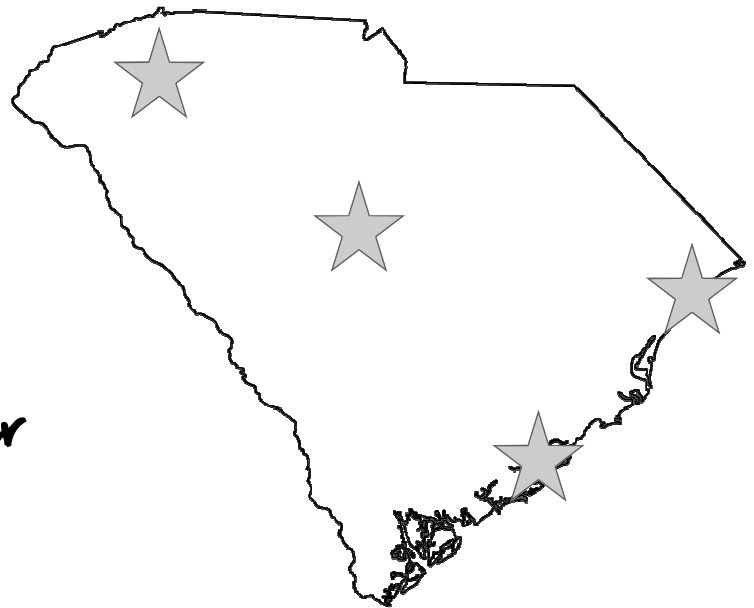


SPONSORSHIP OPPORTUNITIES

with The ALS Association
South Carolina Chapter

1064 Gardner Road, Suite 101
Charleston, SC 29407
Phone 866.492.4821 • Fax 843.278.8749
www.scalsa.org



Dates & Locations

GRAND STRAND WALK

March 20th

at Grand Park
The Market Common Myrtle Beach

LOWCOUNTRY WALK

April 10th

at Riverfront Park in North Charleston
on the former Charleston Naval Base

UPSTATE WALK

April 24th

at Heritage Park Amphitheater
in Simpsonville

MIDLANDS WALK

May 1st

at the Riverwalk Amphitheater
in West Columbia

What is ALS?

Amyotrophic lateral sclerosis (ALS), commonly known as "Lou Gehrig's disease," currently afflicts more than 30,000 Americans, with a new person diagnosed every 90 minutes. ALS affects people all over the world with no racial, ethnic, or socioeconomic boundaries. It is a progressive disease that affects nerve cells in the brain and spinal cord. When ALS attacks, it stops muscles throughout the body from working and eventually leads to death. There is no known cause or cure for ALS.

The ALS Association - Our Mission

To lead the fight to cure and treat ALS through global, cutting-edge research, and to empower people with Lou Gehrig's disease and their families to live fuller lives by providing them with compassionate care and support.



© Photography by Thomas Koenig

Description of the Walk to Defeat ALS™ event

Walk to Defeat ALS™ is The ALS Association's national signature fundraising event. Each year, over 120,000 people including ALS patients, families, friends, volunteers, and corporate leaders join together to raise funds in support of The Association's community-based patient services programs and cutting-edge research.

This year, The ALS Association South Carolina Chapter will be hosting 4 Walks to Defeat ALS™ throughout the state. The Walk to Defeat ALS™ is typically 5 kilometers, or approximately 3.1 miles, and includes fun activities for the whole family. Many teams create custom T-shirts to show off their team pride.

Why should I become a sponsor?

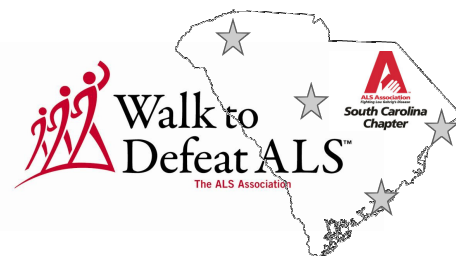
Our objective is to offset costs for all of our events so the majority of funds raised are directly supporting ALS patient services in South Carolina and national cutting-edge research.

How can I become a sponsor?

