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# 2022 WALK TO DEFEAT ALS



## MILWAUKEE, WISCONSIN

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SPONSORSHIP PACKET



[WALKTODEFEATALS.ORG](http://WALKTODEFEATALS.ORG)

# JOIN US AS A LEADER IN THE FIGHT AGAINST ALS

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**ALS**  
ASSOCIATION

Wisconsin Chapter

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**2022 WALK TO  
DEFEAT ALS**

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**MILWAUKEE  
WISCONSIN**

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**SUNDAY  
OCTOBER 9TH**

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**GREENFIELD  
PARK**

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Contact Dawn Wollenzien  
[Dawn.wollenzieneals.org](http://Dawn.wollenzieneals.org)  
262-696-9980

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 invite 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.

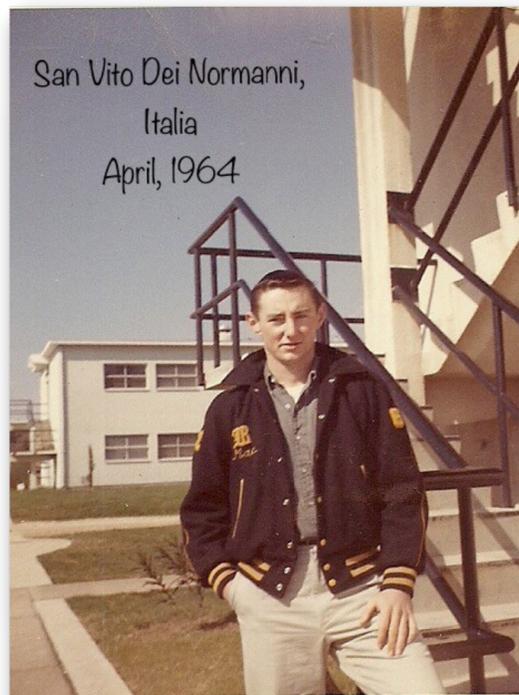
# DEAR ALS SUPPORTER,

***My name is John Mankowski, and I have ALS.***

After high school, I enlisted in the Air Force and had an adventurous 4 years in southern Italy and Northern California. I then enrolled at UW-Milwaukee, graduating with a degree in International Relations. After a brief stint with the U.S. Information Agency, I ended up back with my former college employer, Gilbert Liquor, in Milwaukee. I stayed in the spirits business for the next 50 years. I retired from Kroger's Metro Market in August, 2017.

Several years before retirement I had begun to notice a rigidity in my legs which caused me to freeze up and which slowed my pace considerably.

I was subsequently diagnosed with Vascular Parkinsonism, because I didn't have the typical essential tremors. That was followed by the gradual loss of upper body strength. When an EMG was ordered the ALS diagnosis was made. During this time the ongoing weakening required, first, the use of a cane, then a walker for both in and outside, then a transport chair or wheelchair.



***"As time goes on, there has been increasing difficulty in eating, bathing, dressing and other daily activities."***

ALS Association Wisconsin Chapter Care Services program has provided me with various kinds of devices to cope with the changing symptoms of my condition: support groups meetings, transport chair, transfer board for bathtub, specialty dining utensils, all at no cost.

I have participated in the Multi-disciplinary clinic at Froedtert Hospital and now at the V.A, thanks to my military service. Oddly enough, 2 people with ALS Association Wisconsin Chapter, David Ferrie and Erin Maddox, I had known in years past.

***"Everyone on the team has been very helpful to me as I travel through this new and somewhat frightening experience."***

My daughter Sarah and her partner Matt organized friends to support the Milwaukee Walk to Defeat ALS held at State Fair Park this past October 2021. We managed to raise over \$700 plus another \$500 thru efforts of my stepdaughter in Atlanta, GA.



My wife Linda and our families continue to support me throughout this journey, and I know I have my team at the Wisconsin Chapter behind me, as well. At my age, 77, I don't expect to see a cure for ALS in my lifetime but hope for the future remains strong.



***"Someday this will be beaten. Thanks to all of the staff, volunteers and supporters like you who make our lives a little more bearable."***

# 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

**642**

Wisconsin individuals living with ALS served

**692**

Patients seen at clinics

**79**

Support group meetings, serving

**850**

patients, family members, & caregivers

**83**

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 Milwaukee Sponsorship Opportunities?

Contact **Dawn** at [Dawn.Wollenzieneals.org](http://Dawn.Wollenzieneals.org) | 262-696-9980

# 2022 MILWAUKEE WALK SPONSORSHIP AGREEMENT

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**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 [Dawn.Wollenziene@als.org](mailto:Dawn.Wollenziene@als.org).  
If you do not receive an email response, please call **262-696-9980** 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 MILWAUKEE WALK SPONSORSHIP AGREEMENT

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## CONTACT INFORMATION

NAME

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ADDRESS

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PHONE

EMAIL

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## COMPANY INFO (if applicable)

NAME

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ADDRESS

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PHONE

EMAIL

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## 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 Dawn:** Phone: 262-696-9980 | Email: Dawn.Wollenzien@als.org

