



ALS
United
Mid-Atlantic



2025 ALS UNITED WALK

SPONSORSHIP PROPOSAL

WALK IN MEMORY OF
CRAIG REYNOLDS
WIFE
WIFE
WIFE
WIFE

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CRAIG REYNOLDS
WIFE
WIFE
WIFE
WIFE

*Presented by Michelle Rogers on
behalf of ALS United Mid-Atlantic.*

LEARN MORE ABOUT

ALS UNITED MID-ATLANTIC

ALS United Mid-Atlantic provides compassionate care to ALS families across Eastern and Central Pennsylvania, Central and Southern New Jersey, and all of Delaware.



People living with ALS and their families come first in everything we do, and everything we do supports the search for effective treatments and cures for ALS.

ALS United Mid-Atlantic is committed to our mission, to unite and empower the ALS community through a collaborative approach to fostering bold research initiatives, advancing national and state advocacy, and providing comprehensive care and support to individuals and families affected by ALS.



Advocacy

ALS United Mid-Atlantic focuses on state and federal advocacy for research, health and long-term care, and caregiver support.



Care Services

ALS United Mid-Atlantic is committed to enhancing the quality of life for those living with ALS through comprehensive care programs.



Research

ALS United Mid-Atlantic prioritizes funding the most promising research endeavors and cultivating innovative partnerships.

A FOCUS ON

CARE SERVICES

ALS United Mid-Atlantic is committed to enhancing the quality of life for those living with ALS through comprehensive care programs. We understand the value of those with the disease being able to communicate, function safely in their home, and travel to ALS Treatment Centers for comprehensive evaluation and treatment. Our programs are designed to meet these essential care needs as well as the emotional needs of people living with ALS and their caregivers.

1,200

Patients served, on average, each year



124

Support/research groups offered for patients, family members, and/or caregivers



600+

Assistive Technology interventions through the Scott A. Mackler, MD, PhD Assistive Technology Program



EVENT DETAILS

ALS UNITED WALK

The Lehigh Valley ALS United Walk is scheduled for **Saturday, September 27, at Cedar Crest College.**

Participants will gather for check-in at 9:00 AM and the Walk will officially start at 10:00 AM.

We need your support to reach and surpass our 2025 Lehigh Valley ALS United Walk fundraising goal of \$120,000.

Join us by sponsoring the Lehigh Valley Walk or creating a Corporate Team!



HISTORY

The Lehigh Valley Walk began in 2003 when a small, but mighty group of volunteers founded this Walk to honor their loved ones. It has grown over the last 21 years to reflect the amazing sense of community in Lehigh Valley with over 250 participants walking in 2024.

This amazing Lehigh Valley Walk community has raised \$2.8 million for ALS care, research, and advocacy since 2003.



GET INVOLVED

MAKE A DIFFERENCE

By supporting ALS United Mid-Atlantic's events, your company will benefit from maximum media exposure and co-branding with the region's largest and most trusted source of ALS education and awareness information.

Our wide-ranging network of constituents includes thousands of patients, families, healthcare professionals, and well-known leaders in business, sports, and government who feel proud to patronize businesses that support the fight to end ALS.



There are many ways to get involved with the Lehigh Valley ALS United Walk:

- Form a corporate team. Encourage your employees to register and fundraise! Registration and fundraising are made simple through our website. Before the event, create custom t-shirts and host a kick-off to get your employees on board.
- Sponsor the Lehigh Valley ALS United Walk! Show your commitment to supporting our ALS mission and join many other wonderful organizations that sponsor our events. Your logo or name can be featured on the event website, emails, social media, signage, and more.
- Look into matching gift programs. Many organizations match donations to non-profits. Through matching gift programs, your donation can make an even bigger impact on local patient care programs, research, and more.
- Reach out to employees and ask them to volunteer at the Lehigh Valley ALS United Walk. We offer a variety of volunteer positions at our events that will allow your employees to get involved and support the ALS community. Volunteering at events is a great way to meet people and understand the importance of the ALS United Mid-Atlantic's mission.

SPONSORSHIP OPPORTUNITIES
ALS UNITED WALK



Sponsorship Benefits	Presenting \$10,000	Gold \$6,000	Silver \$3,000	Bronze \$1,500
Speaking opportunity & VIP Team Tent	X			
Logo included on monthly e-newsletter February through July	X			
Opportunity for video shared on social media*	X	X		
Logo on banners, posters, & flyers	X	X		
Opportunity for corporate table	X	X	X	
Social media recognition	X	X	X	
Recognition in post event thank you email	X	X	X	X
Logo/Link on event page	X	X	X	X
Recognition in newsletter	X	X	X	X
Logo on t-shirt	X	X	X	X
Recognition during opening ceremony	X	X	X	X

**Length of video determined by sponsor level.*

2025 ALS UNITED WALK

CORPORATE AGREEMENT FORM

Please complete the information below. The company name listed will be used on promotional materials as written; **please list it as you would like it to appear**, including capitalization, hyphens, and registered marks, if necessary. Distribution of sponsorship benefits begins once the form is received.

Company Name: _____

Contact Name: _____ Title: _____

Email: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Fax: _____

Company's Web Address: _____

Signature: _____

Sponsor agreement form due promptly to ALS United Mid-Atlantic to ensure the company name and/or logo placement on agreed-upon marketing materials. Logos in EPS and JPG format must be submitted with agreement. Sponsor, cash or in-kind, must have written consent from the ALS United Mid-Atlantic name or logo in any marketing collateral, media release, etc., regarding their attendance and/or partnership.

We are proud to be a sponsor at the _____ level.

Enclosed is check # _____ for \$ _____.

Please invoice me at the address above.

Credit card payment # _____ exp _____

Signature _____

Our company will form a team. Please send me more information.



For more information, contact:

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www.alsmidatlantic.org