

Sponsorship Opportunities 2009



Saturday, September 12, 2009



Les Turner ALS Foundation
5550 W. Touhy Avenue
Suite 302
Skokie, Illinois 60077
847-679-3311
www.lesturnerals.org



WHAT IS ALS?

- ALS, commonly known as Lou Gehrig's disease, is a neuromuscular disease that slowly robs people of the ability to walk, speak or breathe.
- 10 percent of all ALS cases are genetic and the cause of the remaining 90 percent is unknown.
- Currently, there is no prevention or cure.

ALS IN YOUR COMMUNITY

- In Illinois, approximately 1,000 people currently have ALS and over 250 new patients are diagnosed each year. Thousands more are affected by the disease, as friends and family members become caregivers for people with ALS.
- The Les Turner ALS Foundation currently serves 90% of the ALS patients in the Chicagoland area.

THE LES TURNER ALS FOUNDATION

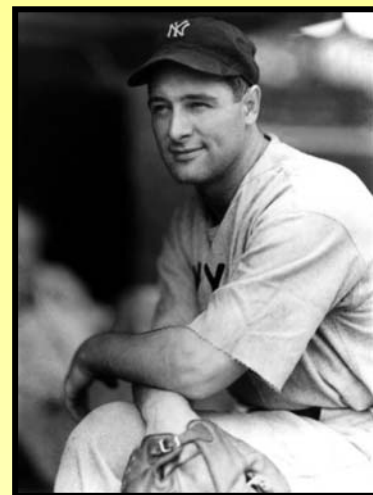
The Les Turner ALS Foundation, founded in 1977, is the **only** independent publicly supported non-profit organization in the Chicago-area devoted solely to the treatment and elimination of ALS. Over the years, the Foundation, in partnership with Northwestern University Feinberg School of Medicine, has provided world-class research and patient services for thousands of patients and family members living in Chicagoland, Northwest Indiana and Southeast Wisconsin.

The Foundation's mission is to:

- Advance **scientific research** into the causes, treatments and prevention of ALS.
- Provide people living with ALS, their families and caregivers exceptional **clinical care and support services**.
- Increase **awareness and education** of ALS.

The Foundation supports:

- Two world-class scientific research programs
- A multi-disciplinary clinical care program
- Six monthly support groups
- Professional in-home consultation services
- Communications and durable medical equipment programs
- Respite grants
- Variety of educational activities and resources



Lou Gehrig, "The luckiest man on the face of the earth."



Teepu Siddique, MD, Director of Les Turner ALS Research Lab since 1991.



Young volunteers raise funds and awareness for ALS at our annual May Tag Days Drive.



Les Turner ALS Foundation
Contact: Hildie Cohen
847-745-6016
hcohen@lesturnerals.org



WHAT IS THE ALS WALK4LIFE?

The *ALS Walk4Life* is a demonstration of hope, courage and community and a positive way for people to recognize the resilience and strength of those affected by ALS. The Walk attracts over 5,000 people annually from the Chicagoland area and surrounding suburbs, making it one of the world's largest ALS gatherings! The *ALS Walk4Life* has raised nearly \$5 million since its inception.

This inspiring two-mile Walk will be held at Montrose Harbor along the Chicago Lakefront. Sponsor signage and advertising is placed along the route. Walkers and volunteers experience a lively post-Walk celebration complete with a children's activity area, vendor area, lavish food tent, music with 101.9 WTMX FM: The Mix and a stunning performance by the Jesse White Tumblers.



The ALS Walk4Life – over 5,000 strong!

MARKET DEMOGRAPHICS

- 63% of walkers surveyed have children under 21 in household
- 75% of walkers surveyed work full or part-time
- 92% of walkers live in the state of Illinois
- 22% of walkers live in the city of Chicago
- 19% of walkers live in the Chicago Metropolitan Area



Give our Walk sponsors a hand.

HOW MANY POTENTIAL CUSTOMERS ARE THERE FOR YOU?

- WTMX FM: The Mix radio station – minimum 20 Live PSA's and inclusion on station website with over **2 million** page views per month
- PSA announcements on Comcast and ABC 7 - Chicago that reach hundreds of thousands of customers
- 40,000 circulation for ad placed in Pioneer Press North Shore (ad runs for 2 weeks)
- 26,000 receive agency newsletters advertising Walk
- 24,000 website visits per year (web traffic triples from mid-August through September)
- 22,000 receive Walk brochure (12,000 mailed and 10,000 distributed)
- 7,500 receive save the date postcard
- 7,000 receive weekly emails
- 5,000 walkers attend the day of the walk on average



Over 250 Walk Teams participate.



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WHAT WE OFFER

Widespread, positive brand awareness

65% of walkers surveyed in 2008 said they would have a favorable impression of a Walk sponsor's brand.

