ALS®
ASSOCIATION
Wisconsin Chapter

2022 PREMIER PARTNERSHIP

2022 ALS ASSOCIATION WISCONSIN CHAPTER

Premier Partnership Package - $15,000

ALS ASSOCIATION
Wisconsin Chapter

PREMIER EVENTS

MAY 7
ALS HOPE DERBY

JUNE 2
LOU GEHRIG DAY CHASIN' A CURE TAILGATE

OCTOBER 9
WALK TO DEFEAT ALS

Amyotrophic lateral sclerosis (ALS) is a progressive neurodegenerative disease that affects nerve cells in the brain and spinal cord of individuals which eventually leads to their death.

Every 90 minutes, someone is diagnosed with the disease, and someone passes away from it. An already comprised respiratory system and lack of mobility and communication makes ALS patients some of the most vulnerable members of our community.

The ALS Association Wisconsin Chapter's Premier Partnership provides you the opportunity to help us fight this battle and provide support to those impacted by this disease.

The Premier Partnership Package offers companies the opportunity to target three distinct and different audiences by sponsoring: The ALS Hope Derby Gala, Chasin' A Cure/MLB Lou Gehrig Day Tailgate, and the Wisconsin Walks to Defeat ALS®.

2022 ALS HOPE DERBY

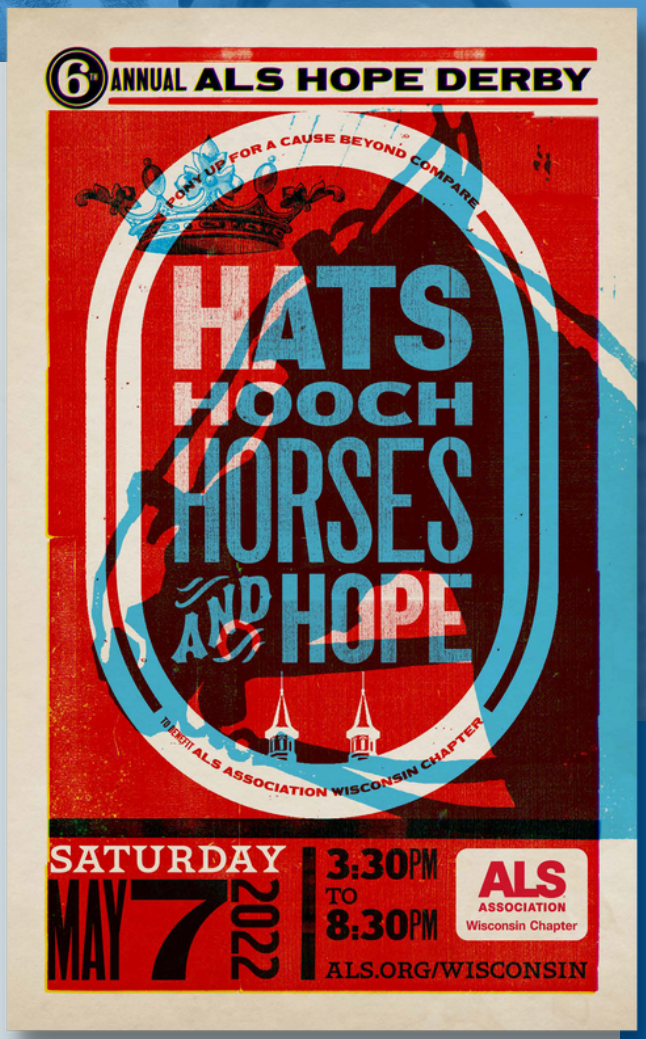
For nearly 30 years, the annual ALS "Evening of Hope" has been the gold standard by which Milwaukee fundraisers have been measured. For the past five years our Kentucky Derby Party has been the premier event to kick off summer.

In 2022, we're melding these two incredible events into one to create what is sure to be the must-attend fundraising event in Milwaukee in 2022 and beyond.

Join us for our inaugural Annual ALS Hope Derby Gala; an inspirational evening to raise funds for the fight against ALS.

Your company logo will display prominently on our auction site, mobile bidding platform, in our printed event program, digital media shown at the event, and in the weeks leading up via social media engagement.

This year your sponsorship has the ability to make an even bigger impact. Funds raised from sponsors will be designated to both ALS research as well as our local programs and services.



WHAT DOES A PREMIER SPONSORSHIP INCLUDE?

- 10 tickets to the event
- Logo acknowledgement on Chapter website
- Logo acknowledgement on social media platforms
- Acknowledgement at event and a half-page ad in the event's program
- Acknowledgement in video signage at event

2022 CHASIN' A CURE MLB LOU GEHRIG DAY

TAILGATE AT AMERICAN FAMILY FIELD

Chasin' A Cure is our annual fundraiser where more than 1,000 individuals living with ALS, their families and friends gather for a tailgate party and baseball game at American Family Field.

In 2022, Chasin' A Cure will be held on June 2, which Major League Baseball also recognizes as Lou Gehrig Day.

The June 2nd date for Lou Gehrig Day carries historical significance. It's the date in 1941 that the Yankees legend passed away from ALS at the age of 37. That's the fighting spirit Gehrig continues to instill in ALS patients, 82 years after his diagnosis and 80 years after his passing. It is for this reason that "The Iron Horse", Lou Gehrig, will be honored at American Family Field and across all Major League Baseball parks throughout the country.

