



# Sponsorship Opportunities



# WalkALS

## Unite for Life

### COLUMBUS

Sunday, September 14  
Coffman Park Pavilion

*(across from the Rec Center Amphitheater)*

5568 Coffman Park Drive  
Dublin, OH 43017

### DAYTON

Sunday, September 21  
Day Air Ballpark

*(Home of the Dayton Dragons)*

220 N. Patterson Blvd.  
Dayton, OH 45402

### CINCINNATI

Sunday, September 28  
Winton Woods Park

*(Harper Meadows Area)*

Winton Road & Lakeridge Drive  
Cincinnati, OH 45231

# What is ALS?

[a•myo•tro•phic lateral sclerosis]

ALS is an always fatal neurodegenerative disease in which a person's brain loses connection with the muscles. People with ALS lose their ability to walk, talk, eat, and eventually breathe.

ALS can strike anyone at any time.

Although there is not yet a cure or treatment that halts ALS, scientists have made significant progress in identifying the genes associated with it. But their work is not done.

Together, we will work toward a cure, and make sure families have the expert care and personal services to help them live with the disease until that cure is found.

## FACTS ABOUT ALS



**5,000+**

people are diagnosed per year



Every

**90 MINUTES**

someone is diagnosed or someone passes away from ALS



**2-5 YEARS**

is the average life expectancy



**10 PERCENT**

of cases are inherited through a mutated gene



**90 PERCENT**

of cases occur without family history



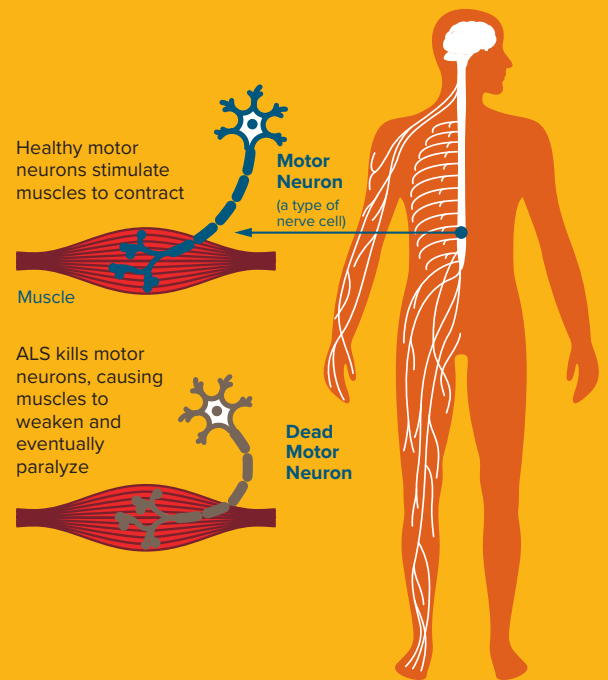
**\$2 BILLION**

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



**\$250,000**

is the estimated out-of-pocket cost for caring for a person with ALS



## SYMPTOMS

Progressive loss of muscle control  
ALS gradually prohibits the ability to:

- Speak
- Grasp objects
- Swallow
- Move
- Walk
- Breathe



## DIAGNOSIS

Difficult to diagnose

- ALS is often diagnosed by ruling out other diseases, which may take months or years



## MILITARY

Veterans are more likely to get ALS than the general public

- ALS impacts veterans regardless of their branch of service and affects those who served in both peacetime and war

There is

**NO CURE**  
for ALS

# About **ALS UNITED**



ALSOhio.org

ALS United Ohio focuses on three mission priorities to fight ALS from all sides every day. By providing assistance to ALS families through the highest quality care services, conducting fearless advocacy, and funding critical research, ALS United Ohio builds hope and enhances quality of life while aggressively searching for new treatments and a cure.

**Our MISSION:** The mission of ALS United Ohio is to provide comprehensive support and advocacy for people with ALS and their families, while advancing research for new treatments and an end to ALS.

## YOUR PARTNERSHIP HELPS FUND:

### CARE SERVICES



One-on-one **case management** provided by nurses and social workers knowledgeable about the complexities of ALS.

**Multidisciplinary ALS clinics** at OhioHealth and the University of Cincinnati.

**Equipment loans and purchases** for specialized DME that are not always covered by insurance.

Quality of Life **reimbursement grants** for disease-related expenses.

**Support and education** for patients and caregivers.

### RESEARCH



**Invest in emerging talent**, nurturing young scientists to drive innovation.

**Prioritize funding the most promising research endeavors** and actively cultivate innovative partnerships spanning government, industry, academia, and other nonprofit organizations.

Actively **promote clinical trials, both locally and across the country**, to connect people with ALS with ways to engage in current research and help speed the search for a cure.

### ADVOCACY



**Lobbied Ohio lawmakers to commit \$1 million** for people living with ALS to increase direct patient and family services.

**Fought to pass the ACT for ALS Act** to assist the discovery of new treatments for people living with ALS through more clinical trials and expanded access to investigational drugs.

**Advocated for the elimination of the 2-year waiting period** before people living with ALS receive Medicare benefits due to disability.

