



**Stickin'
it to ALS
Partnership
Opportunities
2024**



What is ALS?



ALS, or amyotrophic lateral sclerosis, is a progressive neurodegenerative disease that affects nerve cells in the brain and the spinal cord. Sometimes referred to as Lou Gehrig's Disease, ALS eventually leads to the death of nerve cells along with the loss of the ability to initiate and control muscle movement. As the disease progresses, people with ALS lose the ability to walk, talk, eat, and eventually breathe. It is always fatal, and there is no cure. People with ALS have an average life expectancy of two to five years after their diagnosis.

The ALS Association is committed to **making ALS livable** for everyone, everywhere, until we find a cure.



People with ALS progressively **lose muscle control**



\$2 BILLION

is the estimated cost to develop a drug to slow or stop progression



10% OF CASES

are inherited through a mutated gene



Diagnosis can take **months** or even **years**



\$250 THOUSAND is the estimated annual **out-of-pocket cost for care**

90% OF CASES

have no known family history or genetic cause



EVERY 90 MINUTES

someone is diagnosed with ALS and someone passes away from it



Veterans are more likely to get ALS

Average life expectancy is just

2-5 YEARS



There is no cure, but there is

HOPE

Join the fight against ALS today. [ALS.org](https://www.als.org)

Our Goal: Make ALS a livable disease.

About the ALS Association

The ALS Association is the largest philanthropic funder of ALS research in the world. We fund global research collaborations, assist over 20,000 people with ALS and their families through our nationwide network of care and certified clinical care centers, and advocate for better public policies for people with ALS.

We are working to help people live longer and improving their quality of life by:

1. Finding new treatments and a cure for ALS
2. Optimizing current treatments and care
3. Preventing delays or harms associated with ALS

The ALS Association currently serves **600+** people living with ALS in your area.

260+ pieces of loaned augmentative communication devices not covered by medical insurance

750+ pieces of durable medical equipment were checked out from our loan closet

Your Impact

In the past year, we have seen incredible progress in our fight to create a world without ALS.



Created a new diagnostic guide, thinkALS, that will help neurologists more quickly diagnose ALS. Earlier diagnosis allows people with ALS to participate in clinical trials and access treatments sooner, as well as receive care services support.



Mobilized ALS advocates and Congress to pass the ACT for ALS Act to speed up the discovery of new treatments through more clinical trials and expanded access to investigational drugs.



\$4.8M in grants provided to our Certified and Recognized Treatment Centers to support clinic operations including equipment, staffing, and continuing education.



Relyvrio (AMX0035) from Amylyx Pharmaceuticals is a new treatment shown to extend life that was approved in 2022. It is the first approved treatment funded by Ice Bucket Challenge donations.



Advocated to boost funding for the National Institutes of Health, resulting in an estimated \$115 million in funding for ALS research in FY22.



21,654 people living with ALS served through our nationwide network of care in the past year.

Stickin' it to ALS



Beating ALS is a team effort, and we've once again partnered with the Milwaukee Admirals as we are Stickin' It to ALS. This event will feature a pre-game party with live music, food and drinks, a special commemorative item, a seat to see the Admirals dominate on the ice against the Chicago Wolves, and much more.

It will be a great opportunity to throw the gloves off and raise serious awareness—and serious cash—for the ALS cause. By joining as a corporate partner, you create opportunities to engage and inform not only your employees about how impactful ALS is on our communities, but the community as a whole. You are supporting and empowering people living with ALS and those affected by the disease, and making a difference in the fight against ALS!

Stickin' it to ALS Night at the Milwaukee Admirals

Saturday, February 24, 2024
Panther Arena (510 W. Kilbourn Ave, Milwaukee, WI)

3:30 PM - Pre-Game Festivities
6:00 PM - Milwaukee Admirals Game
Post Game - Complimentary Jackson Dean Concert



Ways to Participate

SPONSOR

Take your partnership to the next level by sponsoring the Stickin' it to ALS event. Receive various sponsorship benefits recognizing your company's support of our ALS community.

PURCHASE TICKETS

Get the word out and encourage everyone to join us at the event.

VOLUNTEER

Offer this exciting and rewarding volunteer opportunity to your employees and help us pull off this amazing community event.

Your dollars fuel

CARE SERVICES

We provide essential assistance for people with ALS and their families at every stage of the disease.

RESEARCH

We direct the most comprehensive ALS research program ever organized - funding over 150 labs across the globe.

ADVOCACY

We tell our ALS stories on Capitol Hill and enact policies that improve the lives of people with ALS and their families nationwide.

STEWARDSHIP

We meet the high standards established by the BBB Wise Giving Alliance and other charity evaluations.

Sponsorship Benefits



	MVP \$5,000	Celly \$2,500	Gino \$1,000
Exhibitor Space & Speaking Opportunity at Event			
Recognition in eNewsletter			
Logo Included on Tailgate Banner			
Social Media Post Recognition	3 Posts	2 Posts	1 Post
Brand Placement on Event Website	Logo + Link	Logo	Name
Admissions to Game + Commemorative Item	6	4	2
Brand Placement on Commemorative Item <small>* Time Sensitive *</small>			
Recognition during Intermission of Game			

We also offer multi-year sponsorships, please ask!

Stickin' it to ALS Corporate Agreement Form

Please complete the information below. The company name listed will be used on promotional materials as written; **please list it as you would like it to appear**, including capitalization, hyphens, and registered marks, if necessary. Distribution of sponsorship benefits begin once the form is received.

Company Name: _____

Contact Name: _____ Title: _____

Email: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Fax: _____

Company's Web Address: _____

Signature: _____

Sponsor agreement form due promptly to The ALS Association to ensure company name and/or logo placement on agreed upon marketing materials. Logos in EPS and JPG format must be submitted with agreement. Sponsor, cash or in-kind, must have written consent from The ALS Association to use the Association name or logo in any marketing collateral, media release, etc., regarding their attendance and/or partnership.

We are proud to be a sponsor at the _____ level.

Enclosed is check # _____ for \$ _____

Please invoice me at the address above.

We would like to pay by credit card or ACH/wire transfer (we will contact you)

Signature _____



For more information, contact:

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