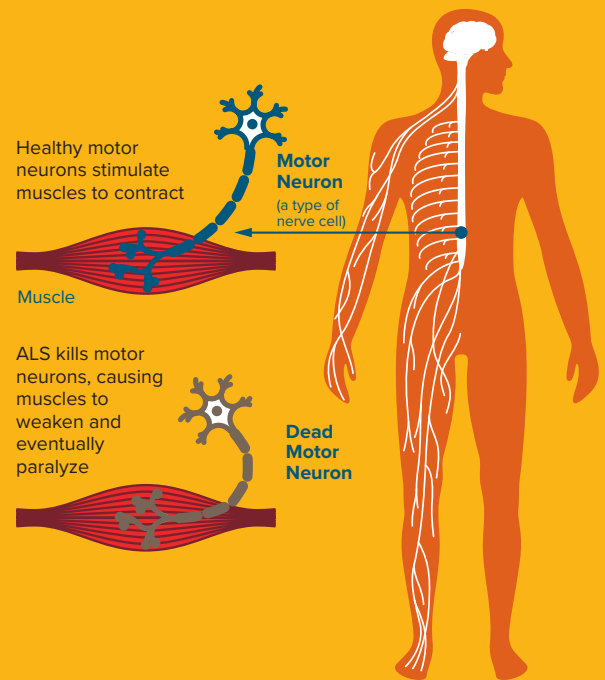
\$2 BILLION

is the estimated cost
to develop a drug to slow or
stop the progression of ALS



\$250,000

is the estimated
out-of-pocket cost for caring
for a person with 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 their branch of service and affects those who served in both peacetime and war

There is

NO CURE *for ALS*

About **ALS UNITED**



ALS United Ohio focuses on three mission priorities to fight ALS from all sides every day. By providing assistance to ALS families through the highest quality care services, conducting fearless advocacy, and funding critical research, ALS United Ohio builds hope and enhances quality of life while aggressively searching for new treatments and a cure.

Our MISSION: The mission of ALS United Ohio is to provide comprehensive support and advocacy for people with ALS and their families, while advancing research for new treatments and an end to ALS.

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



Invest in emerging talent, nurturing young scientists to drive innovation.

Prioritize funding the most promising research endeavors and actively cultivate innovative partnerships spanning government, industry, academia, and other nonprofit organizations.

Actively **promote clinical trials, both locally and across the country**, to connect people with ALS with ways to engage in current research and help speed the search for a cure.

ADVOCACY



Lobbied Ohio lawmakers to commit \$1 million for people living with ALS to increase direct patient and family services.

Fought to pass the ACT for ALS Act to assist the discovery of new treatments for people living with ALS through more clinical trials and expanded access to investigational drugs.

Advocated for the elimination of the 2-year waiting period before people living with ALS receive Medicare benefits due to disability.

About **WALK ALS**

When you participate in Walk ALS, you support people living with ALS in your own community. Walk ALS is the number one way to unite and fundraise for those living with ALS. 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!

YOUR SUPPORT FUELS PROGRESS

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

That's because gifts to Walk ALS fuel progress in three critical areas: impactful care services, vigorous government advocacy and innovative research toward a cure and treatments for ALS.

GET INVOLVED

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

- **Form a Walk ALS corporate fundraising team.**
- **Host a dress-down day fundraiser.**
- **Sell Walk 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).

*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.



Your **LOCAL IMPACT**



Thanks to corporate sponsors and generous donors, ALS United Ohio provides free services to people and families living with ALS. Here's how sponsorship and charitable dollars made a direct and positive impact on these families last year:

PROVEN PERFORMANCE & EXCEPTIONAL RESULTS

900%

**SPONSORSHIP CHARITABLE
RETURN ON INVESTMENT**

\$707,518 event gross revenue* in 2024

\$ 70,682 direct event expenses* in 2024

10 CENTS to raise a dollar!

900% RETURN on charitable investment!

587

people with ALS
served by
ALS United Ohio



180

new ALS patients
registered with ALS United Ohio



482

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



373

pieces of durable
medical equipment
loaned to people with ALS



163

home and office
visits to those
with ALS



903

people attended
support groups or
Education & Exchange meetings



103

dining kits provided
to people with ALS



430

convenience items
gifted to people with ALS



111

smart home items
gifted to people with ALS



85

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



\$222,020

distributed in Quality
of Life reimbursement
grants to 203 people



22,000

people received the
monthly email
or print newsletters



*Event revenue and expenses reflect the approximate combined totals of all three fundraising walks in 2024. Expenses reflect direct costs and do not include staff or volunteer time.

3000+ PEOPLE

expected to attend Walk ALS events!

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EASY WALK ROUTES

Cincinnati: 2.1 miles
around Winton Lake

Columbus: 1.8 miles
through Coffman Park

Dayton: 1.5 miles
along the Miami and Mad Rivers

****You don't have to walk
the route to join us!***



TEAM T-SHIRT CONTEST



SPONSORS' ROW

A premium location to see the
products or services of more
sponsors than ever before.



