

# ANNUAL PARTNERSHIP OPPORTUNITIES

## **ALS** Rocky Mountain Chapter **ASSOCIATION**

Serving Colorado, Utah and Wyoming

The ALS Association is the only national nonprofit organization fighting Lou Gehrig's Disease on every front. By leading the way in global research, providing assistance for people with ALS through a nationwide network of chapters, coordinating multidisciplinary care through certified clinical care centers, and fostering government partnerships. The ALS Association builds hope and enhances quality of life while aggressively searching for new treatments and a cure.



## AMYOTROPHIC LATERAL SCLEROSIS (ALS)

Amyotrophic lateral sclerosis (ALS) is a **progressive** neurodegenerative disease that affects nerve cells in the brain and the spinal cord. Eventually, people with ALS lose the ability to initiate and control muscle movement, which often leads to total paralysis and death within three to five years of diagnosis. For unknown reasons, veterans are twice as likely to develop ALS than the general population. There is no cure, and only one drug approved by the U.S. Food and Drug Administration (FDA) modestly extends survival.



### FACTS ABOUT ALS

- ALS stands for amyotrophic lateral sclerosis and is more commonly known as Lou Gehrig's Disease
- Every 90 minutes someone is diagnosed with ALS, and every 90 minutes someone loses their battle to this fatal disease
- The average life span after diagnosis is 3-5 years
- **Military veterans are twice as likely than the general population to die from ALS**
- Living with ALS can cost more than \$250,000 per year

**OUR VISION** | Create a world without ALS

**OUR MISSION** | 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.

# ROCKY MOUNTAIN EXPOSURE

Over 5,500 participants at Chapter events  
Thousands of Social Media followers  
E-Newsletter reach of 20,000+ constituents

## 2023 EVENTS

**SKI TO DEFEAT ALS– ELDORA MNT**

**ANNUAL GALA**

**WALK TO DEFEAT ALS® - COLORADO SPRINGS**

**WALK TO DEFEAT ALS® - FORT COLLINS**

**WALK TO DEFEAT ALS® - UTAH**

**WALK TO DEFEAT ALS® - DENVER**

**EDUCATIONAL EVENTS**

## MAKING AN IMPACT

Thousands of people with ALS, their families and caregivers, as well as their extended professional medical team have been served throughout Colorado, Utah & Wyoming. Services provided are free-of-charge and include: multi-disciplinary clinics, support groups, individualized care consultations, equipment loans & educational **events/materials**.

## VALUE TO YOU

**Extensive Exposure in the Market:** Provide maximum value and exposure of your brand, products and services.

**Community Relations:** Educate your clients about ALS and enhance your image as a caring community partner.

**Clear Purpose of Mission:** 84% of proceeds stay in the Rocky Mountain region to support local residents affected by ALS, while additional funds support global research.

**Customized Programs for Employees:** Opportunities for your employees to become actively involved through event participation and volunteer service. Also promotes team building and builds morale!



# EXPLANATION OF AVAILABLE BENEFITS

## PRESENTING

NAMING RIGHTS FOR ANY ASPECT OF CHAPTER RUN EVENTS, INCLUDING BUT NOT LIMITED TO FOOD & BEVERAGE, STAGE, ENTERTAINMENT, PATIENT CONCIERGE, ETC.

## SPEAKING

SPEAKING OPPORTUNITIES DURING PRESENTATIONS AT DESIGNATED CHAPTER RUN EVENT

## TEAM SUPPORT

INDIVIDUALIZED CORPORATE TEAM SUPPORT FOR SKI OR ANY WALK EVENT, TO INCLUDE COMPANY PRESENTATION

## EVENT ADMISSION

COMPLIMENTARY ADMISSION TO ADDITIONAL EVENTS

## SPOTLIGHTS

E-NEWSLETTER AND SOCIAL MEDIA SPOTLIGHTS TO RECOGNIZE OUR PARTNERSHIP AND THE GREAT WORK OF YOUR COMPANY

## LOGO PLACEMENT

LOGO PLACEMENT AVAILABLE ON WEBSITES, NEWSLETTERS, PRINTED EVENT MATERIALS, ELECTRONIC EVENT MATERIALS, SHIRTS/EVENT SWAG & BANNERS. OPPORTUNITIES INCLUDE EXCLUSIVE BANNERS AND PROMINENT PLACEMENT

## RECOGNITION

ON-SITE/VIRTUAL RECOGNITION DURING PRESENTATIONS AT EVENTS AND IN MEDIA COVERAGE

## VENDOR BOOTH

VENDOR BOOTHS AVAILABLE AT EVENTS - LIVE AND VIRTUAL (when available)

ALL PARTNERSHIPS CAN BE CUSTOMIZED BASED UPON YOUR NEEDS. A COMBINATION OF MONETARY AND IN-KIND SPONSORSHIP MAY BE CONSIDERED. LET US KNOW WHAT FITS FOR YOUR BUSINESS AND YOUR AVAILABLE BUDGET AND WE WILL CREATE A ONE-OF-A-KIND PACKAGE THAT IS MUTUALLY BENEFICIAL!

# ANNUAL PARTNERSHIP AGREEMENT FORM

## PARTNERSHIP LEVELS

HERO	_____	\$ 25,000
CHAMPION	_____	\$ 15,000
WARRIOR	_____	\$ 10,000
STAR	_____	\$ 7,500
ALLY	_____	\$ 5,000
ADVOCATE	_____	\$ 2,500
COMMUNITY	_____	\$ 1,500
GENERAL	_____	\$ 750

Company: \_\_\_\_\_

Contact Name: \_\_\_\_\_ Title: \_\_\_\_\_

Email Address: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Company Website: \_\_\_\_\_

Authorized Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Are you a Care Services Provider?  YES  NO

Partnership agreement form due promptly to **The ALS Association Rocky Mountain Chapter** to ensure company name and/or logo placement on agreed upon marketing materials. Due to rolling print deadlines, some benefits may not be available.

Logos in EPS and JPG format should be sent to [events@alsaco.org](mailto:events@alsaco.org).

### PAYMENT

Please invoice my company

Check is enclosed (payable to: The ALS Association Rocky Mountain Chapter)

Credit Card # \_\_\_\_\_ Exp. \_\_\_\_ / \_\_\_\_

Signature \_\_\_\_\_

Our company will form a team. Please send me more information.



The ALS Association Rocky Mountain Chapter  
10855 Dover Street, Suite 500  
Westminster, CO 80021

[events@alsaco.org](mailto:events@alsaco.org)  
Phone 303.832.2322 | Fax 303.832.3365