

**ALS CLINIC AT AUGUSTA UNIVERSITY  
NEUROSCIENCE CENTER  
SPONSORSHIP OPPORTUNITIES**



**BEAT FEET FOR ALS**

**SEPTEMBER 23, 2017**

**AT THE RIVERWALK**

**AUGUSTA, GA.**

Proceeds will benefit the Augusta University ALS Clinics in  
Augusta & Macon, Ga.

Please visit our walk website: [www.walk.alsgru.com](http://www.walk.alsgru.com)

Augusta University ALS Clinic  
1120 15th Street, BP-4390  
Augusta, Ga. 30912  
Office: (706)721-2681 Fax: (706)721-8701

## **What is ALS?**

Amyotrophic lateral sclerosis (ALS), commonly known as “Lou Gehrig’s disease,” currently affects as many as 30,000 Americans, with an average of 15 people newly diagnosed daily. ALS has no racial, ethnic, or socioeconomic boundaries. It is a progressive disease that affects nerve cells in the brain and spinal cord. With ALS, those nerve cells begin to die, leading to muscle weakness, paralysis, and worsening respiratory functions. This will eventually lead to their death and usually within 5 years from their initial symptoms. As the disease progresses, it will affect all activities of daily living, including eating, dressing, writing, walking, breathing and talking. ALS is a relentless disease and there is no known cause or cure.

## **Our Mission**

To lead the fight to cure and treat ALS by making cutting-edge research available, and to encourage and empower People with ALS (PALS) and their families to live fuller lives by providing them with compassionate care, needed resources, and support as they battle this disease.

## **Description of the BEAT FEET for ALS event**

Every year, hundreds of people including ALS patients, families, friends, volunteers, and corporate leaders join together to raise funds in support of the local ALS Clinics where they provide patient service programs and the latest trials in clinical research. This year, the ALS Clinic at Augusta University Neuroscience Center is hosting the BEAT FEET for ALS event at the Augusta Riverwalk. The walk is up to 3 miles and will include music, snacks, and fun activities for the whole family. To show support, ALS Walk T-shirts are worn; however, many teams create their own custom T-shirts to show their enthusiasm and team pride.

## **Why should I become a sponsor?**

The recruitment of sponsors helps us to offset the cost of hosting these fund raising events so the majority of the funds raised go to directly supporting our ALS patients and our ongoing research at the ALS Clinics.

## **How can I become a sponsor?**

Read through this packet and find the right sponsorship level for you. Certain sponsorship levels are limited and are available on a first come, first served basis.

Whether through a tax deductible financial cash contribution, cause-related marketing program, or an in-kind product service/donation, the ALS Clinic at Augusta University Neuroscience Center is eager to explore new and innovative ways to partner with your company. When you are ready, fill out the Sponsorship Confirmation form (the last page) and return it.

Questions? Please contact the Walk Staff at [bquarles@augusta.edu](mailto:bquarles@augusta.edu) or (706)721-2681

***Thank you for your consideration!***

# **SPONSORSHIP OPPORTUNITIES**

## **PRESENTING SPONSOR**

**\$10,000**

- Category exclusivity (unless waived)
- Recognition in all e-communications to Walk participants and volunteers.
- Recognition in any media releases as Presenting Sponsor
- Recognition at all Walk-related events as Presenting Sponsor
- Opportunity for a company representative to carry the Walk banner and lead the Walk
- Opportunity to participate in the Opening Ceremony
- Premier logo placement on:
  - Walk Day signage
  - Walk brochures
  - Walk T-shirts
  - Walk posters
  - Walk banner at the start/finish line
  - All other Walk related communications
- Recognition and hyperlink on the ALS Walk website
- Opportunity to display corporate banner or other approved signage on Walk Day
- Opportunity to set up informational booth (product sales prohibited)
- Opportunity to advertise participation in the Walk in any of your company communications

## **PLATINUM SPONSOR**

**\$5,000**

- Recognition in media releases as Platinum Sponsor (frequency and extent of exposure dependent upon sponsorship level)
- Recognition at all Walk-related events as Platinum Sponsor
- Prominent logo placement on:
  - Walk Day signage
  - Walk brochures
  - Walk T-shirts
  - Walk posters
  - All other Walk related communications
- Recognition and hyperlink on the ALS Walk website
- Opportunity to display corporate banner or other approved signage on Walk Day
- Opportunity to set up informational booth (product sales prohibited)
- Opportunity to advertise participation in the Walk in any of your company communications