Our Chasin' A Cure is considered the gold standard of tailgates. The Wisconsin ALS Association and the Milwaukee Brewers stand united in the fight against ALS. This ticket package includes a private pre-game concert with a live band, ALS messaged t-shirts, food, beverage & a ticket to the game.

WHAT DOES A PREMIER SPONSORSHIP INCLUDE?

- 10 tickets to the party & ball game
- Company logo on Chasin' A Cure event webpage and e-mail blasts
- Chasin' A Cure t-shirts
- Acknowledgement banners prominently placed at the tailgate event
- Exhibit table at the tailgate event
- Recognition in all media coverage

2022 WALK TO DEFEAT ALS

The Walks to Defeat ALS® offer an opportunity for our Chapter to reach communities throughout Wisconsin by offering the Northeastern Wisconsin, Madison and Milwaukee Walks. All proceeds of the Wisconsin Walks to Defeat ALS® stay in Wisconsin in support of Care Services programs, the ALS clinics at Froedtert and the VA, our Equipment Loan Program, The Brian Trinastic Memorial Grant program, and costs related to public awareness and advocacy efforts.

The Walks raise needed funds as well as providing a sense of community for individuals living with ALS and their loved ones. These three walks have a total participation of approximately 10,000 people.

Your support of the ALS Association Wisconsin Chapter by being a $15,000 Premier Partner will guarantee that you will be a visible partner throughout the Wisconsin Chapter website, which receives 80,000 hits per month as well wider media coverage through our 2022 partnerships.

WHAT DOES A PREMIER SPONSORSHIP INCLUDE?

- Company logo on Walk to Defeat ALS® event webpage
- 50 Walk to Defeat ALS® posters
- Walk to Defeat ALS® t-shirts
- Acknowledgement banners prominently placed at all Walks to Defeat ALS®
- Logo included in all e-mail blasts to past and present walkers
- One exhibit table for your use in displaying information and promotional products at the Walk of your choice, which can be attended by a company employee
- ALS representative to share Company's support at Company Walk Kick-off
- Recognition in digital Walk Day Guide
- On-stage mention
- Social media recognition

PREMIER PARTNER PROMISE

Your support of the ALS Association Wisconsin Chapter by being a $15,000 Premier Partner will guarantee that you will be a visible partner throughout the Wisconsin Chapter website, which receives 80,000 hits per month as well as media coverage through our 2022 partnerships.
Your premier partnership support of these ALS Association Wisconsin Chapter events make the following programs and services possible::

Care Services Staff Helps patients and families fighting ALS find local resources and cope with the challenges they're facing.

ALS Support Groups Provides a supportive environment for patients and families to deal with the many challenges stemming from battling ALS.

Equipment Loan Program Patients and their families have access to our inventory of wheelchairs, scooters, walkers, special utensils and other equipment.

Augmentative Communication Loan Program If speech becomes affected, provides guidance, resources and possible loan of high- or low-tech equipment to ALS patients at no cost.

ALS Care and Research Symposium This annual event highlights cutting-edge research, advocacy and support, and allows patients and families to learn, engage and share experiences.

ALS Association Certified Center, VA ALS Clinic & Affiliated Clinics Provides a multi-disciplinary team of healthcare professionals specializing in ALS.

Brian Trinastic Grant Program Helps defray costs associated with transportation and lodging for treatment and events, medical equipment and home modifications.

Public Policy and Advocacy Represents Wisconsin ALS patients and families in lobbying efforts on state and national levels. In 2021 we achieved ACT for ALS; proposed legislation signed into law on December 23, 2021. A collaborative effort of combined chapters and organizations working with the FDA, NIH, Congress and the US House of Representatives.

ALS ASSOCIATION
Wisconsin Chapter

GENEROSITY IN ACTION

When you contribute to our Chapter, you make possible the programs and services we offer to our Wisconsin residents living with ALS. Listed here are examples of this impact from January to December 2021.

171 New patients served

619 Wisconsin individuals living with ALS served

692 Patients seen at clinics

79 Support group meetings, serving **850** patients, family members, & caregivers

80 Veterans served

220 Pieces of communication related equipment loaned out

Did you know...? **$60** can buy tools to help people living with ALS maintain independence longer, specifically when dressing and dining.

Did you know...? **$120** can buy a person living with ALS a voice recorder, so their voice and wishes can be heard and preserved for all who know and love them.

645 Pieces of durable medical equipment loaned out

Did you know...? **$300** can buy mobility equipment such as wheeled walkers, manual wheelchairs and ramps to help a person living with ALS to access their home and community.

$60,119 Trinastic Grant dollars disbursed to ***59*** recipients

ALS ASSOCIATION
Wisconsin Chapter

2022 PREMIER PARTNER SPONSORSHIP AGREEMENT

CONTACT INFORMATION

NAME

ADDRESS

PHONE **EMAIL**

COMPANY INFO (if applicable)

NAME

ADDRESS

PHONE **EMAIL**

PAYMENT INFORMATION

☐ **ENCLOSED** is my check payable to: ALS Association WI Chapter
Federal Tax #39-1600965

For credit card payments, please fill out the following information:

☐ **VISA** ☐ **MASTERCARD** ☐ **AMERICAN EXPRESS**

Credit Card Number:

CV Code **Exp. Date**

Signature

Please return this form to:
The ALS Association Wisconsin Chapter
ATTN: Katie Flach - 2022 Premier Partner
3333 N Mayfair Road, Suite 104 Wauwatosa, WI 53222
Questions? Contact Melanie: Phone: 262-424-3469 I Email: melanie@alsawi.org

als.org/wisconsin