

The ALS Association

Walk to Defeat ALS® Community Event Agreement

Thank you for your interest in hosting a Walk to Defeat ALS® Community Event. The following agreement will outline the specific guidelines and requirements necessary to host your event. Please be advised that by signing this agreement you are committed to adhering to the best practices, recommendations and standards of the Walk to Defeat ALS® brand and The ALS Association.

Fundraising and Expenses:

- A Walk to Defeat ALS® Community Event must have a minimum of \$15,000 fundraising goal.
- In conjunction with the volunteer committee, the chapter will evaluate the Walk to Defeat ALS® Community Event annually to determine if it is sustainable and should continue.
- All money raised as a result of Walk to Defeat ALS® is considered unrestricted income in accordance with the current ALS Association revenue sharing policy.
- All funds raised must go directly to The ALS Association local chapter and should be received by the chapter no later than 30 days post event.
- Expenses should not exceed more than 10% of the fundraising goal. If The ALS Association local chapter is to incur event expenses, they must be approved in advance.
 - The ALS Association reserves the right to decline any expense underwriting when it believes that the expense is unnecessary or may negatively reflect on The ALS Association.
- The ALS Association local Chapter should receive a list of all tangible non-cash (in-kind) contributions and contributors to the Walk to Defeat ALS® Community Event.
- The ALS Association's local Chapter EIN Tax-ID Number can only be used in conjunction with the Walk to Defeat ALS® Community Event associated with this Agreement, and abuse of this provision will result in immediate forfeiture of the right to continue using it and notice thereof to all appropriate parties.
- The ALS Association local Chapter should receive a list of targeted sponsors for the Walk to Defeat ALS® Community Event, before they are approached to minimize overlapping with other events/programs.
- Walk to Defeat ALS® events are pledge-based "thon" events, including:
 - No registration fee
 - Recommended \$75 t-shirt minimum
 - Participants have the opportunity to start a team, join a team or participate individually
 - Each participant is asked to make a personal donation and raise funds
 - Utilization of online tools in Convio Participant Center



The ALS Association
1275 K Street, NW, Suite 250
Washington, D.C. 20005



Committee Expectations:

- A volunteer committee consisting of, at minimum, 5-6 people is required to host a Walk to Defeat ALS® Community Event. It is preferred that committee members do not all come from one family or patient circle, but several different groups, to ensure event sustainability.
- There should be a committee chair and the group should work to fill other roles (please see committee structure in volunteer guide) to ensure all necessary event components are completed.
- The Volunteer Committee will meet with the local Chapter to discuss timetables, budgets, committee positions and action plans for the Walk Event at least 6 months prior to the agreed upon walk date. *A Walk to Defeat ALS® Community Event may not be held without this important meeting.*
- The Volunteer Committee agrees to follow all guidelines provided for a Walk to Defeat ALS® Community Event, as described in the “Walk in a Box: Volunteer Guidelines” provided by the local Chapter.

Date and Location:

- A Walk to Defeat ALS® Community Event should happen on a Saturday or Sunday during the chapter’s regular walk season.
- The Walk location should have the following components to be considered a viable site:
 - Ample parking including disabled spots
 - Wide, flat walkways to accommodate wheelchairs and crowds
 - Little to no rental cost
 - Large, open spaces for festivities
 - Route length 1-3 miles
- Walk to Defeat ALS® events are stand-alone walk events and should not be combined with any other events including but not limited to runs, races, rides, community fairs/events, etc.
- The Volunteer Committee will provide insurance certificates or work with the local Chapter to secure a certificate of insurance.



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Marketing, Media, and Event Promotion:

- The Walk to Defeat ALS® Community Event will be promoted and conducted in a manner to avoid statement or appearance of The ALS Association endorsing any specific product, firm, organization, individual or service.
- The use of the official Walk to Defeat ALS® logo must meet brand standards and requirements. The logo should be used appropriately in conjunction with the Walk to Defeat ALS Community Event® and requires pre-approval by the local Chapter. If, in the sole opinion of The ALS Association, the Walk to Defeat ALS® logo is not used appropriately, The ALS Association may unilaterally withdraw permission to use the logo.
 - The Walk logo may not be altered in typeface, color, configuration and/or position. The ® registered symbol must appear next to the logo.
 - The Walk to Defeat ALS® logo may appear on the front or back of all brochures and materials distributed for the Walk to Defeat ALS Community Event®.
- A volunteer committee must be correct and consistent when using the name of our organization and event in text, whether it is a letter, brochure, newsletter, etc... In text the first reference should always be “The ALS Association.” Note the “t” in The” is a capital “T” regardless of where in the sentence the name appears. The name “Walk to Defeat ALS®” should always be written as shown with the ® registered symbol attached. When referring to ALS as Lou Gehrig’s Disease, note the “D” is always upper case.
- All promotional materials for the Walk to Defeat ALS® Community Event including advertising, brochures, flyers, letters and press releases are a reflection of The ALS Association and local Chapter and must meet established standards. Therefore, all collaterals distributed in mass must be discussed and pre-approved by your local Chapter. The Chapter has officially branded collateral materials (t-shirts, brochures, posters) that should be used whenever possible.
- The Lou Gehrig image may not be used on any fundraising material where you are asking for money. This is a legal copyright issue. If you have questions, consult with your local Chapter staff.



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THE ABOVE GUIDELINES HAVE BEEN READ, UNDERSTOOD AND AGREED TO BY:

Contact Name _____ Date _____

Address _____

Phone/Fax _____

Email Address _____

Organization/Affiliation _____

Event Name _____

Proposed Date of Event _____

The ALS Association Staff Member _____

Event Representative
Please sign below:

Chapter Representative
Please sign below:

Print Name

Print Name

Signature Date

Signature Date



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