# About **WALK ALS**

When you participate in Walk ALS, you support people living with ALS in your own community. Walk ALS is the number one way to unite and fundraise for those living with ALS. The funds your company will donate or raise will have a direct impact on the lives of people affected by ALS — and they are counting on you and your employees for help!

## **YOUR SUPPORT FUELS PROGRESS**

Walk ALS remains the greatest way to lend help and hope to people living with ALS and their families.

That's because gifts to Walk ALS fuel progress in three critical areas: impactful care services, vigorous government advocacy and innovative research toward a cure and treatments for ALS.

## **GET INVOLVED**

Here are some ways you can get your company (and employees) involved in Walk ALS.

- **Form a Walk ALS corporate fundraising team.**
- **Host a dress-down day fundraiser.**
- **Sell Walk ALS pin-ups** in your retail stores or offices.
- **Offer a matching gifts program** to donations made by (or even raised by) employees.
- **Encourage friendly competition** by posting inter-departmental thermometers or offering parking spaces to top fundraisers. Make it fun!
- **Recruit volunteers to help with Walk activities** (and contact us to get involved in other areas of need, too).

*They Fought  
for Our Country,  
**NOW HELP US  
FIGHT FOR  
THEIR LIVES***

Studies supported by the National Institutes of Health, Department of Defense, Department of Veterans Affairs, and Harvard University have found that military veterans are twice as likely to die from ALS than the general public. This is the case regardless of the branch of service or the era in which they served and regardless of whether they served during a time of peace or war, domestically or abroad. The Department of Veterans Affairs has recognized the risk faced by military veterans and in 2008 designated ALS as a service-connected disease, which enables veterans with ALS to automatically qualify for substantial VA health and disability benefits.

**WalkALS**   
**Unite for Life**



# Your LOCAL IMPACT



ALSohio.org

Thanks to corporate sponsors and generous donors, ALS United Ohio provides free services to people and families living with ALS. Here's how sponsorship and charitable dollars made a direct and positive impact on these families last year:

## PROVEN PERFORMANCE & EXCEPTIONAL RESULTS

# 900%

**SPONSORSHIP CHARITABLE  
RETURN ON INVESTMENT**

\$707,518 event gross revenue\* in 2024

\$ 70,682 direct event expenses\* in 2024

**10 CENTS** to raise a dollar!

**900% RETURN** on charitable investment!

## 587



people with ALS served by ALS United Ohio

## 180



new ALS patients registered with ALS United Ohio

## 482



patient visits through ALS clinics at OhioHealth and the University of Cincinnati

## 373



pieces of durable medical equipment loaned to people with ALS

## 163



home and office visits to those with ALS

## 903



people attended support groups or Education & Exchange meetings

## 103



dining kits provided to people with ALS

## 430



convenience items gifted to people with ALS

## 111



smart home items gifted to people with ALS

## 85



children received a backpack containing age-appropriate ALS resources and fun items

## \$222,020

distributed in Quality of Life reimbursement grants to 203 people



## 22,000

people received the monthly email or print newsletters



\*Event revenue and expenses reflect the approximate combined totals of all three fundraising walks in 2024. Expenses reflect direct costs and do not include staff or volunteer time.

# 3000+ PEOPLE

*expected to attend Walk ALS events!*

## COLUMBUS

Sunday, September 14  
Coffman Park Pavilion

(Across from Rec Center Amphitheater)  
5568 Coffman Park Drive  
Dublin, OH 43017

## DAYTON

Sunday, September 21  
Day Air Ballpark

(Home of the Dayton Dragons)  
220 N. Patterson Blvd.  
Dayton, OH 45402

## CINCINNATI

Sunday, September 28  
Winton Woods Park

(Harper Meadows Area)  
Winton Road & Lakeridge Drive  
Cincinnati, OH 45231



### EASY WALK ROUTES

**Cincinnati:** 2.1 miles  
around Winton Lake

**Columbus:** 1.8 miles  
through Coffman Park

**Dayton:** 1.5 miles  
along the Miami and Mad Rivers

*\*You don't have to walk  
the route to join us!*



### TEAM T-SHIRT CONTEST



### SPONSORS' ROW

A premium location to see the products or services of more sponsors than ever before.



### SPECIAL APPEARANCES

from mascots, princesses, heroes, and villains



### KIDS' GAMES

and activities



### FOOD & BEVERAGE TRUCKS



### ALS UNITED OHIO

merchandise for sale



### PETS ON LEASHES

welcome in Cincinnati and Columbus



Spaces for

### WALK TEAM PHOTO OPPS

including the outfield at Day Air Ballpark for the Dayton Walk (the home of the Dayton Dragons)



### DRUM LINE

to open the walk in Cincinnati and Columbus



### LIVE MUSIC

or DJ



### NEW!!! MULTI-CITY SPONSORSHIP LEVELS

Promote your business in Cincinnati, Columbus, & Dayton

#### \$15K PLATINUM SPONSORSHIP

- Press release in up to 3 Walk city media markets
- 3 tents each with a table and 2 chairs (use at up to 3 Walks, located on Sponsor's Row or as a team meeting space or both)
- Company-provided video shared on social media
- Your logo on Walk t-shirts, Walk brochure, Walk website, venue banner
- 4 dedicated social media posts
- 5 signs with logo on Walk route
- Link to company website in 12 e-newsletters

