



Presented By:



The Hartford



SPONSORSHIP OPPORTUNITIES

**WEDNESDAY,
SEPTEMBER 3, 2025
COG HILL GOLF & COUNTRY CLUB,
LEMONT, IL**

2025



Partnerships with Purpose

For over two decades, ALS United Greater Chicago has been at the forefront of providing essential care services, advocating tirelessly, and funding groundbreaking research in the fight against ALS. Serving the ALS community of Illinois, we've established ALS multidisciplinary clinics in collaboration with prestigious hospitals, spearheaded impactful advocacy initiatives, and cultivated invaluable partnerships to advance our shared mission.

This year's ALS Classic promises to be a momentous occasion as we reflect on our past achievements and look forward to the promising future ahead. By becoming a sponsor partner, you'll not only align your esteemed brand with a noble cause but also play an instrumental role in driving significant progress in research, advocacy, and care for those affected by ALS.

Together, our collective efforts hold the power to propel us closer to our ultimate goal: finding a cure for ALS.

I am deeply grateful for your consideration and support in making this year's ALS Classic a resounding success. Your partnership will undoubtedly make a meaningful difference in the lives of countless individuals and families affected by this devastating disease.

Warm Regards,

Julie M. Sharpe, President & CEO
ALS United Greater Chicago



“To be able to use the game of golf to touch the lives of victims of ALS and their families has been one of my life’s biggest honors.

I hope that in the coming years we can fan into flames the work started by the many individuals and corporations that have pioneered the hope.”

**Bob Dickman, PGA,
The ALS Classic
Tournament Chair**

Your participation has a direct impact on 400+ individuals living with ALS & their families in Illinois right now.

What is ALS?

Amyotrophic Lateral Sclerosis (ALS), or **Lou Gehrig's Disease**, is a progressive disease that damages nerve cells in the brain and spinal cord. As these cells break down, it causes muscle weakness, paralysis, and eventually respiratory failure. There is **currently no cure for ALS**, and the average life expectancy after diagnosis is only 2-5 years.



STATISTICS:

- About 5,000 people are diagnosed with ALS each year in the U.S., with 30,000 Americans living with it at any time.
- Veterans are 2-4 times more likely to develop ALS than the general population.
- The disease is more common in men, though this difference lessens with age.
- Around 5%-10% of cases are inherited, known as familial ALS.

CHALLENGES OF ALS:

- **Loss of Independence:** People often need help with daily tasks like eating, dressing, and moving.
- **Financial Costs:** The cost to care for someone with ALS averages \$250,000 per year, creating a significant burden for families.
- **Rapid Progression:** Symptoms worsen quickly, with many needing full-time care within a few years.

90%

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.

**2-5
YEARS**

TIMELINE:

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



About Us

For over 20 years, ALS United Greater Chicago has been a leader in the fight against ALS, creating a network of support for thousands of families. From advancing research to delivering personalized care, we're making strides every day to ease the burden of ALS and champion the voices of those affected.

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.



SUNFLOWER SYMBOL:

In 2012, ALS United Greater Chicago adopted the sunflower as the official symbol for ALS Awareness in honor of Shirley Hoffman Schmelzle. Shirley, who lived with ALS, envisioned a symbol of hope, grace, and dignity, reflecting the support from loved ones.

At Walk ALS, participants proudly display the sunflower in many forms—on t-shirts, hats, and signs—symbolizing strength, community, and unwavering support.

"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



WHAT WE DO:

At ALS United Greater Chicago, we tackle ALS on every front:

- **Care Coordination:** Our compassionate care coordinators guide individuals and families through the complexities of ALS, helping them access vital healthcare services, equipment, and resources.
- **ALS Research:** Your generosity fuels cutting-edge global research, propelling us closer to treatments and a cure.
- **Community Support:** Through support groups and events, we foster connection and strength among people living with ALS and their loved ones.
- **Education and Advocacy:** We raise awareness, provide education, and advocate for policies that improve the lives of those impacted by ALS.



Sponsorship Opportunities

Sponsor Benefits	\$40,000 Presenting	\$20,000 Course 1	\$12,500 Awards	\$7,500 Luncheon	\$5,000 Gold	\$3,500 Beverage	\$2,000 Silver	\$500 Bronze
Foursome Spots Included	Four (16 Players)	Six (24 Players)	Three (12 Players)	Two (8 Players)	Two* (8 Players) Dubsdread	One (4 Players)	One** (4 Players)	
Prominent Event Signage & Designated Location (if applicable)	✓	✓	Cocktail Reception & Awards Ceremony	Lunch & Hospitality Tent	✓	Beverage Cart	✓	Tee
Logo Included on a Premium Item	✓	✓	✓	✓		✓		
Logo Included on Event Collateral	✓	✓	✓	✓		✓		
Logo Included on Event Website	✓	✓	✓	✓				
Speaking Opportunity during Cocktail Awards Reception	✓	✓	✓					
Company Name as Sponsor of Course #1		✓						
Logo on Scoreboard & Cart Signs	✓							
Company Name in the Title of the Event & First Right of Media Coverage	✓							

Additional Opportunities

\$500 Hole Sponsor: Signage at one of the course holes.

\$325 Individual Player: One entry on an open foursome.

*The two foursomes for the \$5,000 Gold Sponsorship will play on Dubsdread.

** The one foursome for the \$2,000 Silver Sponsorship will play on The Ravines.

Schedule

11:30 am-12:00 pm: Player Arrival at 2/4 Building

12:00 pm-12:45 pm: Lunch

1:00 pm: Shotgun Start

5:30 pm-8:30 pm: Post-Party at the Pavillion and Awards Ceremony



2025 Sponsorship Commitment Form

Thank you for your interest in becoming a sponsor for the 2025 ALS Classic presented by the Hartford. 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.

Company Name: _____

Contact Name: _____ Title: _____

Email: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Fax: _____

Company's Web Address: _____

Please submit high-resolution logos in EPS and JPG format with agreement.

We are proud to be a sponsor at the following level:

☐ Title Presenting Sponsor - \$40,000

☐ Gold Sponsor - \$5,000

☐ Course 1 Sponsor - \$20,000

☐ Beverage Cart Sponsor - \$3,500

☐ Awards Presentation Ceremony
& Cocktail Reception - \$12,500

☐ Silver Sponsor - \$2,000

☐ Luncheon & Hospitality
Tent Sponsor - \$7,500

☐ Bronze Sponsor - \$1,300

☐ Tee Sponsor - \$500

☐ Individual Player - \$325

☐ Enclosed is check # _____ for \$ _____.

☐ Please invoice me at the address above.

☐ Credit card payment # _____ exp _____.

Signature: _____

Our organization is proud to support The ALS Classic presented by The Hartford because: " _____

_____."



Completed forms or questions about sponsorships can be directed to:

Julie M. Sharpe, President & CEO

312-932-0000 | julie@alsunitedchicago.org

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