SPECIAL APPEARANCES

from mascots, princesses,
heroes, and villains



KIDS' GAMES and activities



FOOD & BEVERAGE TRUCKS



ALS UNITED OHIO merchandise for sale



PETS ON LEASHES

welcome in Cincinnati
and Columbus



Spaces for

WALK TEAM PHOTO OPPS

including the outfield at Day Air
Ballpark for the Dayton Walk
(the home of the Dayton Dragons)



DRUM LINE

to open the walk in
Cincinnati and Columbus



LIVE MUSIC or DJ



NEW!!! MULTI-CITY SPONSORSHIP LEVELS

Promote your business in Cincinnati, Columbus, & Dayton

\$15K PLATINUM SPONSORSHIP

- Press release in up to 3 Walk city media markets
- 3 tents each with a table and 2 chairs (use at up to 3 Walks, located on Sponsor's Row or as a team meeting space or both)
- Company-provided video shared on social media
- Your logo on Walk t-shirts, Walk brochure, Walk website, venue banner
- 4 dedicated social media posts
- 5 signs with logo on Walk route
- Link to company website in 12 e-newsletters

\$10K DIAMOND SPONSORSHIP

- Press release in up to 2 Walk city media markets
- 2 tents each with a table and 2 chairs (use at up to 2 Walks, located on Sponsor's Row or as a team meeting space or both)
- Your logo on Walk t-shirts, Walk brochure, Walk website, and venue banner
- 3 dedicated social media posts
- 4 signs with logo on Walk route
- Link to company website in 10 e-newsletters

SINGLE-CITY SPONSORSHIP LEVELS

\$5K GOLD SPONSORSHIP

- Tent with table and two chairs at one Walk event, either on Sponsor's Row or used as a team meeting space
- Logo on Walk t-shirts, Walk brochure, Walk website, and venue banner
- 3 signs with logo on Walk route
- 2 dedicated social media posts
- Link to company website in 6 e-newsletters

\$2.5K SILVER SPONSORSHIP

- Logo on Walk t-shirts, Walk brochure, Walk website, and venue banner
- 2 signs with logo on Walk route
- 1 dedicated social media post
- Link to company website in 3 e-newsletters

\$1K BRONZE ACTIVITY TENT SPONSORSHIP

- Select your tent: Kids, Pup Tent, Photo Booth, Swag, Why I Walk, Challenge Prizes, Advocacy, Research
- 1 sign with logo at the activity tent of your choice
- 1 dedicated social media post

\$500 WALK ROUTE SPONSORSHIP

- 1 sign with logo on Walk route

BASELINE BENEFITS

All sponsors will receive the following:

- ✓ **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 ALS logo** with company marketing efforts.

UPGRADE OPTION!

Promote your company by adding a table and two chairs to your sponsorship for an additional \$1,000. This table can be located in Sponsors' Row or used as a team meeting space. *Please note this option does not increase other sponsor benefits. Available only with single-city sponsorship levels.*

Looking for a benefit you don't see here?

We're happy to work with you to create a package that fits your needs. Please reach out to your city's Walk Manager, found on the back of this booklet. Ask about ways to get your employees involved, too!

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. Distribution of sponsorship benefits begins once we receive your form. To take full advantage of sponsorship opportunities, **please confirm your sponsorship by May 31**, in advance of most print deadlines.

Company Name: _____

Contact Name: _____ Title: _____

Email: _____ Phone: _____

Address: _____

City: _____ State: _____ Zip: _____

Signature: _____ Company's Web Address: _____

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 31**. Logos in EPS and JPG format must be submitted with agreement. Sponsor must have written consent to use the ALS United Ohio 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 and city (Cincinnati, Columbus, or Dayton):
- ☐ Platinum/\$15K (all three cities) ☐ Diamond/\$10K (select two cities _____)
- ☐ Gold/\$5K (select one city) _____ ☐ Silver/\$2.5K (select one city) _____
- ☐ Bronze/\$1K (select one city) _____ ☐ Route/\$500 (select one city) _____

☐ Enclosed is check # _____ for \$ _____ (Make check payable to ALS United Ohio)

☐ Credit card # _____ Exp _____ CVV _____
Print name as it appears on card _____

☐ We are also interested in other opportunities. Please send us more information.

Our organization supports WALK ALS because: _____



Please send checks to the following address:

ALS United Ohio
1170 Old Henderson Road, Suite 221
Columbus, Ohio 43220

Completed forms, logos and questions can be directed to:

Melissa Dardinger, Director of Philanthropy
(614) 273-2572 x109 | mdardinger@ALSOhio.org



CINCINNATI & DAYTON WALKS

Erica Bock, Community Outreach & Engagement Manager
ebock@ALSohio.org | 513.449.1670



COLUMBUS WALK

Melissa Dardinger, Director of Philanthropy
mdardinger@ALSohio.org | 614.273.2572 x109