

# 2021 Walk to End ALS

## Sponsorship Opportunities



Walk to  
End ALS

# The ALS Society of Alberta

## Walk to End ALS

Walk to End ALS is a fun, uplifting and family-friendly event that occurs in more than 90 Walk locations across Canada. The Walk strives to bring the ALS community together, and channel hope for a future without this devastating disease. Of funds raised at the Walk to End ALS, 60 per cent are allocated to client support services in Alberta while 40 per cent are given to the national research program.

## What is ALS?

Amyotrophic Lateral Sclerosis (ALS), also known as Lou Gehrig's disease, is a rapid, always fatal neurodegenerative disease. It attacks the nerves of the body that would normally send messages from the brain to the muscle, resulting in weakness and wasting. Eventually, the individual with ALS is left completely immobilized, with loss of speech and an inability to swallow and breathe. Approximately 2,500-3,000 Canadians currently live with ALS, and 2-3 people will die each day from ALS. There is no known cause or cure for this devastating disease.

## The ALS Society of Alberta

The ALS Society of Alberta is a charitable organization dedicated to making each day the best possible day for people living with and affected by ALS. The Society achieves this by providing support, facilitating the provision of care, promoting awareness, helping find a cure and advocating for change.



# SPONSORSHIP BENEFITS

PROVINCIAL  
\$15,000+

GOLD  
\$10,000+

SILVER  
\$5,000+

BRONZE  
\$2,500+

## PRE-EVENT RECOGNITION

Social media promotion  
(Facebook, Twitter,  
Instagram)



Website presence



Logo on Walk  
brochure/ pledge form  
in **one**



Logo on **all** Walk  
brochure/pledge forms  
in Alberta



Logo on newspaper ads



Logo on email blasts



Logo on print, TV and  
radio public service  
announcements (if  
applicable)



## DAY OF RECOGNITION

Social Media feature



Verbal acknowledgement



Event sponsor banners



## POST-EVENT RECOGNITION

Press release



ALS Society of Alberta  
newsletter



Thank you email blast



Logo on newspaper  
thank you  
advertisements  
(if applicable)



# THANK YOU

For your dedication and commitment to the ALS community. Your support truly makes a difference in the lives of those living with and affected by ALS. We look forward to including your organization as a sponsor of the 2021 Walk to End ALS.

**For more information, please contact:**

Meaghan McCarthy  
Coordinator, Fundraising & Communications  
ALS Society of Alberta

Phone: 780-487-0754  
Email: [meaghan@alsab.ca](mailto:meaghan@alsab.ca)

Or, visit [www.walktoend.alsab.ca](http://www.walktoend.alsab.ca)

*Walk to  
End ALS*



## WE WISH TO BE RECOGNIZED AS A:

Provincial Sponsor (\$15,000)

Gold Sponsor (\$10,000)

Silver Sponsor (\$5,000)

Bronze Sponsor (\$2,500)

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

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

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

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

## PAYMENT OPTIONS

Please invoice

Payment enclosed (cheque payable to ALS Society of Alberta)

Credit card (Circle: Visa, Mastercard, AMEX)

Credit card # \_\_\_\_\_

Name on card: \_\_\_\_\_

Expiry: \_\_\_\_\_

### **Please return form and payment to:**

ALS Society of Alberta  
7874 10 Street NE  
Calgary, AB T2E 8W1

Donation

Please note: Sponsorships are not eligible for a charitable tax receipt as they receive recognition benefits. If you wish to make a donation and receive a tax receipt please mark that this is a donation.