The *ALS Walk4Life* reaches thousands of people each year through the Foundation's widespread publicity efforts. The Walk is a year-round endeavor that will provide your company expansive outreach throughout Chicagoland. Teams begin fundraising in January and are continuously exposed to our corporate sponsors leading up to and following the event via various print and media materials.

Increased company morale

72% of Americans want to work for companies that support charitable causes. 2004 Deloitte & Touche USA LLP

Involvement with the *ALS Walk4Life*, whether by sponsoring the Walk, organizing a Walk Team, or providing a sampling opportunity, will actively engage your staff in positive, team-building experiences. We welcome all sponsors to form a Walk Team. At the Walk, you will directly see the impact of your support and enhance your visibility with thousands of potential customers.

Opportunity to improve lives

Every 90 seconds someone is diagnosed with ALS.

Coping with the unique challenges brought on by ALS can be difficult. The unpredictable progression of the disease can leave people feeling emotionally, physically and financially overwhelmed. Your sponsorship is important because it helps us return more funds back to our cause – and helps provide hope and care to our patients and families. Your participation ensures that great promise becomes true progress in the fight against ALS.

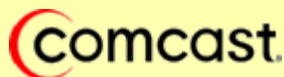


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PAST SPONSORS

Both local and national companies have recognized the importance of supporting ALS through the *ALS Walk4Life*. When you join us through your sponsorship, you will be in good company.



SPONSORSHIP OPTIONS

CASH SPONSORSHIP LEVELS – (see page 6 for details)

- Platinum - \$25,000
- Gold - \$10,000
- Silver - \$5,000
- Bronze - \$2,500

IN-KIND SPONSORSHIP – There are many items needed for the Walk. In-kind donations reduce our event overhead costs and offer needed services. Needed items include water, refreshments, balloons and event services, such as electrical and sound engineering.

SAMPLING OPPORTUNITY – Just \$500 – We can provide your company with an opportunity to reach 5,000 walkers. Join us on Walk day and introduce your product to a target audience. We will provide you with a designated table to distribute your materials and your logo on our website.

HOW TO GET STARTED

If you are interested in becoming a Sponsor, please complete the enclosed form. If you have any questions, please contact Hildie Cohen at 847-745-6016 or hcohen@lesturnerals.org.



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CASH SPONSOR BENEFITS

We are excited to have you join us. As a presenting sponsor, you will receive the benefits outlined below according to your level of contribution.

	Platinum \$25,000	Gold \$10,000	Silver \$5,000	Bronze \$2,500
Company name/logo featured on the following:				
<ul style="list-style-type: none"> •5,000 t-shirts •7,000 weekly emails with company website link •7,500 save the date postcards •26,000 Foundation newsletters •22,000 Event brochures •Foundation website w/link to your company's website •Exclusivity in donor category 	X	X	X	X
Assistance with corporate team building (presentation to employees at on-site meeting, video presentation, goal-setting, sample materials, etc.)	X	X	X	X
Vendor space available at Walk site for promotional materials and sampling, if desired	X	X	X	X
Corporate banner(s) at start/end of Walk route	X	X	X	X
In-kind sponsors receive logo on t-shirt only for donation valued at \$2,500 or above	X	X	X	X
Print advertisements – Pioneer Press ad (circulation 40,000)	X	X		
Partnership highlighted in all pre and post event press releases	X	X		
Verbal recognition at the Walk	X	X		
Representatives will receive a special invitation to attend and participate in the kick-off event	X	X		
Signage along Walk route	X	X		
Partnership identified in PSAs. Potential for representative to appear on Comcast Network Programming	X			
Hospitality tent and gathering space for corporate team members	X			
One-time dedicated email to Walk audience advertising your product	X			
Company name/logo on t-shirt front and commemorative gift	X			



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ALS WALK4LIFE SPONSORSHIP FORM

Organization: _____

Contact: _____

Title: _____

Address: _____

Telephone: _____

Fax: _____

E-Mail: _____

SPONSORSHIP LEVELS:

Please check sponsorship level desired.

PLATINUM - \$25,000

GOLD - \$10,000

SILVER - \$5,000

BRONZE - \$2,500

OTHER AMOUNT: _____

IN-KIND DONATION: ITEM _____

SAMPLING OPPORTUNITY- \$500 fee: ITEM _____

PAYMENT:

Checks payable to the LES TURNER ALS FOUNDATION

CREDIT CARD PAYMENTS:

VISA MASTERCARD DISCOVER CARD AMERICAN EXPRESS

NUMBER: _____ EXP. DATE: _____

V-CODE: _____ SIGNATURE: _____

For more information, please contact Hildie Cohen at hcohen@lesturnerals.org or 847-745-6016.

Please return this form to:

Hildie Cohen

Les Turner ALS Foundation – Walk Sponsorship

5550 W. Touhy Avenue, Suite 302

Skokie, IL 60077

Fax: 847-679-9109



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