If you have any questions, please contact the Walk staff at (706)721-2681 or at [bquarles@augusta.edu](mailto:bquarles@augusta.edu)

# **SPONSORSHIP OPPORTUNITIES**

## **CONTINUED**

### **GOLD SPONSOR**

**\$2,500**

- Recognition in media releases as Gold Sponsor (frequency and extent of exposure dependent upon sponsorship level)
- Recognition at all Walk-related events as Gold Sponsor
- Logo displayed on:
  - Walk Day signage
  - Walk brochures
  - Walk T-shirts
- Recognition and hyperlink on the ALS Walk website
- Opportunity to display corporate banner or other approved signage on Walk Day
- Opportunity to set up informational booth (product sales prohibited)
- Opportunity to advertise participation in the Walk in any of your company communication

### **SILVER SPONSOR**

**\$1,000**

- Recognition at all Walk-related events as a Silver Sponsor
- Logo displayed on:
  - Walk Day signage
  - Walk T-shirts
- Recognition and hyperlink on the ALS Walk website
- Place your business coupons and flyers at our sponsorship booth.
- Opportunity to advertise participation in the Walk in any of your company communication

### **BRONZE SPONSOR**

**\$500**

- Logo displayed on:
  - Walk Day signage
- Recognition on the ALS Walk website
- Place your business coupons and flyers at our sponsorship booth.
- Opportunity to advertise participation in the Walk in any of your company communication

### **WALK DAY BOOTH SPONSOR**

**\$250**

- Opportunity to set up a company booth on Walk day

# SPONSORSHIP CONFIRMATION

We authorize the ALS Clinic at Augusta University Neuroscience Center to include our corporate name and logo on all BEAT FEET for ALS correspondences consistent with our sponsorship selection.

Payments can be made directly to the walk website at [www.walk.alsgru.com](http://www.walk.alsgru.com), if most convenient.

Sponsors getting their logo on the walk t-shirts will need to have their sponsorship form, payment, & logo turned in by SEPTEMBER 5, 2017. \*\*Please email your company's logo to [bquarles@augusta.edu](mailto:bquarles@augusta.edu)\*\*

Please indicate your level of sponsorship:

Please Mail this page to:

Augusta University ALS Clinic  
1120 15th Street, BP-4390  
Augusta, GA 30912

OR Fax it to:  
(706) 721-8701

	<b>Level of Sponsorship</b>	<b>Amount</b>
<input type="radio"/>	Presenting Sponsor	\$10,000
<input type="radio"/>	Platinum Sponsor	\$5,000
<input type="radio"/>	Gold Sponsor	\$2,500
<input type="radio"/>	Silver Sponsor	\$1,000
<input type="radio"/>	Bronze Sponsor	\$500
<input type="radio"/>	Walk Day Booth Sponsor	\$250

NAME: \_\_\_\_\_

COMPANY NAME: \_\_\_\_\_

ADDRESS: \_\_\_\_\_

CITY: \_\_\_\_\_ STATE: \_\_\_\_\_ ZIP: \_\_\_\_\_

PHONE: \_\_\_\_\_ FAX: \_\_\_\_\_

E-MAIL: \_\_\_\_\_

PAYMENT OPTIONS:                      CHECK IS ENCLOSED  
(Payable to: Georgia Health Sciences Foundation (FUND 1078))

CREDIT CARD  
(Complete below)

CREDIT CARD INFORMATION \*Note: This information is required to process your credit card. We do not store full credit card numbers.

NAME: \_\_\_\_\_

TYPE: VISA , MASTER CARD, AMERICAN EXPRESS, DISCOVER

CREDIT CARD #: \_\_\_\_\_ EXP. DATE: \_\_\_\_\_

PHONE NUMBER (to call to obtain card verification #): \_\_\_\_\_

BILLING ADDRESS (if different than above): \_\_\_\_\_

CITY: \_\_\_\_\_ STATE: \_\_\_\_\_ ZIP: \_\_\_\_\_

SIGNATURE: \_\_\_\_\_ DATE: \_\_\_\_\_

If you have any questions, please contact the Walk staff at (706)721-2681 or at [bquarles@augusta.edu](mailto:bquarles@augusta.edu)