Read through this packet and find the right sponsorship level for you. Then, fill out the Sponsorship Confirmation form (the last page) and return it to the Chapter. Sponsorship levels are limited and are available on a first come, first served basis.

Whether through financial cash contributions, cause-related marketing programs, or in-kind product service/donations, The ALS Association South Carolina Chapter is eager to explore new and innovative ways to partner with your company.

Customization of sponsorship benefits to meet the needs of your company is also available by contacting Denise Philips, Development Coordinator, at 866.492.4821 or dphilips@scalsa.org.





SPONSORSHIP LEVELS



PRESENTING SPONSOR

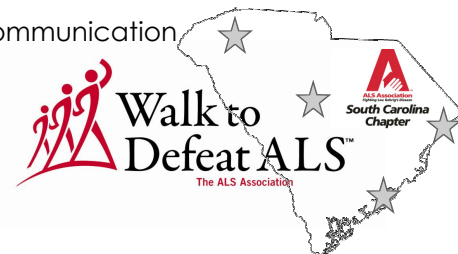
\$10,000

- Category exclusivity (unless waived)
- Recognition in all e-communications to Walk participants and volunteers.
- Recognition in 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 in all 4 locations
- Opportunity to participate in the Opening Ceremony in all 4 Walk locations
- Premier logo placement on:
 - Walk banner at the start/finish line at all 4 Walk locations
 - Walk Day signage
 - Walk brochures
 - Walk T-shirts
 - Walk posters
 - All other Walk related communications
- Recognition and hyperlink on the ALS Association South Carolina Chapter's Walk website
- Opportunity to display corporate banner or other approved signage on Walk Day in all 4 locations
- Opportunity to set up informational booth (product sales prohibited) in all 4 Walk locations
- Recognition in Chapter ALS Connections eNewsletter
- Highlighted in the Walk article and in the sponsor listing in the Chapter Patient Services Newsletter "Palmetto Pals"
- Opportunity to advertise participation in the Walk in any of your company communication

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 Association South Carolina Chapter's Walk website
- Opportunity to display corporate banner or other approved signage on Walk Day in all 4 locations
- Opportunity to set up informational booth (product sales prohibited) in all 4 Walk locations
- Recognition in Chapter ALS Connections eNewsletter
- Highlighted in the Walk article and in the sponsor listing in the Chapter Patient Services Newsletter "Palmetto Pals"
- Opportunity to advertise participation in the Walk in any of your company communication





SPONSORSHIP LEVELS



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
 - Walk posters
 - All other Walk related communications
- Recognition and hyperlink on the ALS Association South Carolina Chapter's Walk website
- Opportunity to display corporate banner or other approved signage on Walk Day at one Walk location
- Opportunity to set up informational booth (product sales prohibited) in one Walk location
- Recognition in Chapter ALS Connections eNewsletter
- Listed in the sponsor listing in the Chapter Patient Services Newsletter "Palmetto Pals"
- Opportunity to advertise participation in the Walk in any of your company communication

SILVER SPONSOR

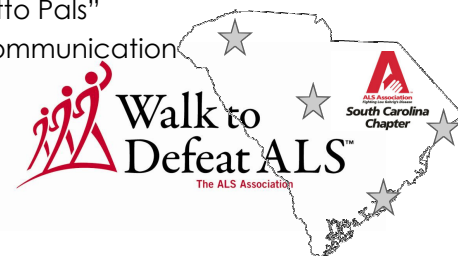
\$1,000

- Recognition at all Walk-related events as Silver Sponsor
- Logo displayed on:
 - Walk Day signage
 - Walk T-shirts
- Recognition and hyperlink on the ALS Association South Carolina Chapter's Walk website
- Place you business coupons and flyers at our sponsorship booth.
- Recognition in Chapter ALS Connections eNewsletter
- Listed in the sponsor listing in the Chapter Patient Services Newsletter "Palmetto Pals"
- 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 Association South Carolina Chapter's Walk website
- Place you business coupons and flyers at our sponsorship booth.
- Recognition in Chapter ALS Connections eNewsletter
- Listed in the sponsor listing in the Chapter Patient Services Newsletter "Palmetto Pals"
- Opportunity to advertise participation in the Walk in any of your company communication



