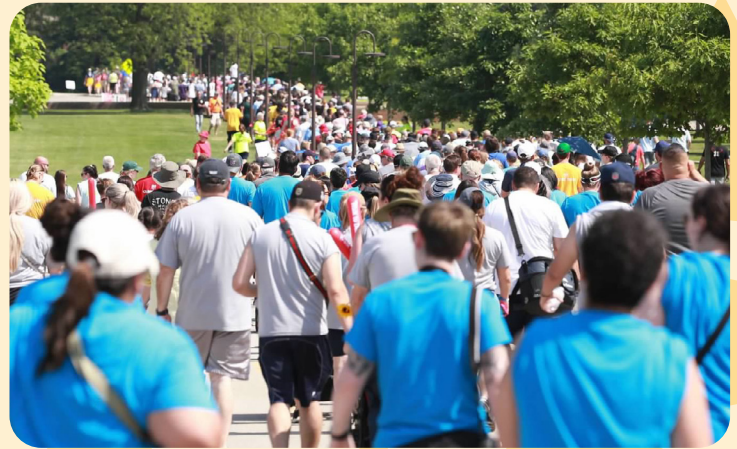


 **Walk ALS**
Greater Chicago



Sponsorship Opportunities



Saturday, June 1, 2024
Cantigny Park, Wheaton, IL

PRESENTED BY:  **Constellation**

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.

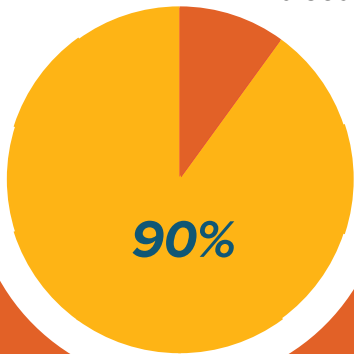


Numerous studies and clinical trials are exploring potential treatments and gaining insights into the underlying mechanisms of the disease. These range from investigating genetic factors to exploring various therapeutic approaches aimed at slowing down or halting the progression of the disease.



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, formerly known as The ALS Association Greater Chicago Chapter, is a non-profit organization that provides support and services to people living with ALS and their families in our communities.

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 Chicago

Welcome to Walk ALS Chicago – where your participation makes a meaningful impact! By becoming a sponsor for the Walk ALS Chicago, 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 Chicagoland

For the past twenty years, Walk ALS Chicago has raised over \$7,500,000, driving our mission forward. 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
- Funded five multidisciplinary ALS clinics in the Chicago area
- Supplied our medical equipment & communication tool lending closet, and more!



Who Makes Up Walk ALS Chicago?

- 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 Chicagoland, from within Chicago city limits to the North, West, and South suburbs.
- 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 June 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!



Sponsorship Opportunities

| Benefit | \$25,000 Presenting | \$15,000 Platinum | \$10,000 Gold | \$5,000 Silver | \$2,500 Bronze |
|--------------------------------------------------------|---------------------------------------------------|-----------------------------------|----------------------------------|----------------------------------|----------------------------------------------------|
| Signage at Event | Stage, Tent Village, Route | Stage, Tent Village, Route | Tent Village, Route | Tent Village, Route | Tent Village, Route |
| Company Logo on Event T-shirts and Website | ✓ | ✓ | ✓ | ✓ | ✓ |
| Hospitality Tent at Event | 20x10 Tent, 8 Tables, & 18 Chairs | 15x10 Tent, 5 Tables, & 12 Chairs | 10x10 Tent, 3 Tables, & 8 Chairs | 10x10 Tent, 2 Tables, & 4 Chairs | 1 Table, & 2 Chairs - <i>Must Provide Own Tent</i> |
| Recognition on ALS United Greater Chicago Social Media | ✓ | ✓ | ✓ | ✓ | |
| Complimentary Shirts for Fundraising Participants | Up to 25 | Up to 15 | Up to 10 | Up to 5 | |
| Company Logo on Event Postcards | ✓ | ✓ | ✓ | | |
| Speaking Opportunity | Event Kick-Off & Event (or distributed via email) | Event Kick-Off | | | |

\$1,000 Station Sponsor: Select a tent village area you'd like your event signage represented. You may also have staff volunteer at this station. Limit three Station Sponsors: Kids Zone, Refreshment Zone, or Sunflower Station.

\$500 Route Sponsor: One dedicated sign for your organization along the event route

Save the Date: March 19: Kick-Off | May: ALS Awareness Month | June 1: Walk Day

What is Kick-Off? We are thrilled to announce the return of our in-person kick-off 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 ideas, learn about available tools for fundraising and teambuilding – and more!

To take full advantage of sponsorship opportunities, please confirm your sponsorship by March 31.

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 March 31.

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 Chicago because: " _____

_____."



Completed forms or questions about sponsorships can be directed to:

Kendra Albers, Vice President of Development
217-898-9677, kendra@alsunitedchicago.org