



Cincinnati Corporate
Sponsorship Opportunities



WalkALS

Unite for Life



Same Mission. Same People. New Name!

SUNDAY, SEPTEMBER 22, 2024

WINTON WOODS PARK | HARPER MEADOWS AREA

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



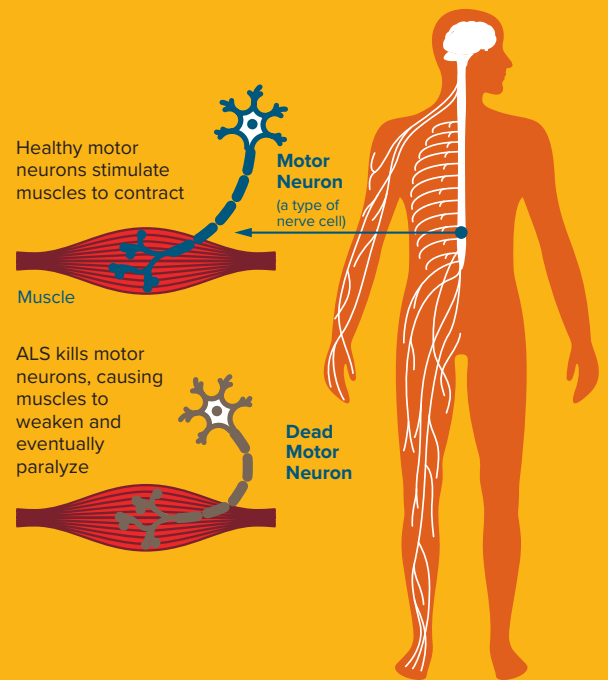
\$2 BILLION

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**



ALSOhio.org

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).
Email Amy Hall at ahall@ALSohio.org or call her at (866) 273-2572 x101.

*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.



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Your LOCAL IMPACT



ALSOhio.org

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

1,650%

**SPONSORSHIP CHARITABLE
RETURN ON INVESTMENT**

\$840,983 event gross revenue*

\$ 50,000 direct event expenses*

6 CENTS to raise a dollar!

1,650% RETURN on charitable investment!

621



people with ALS served by ALS United Ohio

163



new ALS patients registered with ALS United Ohio

436



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

570+



pieces of durable medical equipment loaned to people with ALS

82



home and office visits to those with ALS

954



people attended support groups or Education & Exchange meetings

90



dining kits provided to people with ALS

453



convenience items gifted to people with ALS

725



bereavement contacts made

113



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

\$216,334

distributed in Quality of Life reimbursement grants to 265 people



22,404

people received the monthly email or print newsletters



**Event revenue and expenses reflect the approximate combined totals of all three fundraising walks in 2023. Expenses reflect direct costs and do not include staff or volunteer time.*

1800+ PEOPLE

expected to attend Walk ALS!



SUNDAY, SEPTEMBER 22, 2024

WINTON WOODS PARK | HARPER MEADOWS AREA

878 Lakeridge Dr, Cincinnati, Ohio 45231



2 MILE WALK ROUTE

throughout Winton Woods Park



SPECIAL APPEARANCES

from mascots, princesses, heroes, and villains



KIDS' GAMES

and activities



LIVE MUSIC

or DJ



NEW! SPONSORS' ROW

A premium location for sponsors at several qualifying levels to promote products or services. See *Sponsorship Options* for details.



FOOD TRUCKS

and beverages



PET-FRIENDLY



ALS United Ohio MERCHANDISE

for sale



DRUM LINE

to open the walk



TEAM T-SHIRT CONTEST



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CINCINNATI

Sponsorship Options: Build Your Benefits

\$20K PLATINUM SPONSORSHIP

- Press release from ALS United Ohio
- 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 ALS United Ohio
- 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 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 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, Diamond, 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 organization's 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).

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.*

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 (614) 273-2572 x101.** Ask about ways to get your employees involved, too!



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