

walk to **ALS**
ASSOCIATION
feet
ALS
2006

SPONSORSHIP PROPOSAL



Portland, September 10, 2006

Salem, September 23, 2006

Eugene, TBD

Bend, September 30, 2006

Medford, October 7, 2006

Benefiting The ALS Association of Oregon & SW Washington



About ALS

Amyotrophic Lateral Sclerosis (ALS), more commonly known as Lou Gehrig's disease, is a progressive and fatal neurological disease that can strike anyone, at anytime and for which there is no cure. In ALS, the motor neurons that control all voluntary movement die leaving the once active person unable to walk, speak and swallow. Becoming prisoners in their own bodies, their breathing eventually becomes impossible. Most people diagnosed with ALS die within two to five years. In most cases, though, mental faculties are not affected.

In 90 percent of ALS cases, the disease occurs apparently at random with no clearly associated risk factors; about 10 percent of all ALS cases are familial. ALS most commonly strikes people in the prime of their lives, between the ages of 40 and 60, but younger and older people can also develop the disease. This devastating disease strikes an American every 15 days. And every 90 minutes, an American dies from ALS. Approximately 5,600 people in the U.S. are diagnosed with this disease each year and roughly 30,000 Americans, 500,000 people worldwide, may have ALS at any given time. There are an estimated 300,000 Americans and 5 million people worldwide alive today who will be diagnosed with ALS in their lifetime.

While there are medical advances being made through research supported by The ALS Association, there is no known cause and no cure at this time.

ALS Association of Oregon & SW Washington

Before incorporating as the Oregon and SW Washington Chapter of the ALS Association, our organization was called the Burdell ALS Foundation. The Burdell ALS Foundation was formed to remember Richard Burdell, a Portland jazz and pop musician who died June 21, 1998 after a 14-year struggle with ALS. He became an inspirational example of courage and perseverance. Paralyzed everywhere except his eyes, Richard had to find new ways to communicate. Mostly he "spoke" by moving his eye toward or away from a friend or caregiver as that person recited the alphabet, slowly spelling out sentences. The board of the Burdell ALS Foundation voted to become a chapter of the ALS Association in 2002.

In operation since 2002, The ALS Association of Oregon & SW Washington is the central source for services and education for persons with ALS, their families, caregivers, and health care professionals in all of Oregon and 6 counties of SW Washington. At any given time, there are 400-500 people within Oregon and SW Washington that have ALS and who turn to us for our support and services. Our free services include educational symposia; monthly support groups; case management services to assist in navigating health insurance systems and community support services, in-home visits by health professionals to assess daily living needs; access to a loan pool of durable medical equipment to allow PALS to remain in their homes; and a loan pool of augmentative communication devices. A newsletter, *The Voice*, provides news of research and managing life with ALS as well as fund-raising events to 4,000+ recipients. The programs and research funded by The ALS Association is the best hope for families affected by ALS.

By becoming a sponsor of our ***Walk To D'Feet ALS***, your company will not only receive substantial positive exposure, it will have a direct and significant impact on the lives of hundreds of families struggling with ALS every day here in our community.

CORPORATE SPONSORSHIP OPPORTUNITIES

The following sponsorship opportunities are available for this event to benefit The ALS Association of Oregon & SW Washington and its' patient services programs. This is an exciting opportunity to support a most worthwhile cause and spend a morning with fellow executives, friends and PALS.

Presenting Sponsor.....\$10,000

As the ***Presenting Sponsor*** of the 5th Annual Walk To D'Feet ALS, your firm is assured high visibility before, during and after the Walks.