#### \$10K DIAMOND SPONSORSHIP

- Press release in up to 2 Walk city media markets
- 2 tents each with a table and 2 chairs (use at up to 2 Walks, located on Sponsor's Row or as a team meeting space or both)
- Your logo on Walk t-shirts, Walk brochure, Walk website, and venue banner
- 3 dedicated social media posts
- 4 signs with logo on Walk route
- Link to company website in 10 e-newsletters

### SINGLE-CITY SPONSORSHIP LEVELS

#### \$5K GOLD SPONSORSHIP

- Tent with table and two chairs at one Walk event, either on Sponsor's Row or used as a team meeting space
- Logo on Walk t-shirts, Walk brochure, Walk website, and venue banner
- 3 signs with logo on Walk route
- 2 dedicated social media posts
- Link to company website in 6 e-newsletters

#### \$2.5K SILVER SPONSORSHIP

- Logo on Walk t-shirts, Walk brochure, Walk website, and venue banner
- 2 signs with logo on Walk route
- 1 dedicated social media post
- Link to company website in 3 e-newsletters

#### \$1K BRONZE ACTIVITY TENT SPONSORSHIP

- Select your tent: Kids, Pup Tent, Photo Booth, Swag, Why I Walk, Challenge Prizes, Advocacy, Research
- 1 sign with logo at the activity tent of your choice
- 1 dedicated social media post

#### \$500 WALK ROUTE SPONSORSHIP

- 1 sign with logo on Walk route

#### BASELINE BENEFITS

All sponsors will receive the following:

- ✓ **On-stage recognition** at Walk and Kickoff.
- ✓ **Complimentary Walk t-shirts** for up to 7 representatives attending Walk.
- ✓ **Option for customized educational/kickoff event** for your employees.
- ✓ **License to use Walk ALS logo** with company marketing efforts.

#### UPGRADE OPTION!

Promote your company by adding a table and two chairs to your sponsorship for an additional \$1,000. This table can be located in Sponsors' Row or used as a team meeting space. *Please note this option does not increase other sponsor benefits. Available only with single-city sponsorship levels.*

### Looking for a benefit you don't see here?

We're happy to work with you to create a package that fits your needs. Please reach out to your city's Walk Manager, found on the back of this booklet. Ask about ways to get your employees involved, too!

# Sponsorship Agreement Form

Please complete the information below. The company name you enter below will be used on promotional materials as written; **please list it as you would like it to appear**, including capitalization, hyphens, and registered marks. Distribution of sponsorship benefits begins once we receive your form. To take full advantage of sponsorship opportunities, **please confirm your sponsorship by May 31**, in advance of most print deadlines.

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

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

Email: \_\_\_\_\_ Phone: \_\_\_\_\_

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

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

Signature: \_\_\_\_\_ Company's Web Address: \_\_\_\_\_

Please send this form promptly to us to ensure your company name and/or logo can be placed on agreed upon marketing materials **before print deadlines of May 31**. Logos in EPS and JPG format must be submitted with agreement. Sponsor must have written consent to use the ALS United Ohio 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 following level and city (Cincinnati, Columbus, or Dayton):
- Platinum/\$15K (all three cities)       Diamond/\$10K (select two cities \_\_\_\_\_)
  - Gold/\$5K (select one city) \_\_\_\_\_       Silver/\$2.5K (select one city) \_\_\_\_\_
  - Bronze/\$1K (select one city) \_\_\_\_\_       Route/\$500 (select one city) \_\_\_\_\_

Enclosed is check # \_\_\_\_\_ for \$ \_\_\_\_\_ (Make check payable to ALS United Ohio)

Credit card # \_\_\_\_\_ Exp \_\_\_\_\_ CVV \_\_\_\_\_  
Print name as it appears on card \_\_\_\_\_

We are also interested in other opportunities. Please send us more information.

Our organization supports WALK ALS because: \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_



**Please send checks to the following address:**

ALS United Ohio  
1170 Old Henderson Road, Suite 221  
Columbus, Ohio 43220

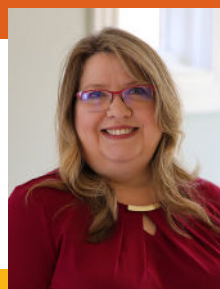
**Completed forms, logos and questions can be directed to:**

Melissa Dardinger, Director of Philanthropy  
(614) 273-2572 x109 | mdardinger@ALSohio.org



**CINCINNATI & DAYTON WALKS**

Erica Bock, Community Outreach & Engagement Manager  
ebock@ALSoHio.org | 513.449.1670



**COLUMBUS WALK**

Melissa Dardinger, Director of Philanthropy  
mdardinger@ALSoHio.org | 614.273.2572 x109