



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 were given out.

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.

ALS
ASSOCIATION

Lou Gehrig Day
**Chasin'
a Cure
Tailgate**



**Partnership
Opportunities
2024**



Lou Gehrig Day



We're stepping up to the plate to take a swing at ALS with some good ol' fashioned baseball fun, inside and outside of the stadium. This event features live music, burgers, drinks, a baseball game, and inside stadium fun at the annual ALS Awareness and Lou Gehrig Day celebration.

On Friday, May 31, 2024, The ALS Association will bring together more than 750 baseball enthusiasts and ALS Advocates to celebrate 15 years of our partnership with the Milwaukee Brewers, ALS Awareness Month, and to commemorate MLB's Lou Gehrig Day, honoring the great 'Iron Horse.'

Proceeds from this family-friendly event will fund programs and services for individuals living with ALS and their families in the area. In 2023, community support made it possible to aid and support more than 600 Wisconsin families.

Our mission is to discover treatments and a cure for ALS, and to serve, advocate for, and empower people affected by ALS to live their lives to the fullest. Our goal is to make ALS a livable disease until we find a cure!

2024 Lou Gehrig Day Chasin' a Cure Tailgate

May 31, 2024

American Family Field - Uecker Lot (Milwaukee, WI)

4:30 PM - 7 PM: Tailgate

7:10 PM: Milwaukee vs White Sox Game



Did you know?

ALS (commonly referred to as Lou Gehrig's Disease) forced Gehrig, the greatest first baseman of all time, to retire at age 36, and claimed his life two years later. His farewell from baseball was capped off by his iconic 1939 "Luckiest Man on the Face of the Earth" speech at Yankee Stadium.

"While ALS has been closely identified with our game since Lou's legendary career, the pressing need to find cures remains. We look forward to honoring all the individuals and families, in baseball and beyond, who have been affected by ALS and hope Lou Gehrig Day advances efforts to end this disease."

Rob Manfred, MLB Commissioner

(ESPN.com, 2021)

Sponsorship Benefits



	No Hitter \$10,000	Grand Slam \$5,000	Home Run \$2,500	RBI \$1,000
Logo Included on Tailgate Banner				
Brand Placement on Event Website	Logo + Link	Logo	Logo	Name
Shout-Out During Event Ceremony				
Admissions to Tailgate + Game + Commemorative Item	8	6	4	2
Brand Placement on Commemorative Item <i>*Time Sensitive*</i>				
Dedicated Participant Message				
Recognition in Event Emails	Logo + Link	Logo		
Exhibitor Space & Speaking Opportunity at the Tailgate				

Other unique a la carte opportunities are available below the event sponsor threshold. Contact us for more details.

QUESTIONS OR COMMENTS
 262-696-9980 | dawn.wollenzien@als.org