2022 WALK TO DEFEAT ALS

MADISON, WISCONSIN

SPONSORSHIP PACKET

WALKTODEFEATALS.ORG

JOIN US AS A LEADER IN THE FIGHT AGAINST ALS

ALS ASSOCIATION
Wisconsin Chapter

2022 WALK TO DEFEAT ALS

MADISON WISCONSIN

SATURDAY
OCTOBER 22

VILAS PARK PAVILION

Contact Annie
Annie.Maloney@als.org
414-441-8965

While there's no shortage of charity walk events, the Walk to Defeat ALS is different—not a single survivor will be in attendance of the event. ALS remains the only disease with no known cause, no effective treatment, and no cure.

The pandemic forced the Chapter to pivot, and this year more than ever we need your help to continue providing our programs and services. All funds raised in the Wisconsin Walk to Defeat ALS events go directly towards equipment and services to benefit Wisconsin residents and families living with ALS.

As a Chapter, we offer a wide range of sponsorship levels and benefits. We welcome you to review our sponsorship options on the following pages to find an opportunity that works best for your organization.

CALLING ALL LOCAL HEROES

We need your support.

By becoming a 2022 Walk to Defeat ALS Sponsor, you're giving the ALS Association Wisconsin Chapter the opportunity to be the superheroes Wisconsin individuals with ALS need.

DEAR ALS SUPPORTER,

My name is Brenna and Dr. Joe is my dad.

My father is Dr. Joe Kelley, and he lost his battle with ALS in November of 2020. After over 4 years of fighting every day, his body was ultimately taken by this cruel disease. During the course of his years long battle, we watched ALS take and take from him bit by bit and had to learn to say goodbye along the way.

Dr. Joe had Bulbar ALS, which means that the disease began by affecting his speech and swallowing. It wasn't until about the last year of his life that the rest of his body became affected.

Dr. Joe was a world traveler and a renowned Veterinarian. He gave freely of his time and talents to animals around the world, helping with overpopulation in foreign countries. On a trip to China, he even spent a few months pursuing alternative medicine in hopes of slowing progression of the disease.

He would've tried anything to buy time with his "girls,"

his wife Jodi and daughters, Morgan and Brenna. ALS took the most important things from him – his voice, which he used to tell the funniest and most elaborate stories, speak to his clients and their human caregivers, and cheer at Packer games.

His ability to swallow assailed his love for food, which he passed on to others by grilling and smoking and perfecting new recipes to share.

Ultimately, his body failed and his lack of mobility robbed him of the joy he found being outside and being physical, a passion which took him to all corners of the earth and to the tops of mountains. Wherever he went throughout his life he made friends and carried them through to the end.

ALS is a severely underfunded disease. A cure is out there, however, there's not enough funding to find it...yet.

Myself, my family, and all others affected by this disease *plead* for others attention to the people and families suffering, and we ask that you put forth the funds to find a cure. My father is missed dearly by so many and we wish for no one else to have to endure the loss that we feel every day.

People often don't know how they can help people affected by ALS and the Walks are an answer for them.

The Madison Walk to Defeat ALS is a perfect way to show support for those with ALS and their loved ones fighting with them. This event is so fun and important for people with ALS to see that they aren't alone and that there are advocates and people fighting for a cure all around them. Whether they are donating in support of a team, volunteering or simply showing up, and raising awareness. Three years in, and Team "Super Doc" grows larger and larger every year.

- Brenna Kelley, daughter of "Super Doc" Joe Kelley

COMMUNITY IMPACT: WHERE YOUR DOLLARS GO

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.

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

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

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.

ALS ASSOCIATION
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SPONSOR BENEFITS

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	PRESENTING $10,000	PLATINUM $7,500	GOLD $5,000	SILVER $2,500	BRONZE $1,000	T-SHIRT $750
Speaking opportunity at Walk welcome	X					
VIP Walk tent for you and your Team	X					
Recognition in press release	X	X				
Recognition in Chapter email blasts (over 20,000 subscribers)	X	X	X			
Logo on posters	X	X	X			
Sponsorship featured on Chapter Facebook page	X	X	X	X		
Logo included on banners	X	X	X	X		
Marketing space on event day	X	X	X	X	X	
Logo on Walk website	X	X	X	X	X	X
Logo on Walk t-shirts	X	X	X	X	X	X

Benefits may be customized upon request.
We are also in need of in-kind donations and welcome the opportunity to discuss further.

Question *or* ***comments*** *about our Milwaukee Sponsorship Opportunities?*
Contact ***Annie*** *at* ***Annie.Maloney@als.org*** | **414-441-8965**

2022 MADISON WALK SPONSORSHIP AGREEMENT

☐ **Yes! I would like to be a proud sponsor of the 2022 Walk to Defeat ALS.** Please check appropriate boxes and fill out the following info.

☐ PRESENTING SPONSOR $10,000

☐ PLATINUM SPONSOR $7,500

☐ GOLD SPONSOR $5,000

☐ SILVER SPONSOR $2,500

☐ BRONZE SPONSOR $1,000

☐ T-SHIRT SPONSOR $750

PLEASE WRITE THE NAME YOU WOULD LIKE TO USE FOR YOUR SPONSORSHIP ACKNOWLEDGMENT: _____

MAY WE USE YOUR CORPORATE LOGO? ☐ YES ☐ NO

Please email all logos in an .eps or a .jpeg high-res file to **Annie.Maloney@als.org**.
If you do not receive an email response, please call **414-441-8965** to make sure we received the file.

All logos must be sent by Friday, August 12th, 2022. This is the final deadline date to meet production schedules. Thank you!

☐ YES! Our company would like to form a Walk to Defeat ALS Team, please send more information.

walktodefeatals.org

2022 MADISON WALK SPONSORSHIP AGREEMENT

CONTACT INFORMATION

NAME

ADDRESS

PHONE **EMAIL**

COMPANY INFO (if applicable)

NAME

ADDRESS

PHONE **EMAIL**

PAYMENT INFORMATION

- [ ] **ENCLOSED** is my check payable to The ALS Association Wisconsin Chapter
- [ ] Please send an invoice.
- [ ] Contact me to make a payment via credit card.

Please complete and return this form to:
The ALS Association Wisconsin Chapter
ATTN: Katie Flach, Accounting Administrator – MKE Walk Sponsorship
3333 N Mayfair Road, Suite 104 I Wauwatosa, WI 53222

Federal Tax #39-1600965

Questions or **Comments?**
Contact Annie: Phone: 414-441-8965 I Email: Annie.Maloney@als.org

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WALK TO DEFEAT ALS
THE ALS ASSOCIATION