
2022 WALK TO DEFEAT ALS



NORTHEASTERN WISCONSIN

SPONSORSHIP PACKET



WALKTODEFEATALS.ORG

JOIN US AS A LEADER IN THE FIGHT AGAINST ALS

ALS
ASSOCIATION

Wisconsin Chapter

**2022 WALK TO
DEFEAT ALS**

**NORTHEASTERN
WISCONSIN**

**SUNDAY
SEPTEMBER 25**

**NEUROSCIENCE
GROUP FIELD AT
FOX CITIES STADIUM**

Contact Cheryl Brooks
Cheryl.Brooks@als.org
or 920-891-6010

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 Ted Haakonson, and I have ALS.

I have lived in Green Bay, Wisconsin, my whole life and have one brother, Pete, and two sisters, Marilyn and Tonya. For 27 years, I have been married to my wife Jaci, and she is truly my rock. Before my diagnosis, I was a Corrections Officer at Green Bay Correctional Prison, where I worked for over 23 years. For 19 of those years, I worked in the kitchen. I have a passion for baking, grilling, and cooking. Most people are fair-weather grillers, but not me; I grill all year long, even on the below zero days in January.

During the fall of 2011, I was in the midst of building a hope chest for my niece Erin and lifeguard chairs for our cottage. While working, I noticed stiffness in my right-hand thumb.

Initially I dismissed the weakness as something that comes with the repetitiveness of sanding. In January 2012, I was out flying a remote-control airplane when I found my thumb frozen. I could not land the plane. During my annual physical, I mentioned the weakness in my thumb to my doctor. Maybe it is Carpal Tunnel? A pinched nerve?

The doctor referred me to a local neurologist who ran a series of tests. What I did not know was that a week later, my wife and I would be walking into the worst-case scenario. That day, they ran one additional test by injecting needles into my muscles and adding a small, electronic stimulation. The neurologist got the results, sat down, and pushed her chair back against the wall. She looked over her glasses and said,

"You have Amyotrophic Lateral Sclerosis."

Our heads dropped, the room fell silent. The only sound you could hear was the clicking of the doctor's pen. The shock hit the room like a bomb going off—sucking all the air out of the room. Although we were completely frozen, the neurologist threw questions at us. "Do you want a second



opinion? Madison, Milwaukee, Mayo Clinic?" Our minds spun, but getting a second opinion made sense. When we asked for the next steps, the neurologist just said, "I do not have any information here about ALS, but you can look up on the internet and find more information..." We walked out of the meeting in the same daze. No direction, no information. I have ALS, and I am dying. I have 18-24 months to live. It was a long ride home.

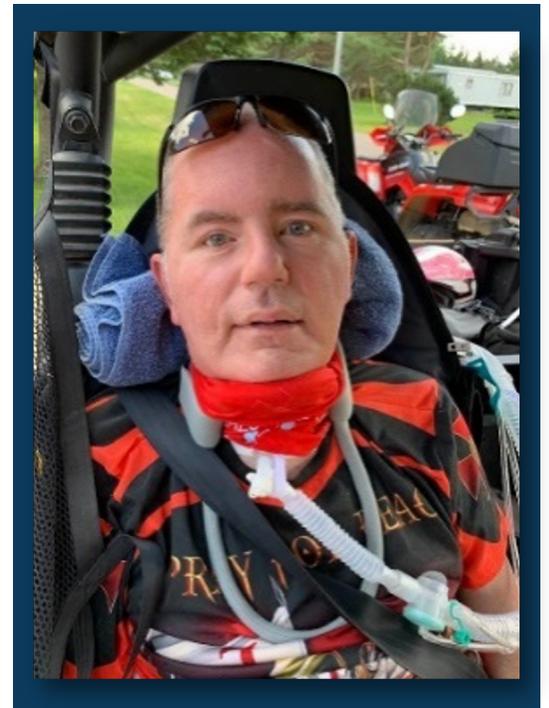


The next day, my wife, Jaci, sat down and began consuming every bit of information she could find on ALS. She is a researcher by heart; you name it, she read it. Jaci read and researched for 8 hours straight some days while still working full-time outside the home. Currently, there is no cure for ALS. But it is not un-curable. It is under-funded. If 2020, 2021 and COVID-19 taught us anything, it is that if we have the money to research, we will find a cure.

"2022 marks our tenth year on this ALS journey, and we could not have done it without the love and support of our local Wisconsin Chapter."

These individuals work hard to get us information, encourage us to join the support groups, put us in touch with care providers, create events that help get families and care providers out there and moving. Even in COVID times, our team showed up (masked!) in Superhero costumes to brighten our day. I do not know of another organization that does so much for the families battling ALS.

Whether you are celebrating ten years or you are newly diagnosed, the Wisconsin Chapter is here for over 550+ individuals living with ALS throughout the state. They carry us through. From coming to our doctor appointments at Froedtert Hospital, to support groups, Equipment Loan Programs, Caregiver information, and coordinating events and walks helping us raise money for research and patient care. This team is here to help and will always get it done.



"ALS is a beast."

As the nerve cells break down, it slowly chips away at your arms, your legs, your voice, your every movement... It takes a little bit at a time until one day you are no longer able to move, and you become a prisoner to your own body. But your mind is just as sharp as the day of your diagnosis.

Please join us in the fight against ALS. Your money will make a difference for ALS patients and families of Wisconsin. From the bottom of our hearts, we thank you.

My name is Ted Haakonson, and I have ALS!

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

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

SPONSOR BENEFITS



	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 Northeastern Sponsorship Opportunities?

Contact **Cheryl** at Cheryl.Brooks@als.org | 920-891-6010

2022 NORTHEASTERN 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 **Cheryl.Brooks@als.org**
If you do not receive an email response, please call **920-891-6010** 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.

2022 NORTHEASTERN 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 | Wauwatosa, WI 53222

Federal Tax #39-1600965

Questions or Comments?

Contact Cheryl: Phone: 920-891-6010 | Email: Cheryl.Brookse@als.org