Corporate Logo prominently placed on walk brochures and posters	10,000 +/-
Highlighted in all press releases & public service announcements produced for event	
Representatives from company carries the <i>Walk</i> banner and leads all walk teams	
Recognition in all e-communications to <i>Walk</i> participants and volunteers	Weekly
Corporate Logo printed prominently on the back (at the top) of event t-shirts	1,000+ t-shirts
Prominently recognized in all event-related mailings	10,000 pieces
Prominently recognized at all kick-off events held for all team captains	
Opportunity to host an information booth or table on day of <i>Walk</i>	
Recognition & a hyperlink on ALS Association's national website	60,000 hits/mo
Recognition on ALS Association of Oregon & SW Washington Chapter's website	
Highlighted in <i>HOPE</i> , The ALS Association's semi-annual national magazine	Circ: 125,000
Highlighted in the <i>Voice</i> , our association's local chapter's newsletter.	Circ: 5,000

All Information Subject to Change

*ALS Association of Oregon & SW Washington
Walk To D'Feet ALS 2006*

Major Sponsor.\$7,500

As the **Major Sponsor** of the 5th Annual Walk To D’Feet ALS, your firm is assured high visibility before, during and after the Walks.

Corporate Logo placed on <i>Walk</i> brochures and posters	10,000 +/-
Highlighted in all press releases produced for event.	
Corporate Logo printed prominently on the back of event t-shirts	1,000+ t-shirts
Prominently recognized in all event-related mailings	10,000 pieces
Prominently recognized at all kick-off events held for all team captains	
Opportunity to host an information booth or table on day of <i>Walk</i>	
Recognition & a hyperlink on The ALS Association's national website	60,000 hits/mo
Recognition on ALS Association of Oregon & SW Washington Chapter's website	
Highlighted in <i>HOPE</i> , The ALS Association's semi-annual national magazine	Circ: 125,000
Highlighted in the <i>Voice</i> , our association’s local chapter’s newsletter.	Circ: 5,000

Gold Sponsor.....\$5,000

As the **Gold Sponsor** of the 5th Annual Walk To D’Feet ALS, your firm is assured high visibility before, during and after the Walks.

Corporate Logo placed on <i>Walk</i> brochures and posters	10,000 +/-
Corporate Logo printed prominently on the back of event t-shirts	1,000+ t-shirts
Recognized in all event-related mailings	10,000 pieces
Recognized at all kick-off events held for all team captains	
Corporate Logo prominently displayed at the event	
Recognition & a hyperlink on The ALS Association's national website	60,000 hits/mo
Recognition on ALS Association of Oregon & SW Washington Chapter's website	
Highlighted in <i>HOPE</i> , The ALS Association's semi-annual national magazine	Circ: 125,000
Highlighted in the <i>Voice</i> , our association’s local chapter’s newsletter.	Circ: 5,000

All Information Subject to Change

Silver Sponsor.....\$2,500

As the ***Silver Sponsor*** of the 5th Annual Walk To D’Feet ALS, your firm is assured high visibility before, during and after the Walks.

Name listed on <i>Walk</i> brochures and posters	10,000 +/-
Name printed on the back of the event t-shirts	1,000+ t-shirts
Recognized at all kick-off events held for all team captains	
Corporate name prominently displayed at the event	
Recognition on ALS Association of Oregon & SW Washington Chapter's website	
Highlighted in the <i>Voice</i> , our association’s local chapter’s newsletter.	Circ: 5,000

Bronze Sponsor.....\$1,000

As the ***Bronze Sponsor*** of the 5th Annual Walk To D’Feet ALS, your firm is assured high visibility before, during and after the Walks.

Name printed on the back of the event t-shirts	1,000+ t-shirts
Recognized at all kick-off events held for all team captains	
Name placed on kilometer sponsor sign placed along route	
Recognition on the ALS Association of Oregon & SW Washington Chapter's website	
Highlighted in the <i>Voice</i> , our association’s local chapter’s newsletter.	Circ: 5,000

Kilometer Sponsor.....\$500

Name placed on kilometer sponsor sign placed along walk route	
Highlighted in the <i>Voice</i> , our association’s local chapter’s newsletter.	Circ: 5,000