ADDITIONAL SPONSORSHIP OPTIONS

KICK-OFF EVENT SPONSOR (one available for each Walk)

\$1,500

- Corporate name and logo will be displayed on the Kick-Off Event invitation as the official sponsor of the Event (to be held approximately 8 weeks before the Walk).
- Prominently recognized at the Kick-Off Event.
- Logo displayed on:
 - Walk Day Signage
 - Walk T-shirts
- Opportunity to display corporate banner or other approved signage at the Kick-Off Event
- Recognition and hyperlink on the ALS Association South Carolina Chapter's Walk website
- Highlighted as the official sponsor of the Kick-off Event in the Chapter Patient Services Newsletter "Palmetto Pals"
- Opportunity to advertise participation in the Walk in any of your company communication

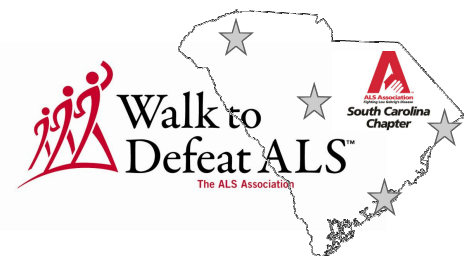


© Photography by Thomas Koenig

VOLUNTEER SPONSOR

\$2,000

- Category exclusivity (unless waived)
- Logo displayed on Red Volunteer Walk T-shirts
- Recognition and hyperlink on the ALS Association South Carolina Chapter's Walk website
- Highlighted as the official Volunteer Sponsor in the Chapter Patient Services Newsletter "Palmetto Pals"
- Opportunity to advertise participation in the Walk in any of your company communication



SPONSORSHIP CONFIRMATION

Yes, we are proud to join the efforts of The ALS Association South Carolina Chapter & continue the fight against ALS!



- ☐ We authorize The ALS Association South Carolina Chapter to include our corporate name and logo on all Walk to Defeat ALS™ materials consistent with our sponsorship selection.

* Please email your company's logo to dphilips@scalsa.org

Please indicate your level of sponsorship:

- | | | | | | |
|---------------------------|--------------------------|----------|--------------------------------|--------------------------|-------------------|
| Presenting Sponsor | <input type="checkbox"/> | \$10,000 | Kick-Off Event Sponsor* | <input type="checkbox"/> | \$ 1,500 |
| Platinum Sponsor | <input type="checkbox"/> | \$ 5,000 | Volunteer Sponsor | <input type="checkbox"/> | \$ 2,000 |
| Gold Sponsor* | <input type="checkbox"/> | \$ 2,500 | Custom Sponsorship | <input type="checkbox"/> | Please contact me |
| Silver Sponsor | <input type="checkbox"/> | \$ 1,000 | | | |
| Bronze Sponsor | <input type="checkbox"/> | \$ 500 | | | |

* Select preferred Walk Location: ☐ GRAND STRAND ☐ LOWCOUNTRY ☐ UPSTATE ☐ MIDLANDS

NAME: _____

COMPANY NAME: _____

ADDRESS: _____

CITY: _____ STATE: _____ ZIP: _____

PHONE: _____ FAX: _____

E-MAIL: _____

PAYMENT OPTIONS -

- ☐ CHECK IS ENCLOSED ☐ CREDIT CARD ☐ BILL ME
(Payable to: The ALS Association SC Chapter) (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 (for the Chapter to call to obtain card verification #): _____

BILLING ADDRESS (if different than above): _____

CITY: _____ STATE: _____ ZIP: _____

SIGNATURE: _____ DATE: _____

Please mail or fax this page to:

The ALS Association South Carolina Chapter
1064 Gardner Road, Suite 101
Charleston, SC 29407
FAX: 843.278.8749

If you have any questions, feel free to contact:

Denise Philips - Development Coordinator

866.492.4821 - dphilips@scalsa.org

or visit the Chapter website: www.scalsa.org

* Please contact the office regarding sponsorship deadlines.