

# Walk ALS Peoria



# Sponsorship Opportunities



Saturday, September 7, 2024  
Dozer Park, Peoria, IL

# About ALS

ALS, also known as Lou Gehrig's disease, is a progressive neurodegenerative disease affecting nerve cells in the brain and spinal cord. It specifically impacts motor neurons, leading to their degeneration and subsequent muscle weakness, paralysis, and ultimately respiratory failure.

The initial symptoms often involve muscle weakness, twitching, or cramping. As the disease progresses, individuals may experience difficulty with speaking, swallowing, and breathing. Cognitive functions, however, usually remain intact.

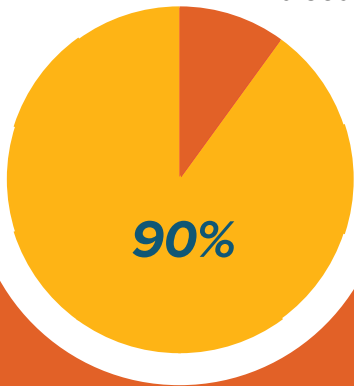


Numerous studies and clinical trials are exploring potential treatments and gaining insights into the underlying mechanisms of the disease. These range from investigating genetic factors to exploring various therapeutic approaches aimed at slowing down or halting the progression of the disease.



## Facts About ALS

- ALS is relatively rare. In the United States, approximately 5,000 new cases are diagnosed annually. Around 30,000 people in the U.S. are estimated to live with ALS at any given time.
- ALS is 20% more common in men than women. However, with increasing age, the incidence of ALS is more equal between men and women.
- About 5% to 10% of cases are familial, meaning they are inherited. Research is ongoing to understand genetics.
- There is no cure for ALS, but there are treatments that can help manage the symptoms of the disease.



### *Sporadic:*

Approximately 90% of ALS cases are sporadic, with no clear underlying cause identified.



### *The Iron Horse:*

ALS is also known as Lou Gehrig's disease, after the famous baseball player who was diagnosed with the disease in 1939.



### *Life Expectancy:*

The average life expectancy for people with ALS is 2-5 years from the time of diagnosis.

# About ALS United Greater Chicago

ALS United Greater Chicago has been serving our local ALS community for 20 years. We are a non-profit organization providing cost-free support and services to people living with ALS and their families across Illinois.

Established in 2004, ALS United Greater Chicago is fighting Lou Gehrig's Disease on every front. We are a leader in ALS care, advocacy, research, and education. We are proud to serve Northern Illinois, Central Illinois, Chicagoland, and part of Northwest Indiana. Our organization offers a variety of services, including:

**CARE COORDINATION:** Our team of care coordinators helps people with ALS and their families navigate the healthcare system and access the services they need.

**ALS RESEARCH:** With your support, our research funding fuels global collaboration to expedite the discovery of treatments and a cure for ALS.

**COMMUNITY SUPPORT:** Our organization offers a variety of support groups and events for people with ALS and their families.

**EDUCATION AND ADVOCACY:** Our organization raises awareness about ALS and advocates for policies that benefit people with the disease.

## *Our Mission:*

To unite the ALS community in our collaborative approach to foster bold research initiatives, advance national and state advocacy efforts, and provide comprehensive care and support to individuals and families affected by ALS.

## Story of the Sunflower

In 2012, ALS United Greater Chicago adopted the sunflower as the official symbol for ALS Awareness in honor of Shirley Hoffman Schmelzle. Shirley, an individual who lived with ALS, was a retail marketing executive. Shirley's aspiration was to have a symbol evoke a sense of hope, grace, and dignity and to reflect the support that those living with ALS receive from their team of supporters.

*"The sunflower stands tall and strong, ever hopeful and ever reaching higher. Sunflowers grow in clusters and support each other as they grow, just as family, friends, and community offer support to those impacted by ALS."*

-Shirley Hoffman Schmelzle



# About Walk ALS Peoria

Welcome to Walk ALS Peoria – where your participation makes a meaningful impact! By becoming a sponsor for the Walk ALS Peoria, you not only support those living with ALS in our community but also contribute to global research and public policy initiatives working towards treatments and a cure. The funds you and your network raise directly enhance the lives of individuals affected by ALS

## Impact in Peoria

Thanks to our generous supporters, we've achieved significant milestones in our local community:

- Expanded our Care Services Team
- Increased the coverage of support groups
- Collaborated with local healthcare providers for comprehensive patient care
- Supplied our medical equipment & communication tool lending closet, and more!



## Who Makes Up Walk ALS Peoria?

- Participants are approximately 60% female and 40% male.
- Participants' age ranges widely because of the number of amazing families participating. Our largest age demographic is ages 26-46.
- Team participation spans across Central Illinois, from within Peoria to the surrounding communities.
- We have an active online social media presence, with over 3.5K followers on our Facebook page, @ALSUnitedChi, and a growing following on Instagram, Twitter, and LinkedIn.

## Ideas to Get Involved:

- ✓ **Form a Walk ALS Corporate Team:** Participate in September and host fundraisers that everyone can engage in.
- ✓ **Build Team Spirit:** Create custom team shirts, signs, or bracelets with your team name and message.

- ✓ **Amplify the Impact:** Offer a matching gifts campaign for donations made by or raised by employees.
- ✓ **Friendly Competition:** Foster camaraderie by posting inter-departmental thermometers or offering prizes for top fundraisers.

**Your involvement goes beyond the Walk – it's a chance to make a difference. Join us in the fight against ALS!**

Benefit	\$5,000 Presenting	\$2,500 Platinum	\$1,000 Gold	\$500 Silver
Signage at Event	Tent Village and Route	Tent Village and Route	Tent Village and Route	Route
Organization Logo on Event T-shirts and Website	✓	✓	✓	✓
Recognition on ALS United Greater Chicago Social Media	✓	✓	✓	✓
Hospitality Space at Event	Hospitality Space with 2 Tables and 4 Chairs	Hospitality Space with 1 Table and 2 Chairs	Space Provided (Must Provide Own Tables and Chairs)	
Complimentary Shirts for Registered Fundraising Participants	Up to 25	Up to 15	Up to 5	
Speaking Opportunity at Kick-Off Open House and Walk Day	✓			

To take full advantage of sponsorship opportunities, please confirm your sponsorship by August 10.

**Dates of Note:**

July 23: Kick-Off Open House

September 7: Walk Day

## What is Kick-Off?

We are thrilled to announce the return of our in-person kick-off open house event in 2024! The Kick-Off is a pivotal moment where our community unites – team captains, participants, and dedicated supporters all coming together to launch the Walk season with enthusiasm and purpose. Attendees will get to meet, share idea, learn about available tools for fundraising and teambuilding – and more. RSVP today at [bit.ly/walkpeokickoff](https://bit.ly/walkpeokickoff).



# 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. To make the most of available sponsorship opportunities, please confirm your sponsorship by August 10.

Company Name: \_\_\_\_\_

Contact Name: \_\_\_\_\_ Title: \_\_\_\_\_

Email: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

Company's Web Address: \_\_\_\_\_

Sponsor agreement form due promptly to ALS United Greater Chicago 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 ALS United Greater Chicago to use organization's 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.

Our organization supports the Walk ALS because: " \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_."



**Completed forms or questions about sponsorships can be directed to:**

Kendra Albers, Vice President of Development  
217-898-9677, [kendra@alsunitedchicago.org](mailto:kendra@alsunitedchicago.org)