All Information Subject to Change

Volunteer T-Shirt Sponsor (Exclusive Opportunity).....\$2,500

Corporate logo prominently displayed on the back of all volunteer shirts (no other sponsor names appear on the volunteer shirts)	200 t-shirts
Name printed on the back of the event t-shirts	1,000+ t-shirts
Corporate name prominently displayed at the event	
Recognition on ALS Association of Oregon & SW Washington Chapter's website	
Highlighted in the <i>Voice</i> , our association's local chapter's newsletter.	Circ: 5,000

Water Sponsor.....\$2,000

Ownership of the water distribution tables at a <i>Walk</i> site of your choice	2-3 tables
Corporate logo displayed on water bottles distributed on <i>Walk</i> day of your choice	
Recognition on ALS Association of Oregon & SW Washington Chapter's website	
Highlighted in the <i>Voice</i> , our association's local chapter's newsletter.	Circ: 5,000

Rest Stop Sponsor.....\$1,000

Ownership of the rest stop at a <i>Walk</i> site of your choice, to display company product/materials and banner	
Opportunity to rally your employees and lend your personal flavor to the rest stop by utilizing your employees as hosts	
Recognition on ALS Association of Oregon & SW Washington Chapter's website	
Highlighted in the <i>Voice</i> , our association's local chapter's newsletter.	Circ: 5,000

All Information Subject to Change

“Because We Care” Sponsors

Sponsorship opportunities of any amount are available for funding or in-kind donations that will enhance the programs listed below.

The ALS Association of Oregon & SW Washington is committed to providing a full range of support services for ALS patients and their families. Funded entirely through donations and events such as the *Walk to D’Feet ALS®*, the Chapter’s services are offered free of charge and include:

- Augmentative & Alternative Communication Program
- Certified ALS Clinic
- Individual Support/Home Visits
- Medical Equipment Loan Closet
- Respite Care Program
- Information, Advocacy and Public Awareness
- PALS & Family Education Programs
- Support Groups
- Counseling Services

The financial cost to families of persons with ALS is exceedingly high. It is estimated that in the advanced stages of ALS care can cost an average of \$200,000 a year.

Special sponsorship in-kind recognition is also available for major donors of goods and services, depending on the cash value of the donation.

For more information, please contact Cindy or Aubrey at 503-238-5559.

You can truly make a difference in the lives of everyone who has been affected by ALS.

All Information Subject to Change

*ALS Association of Oregon & SW Washington
Walk To D’Feet ALS 2006*

Walk Registration

- _____ *I would like to participate by volunteering my time - please contact me.*
_____ *I am unable to attend but wish to make a donation in the amount of \$ _____*
_____ *Yes! I would like to sponsor the 2006 Walk To D'Feet ALS*

Please check appropriate sponsorship(s):

- _____ *Presenting Sponsor \$10,000*
_____ *Major Sponsors \$7,500*
_____ *Gold Sponsors \$5,000*
_____ *Silver Sponsors \$2,500*
_____ *Bronze Sponsors \$1,000*
_____ *Kilometer Sponsors \$500*
_____ *Volunteer T-Shirt Sponsor (Exclusive Opportunity) \$2,500*
_____ *Water Sponsors (One Available Per Walk Site) \$2,000*
_____ *Rest Stop Sponsors (One Available Per Walk Site) \$1,000*

Enclosed is my check for \$_____ made payable to: The ALS Association of Oregon & SW Washington
Our organization is tax exempt under the provision of section 501 (c) (3) of the Internal Revenue Code Federal ID # 68-0516066

Credit Card Account Number _____ Exp. Date _____ VISA ___ MC ___ (Check one)

Name: _____

Phone # _____

Address: _____ City _____ Zip _____

Signature _____

Please return this form to:

Walk To D'Feet ALS 2006
C/O Aubrey Mercer
The ALS Association of Oregon & SW Washington
1221 SW Yamhill Street, Suite 116
Portland, Oregon 97205
FAX: (503) 296-5590

All Information Subject to Change

*ALS Association of Oregon & SW Washington
Walk To D'Feet ALS 2006*