

ALS Golden
West
Chapter
ASSOCIATION

Sponsorship Opportunities

CHAMPIONS FOR CARE AND A CURE

presented by



Mitsubishi Tanabe Pharma America

FRIDAY, NOVEMBER 15, 2019
HYATT REGENCY SAN FRANCISCO

WWW.ALSCHAMPIONS.ORG

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ABOUT THE EVENT

CHAMPIONS FOR CARE AND A CURE

wine tasting | live entertainment | auction | gourmet dinner

FRIDAY, NOVEMBER 15, 2019

Hyatt Regency San Francisco
5 Embarcadero Center
6-10 p.m.

Join us for an inspirational evening dedicated to raising awareness and conquering ALS. The event will feature wine tasting from top wineries in California, silent and live auction, gourmet dinner, special guest appearances, and presentation of the Golden West Chapter's highest honors, the *Essey Awards*.

Champions for Care and a Cure is a celebration of the outstanding individuals and organizations whose contributions and efforts have advanced our chapter's mission. We recognize and honor those who, every day, fight to defeat ALS: researchers, health professionals, advocates, philanthropists, care givers, and those living with ALS—these are *our* Champions.

2019 ESSEY AWARD HONOREES

Kathy Beallo

Philanthropist of the Year

Fred Noteware

Dean and Kathleen Rasmussen Advocate of the Year Award

Mitsubishi Tanabe Pharma America

Commitment to Cures Award

PAST HONOREES

- Matthew Chaney
- Steven Finkbeiner, MD, PHD (Gladstone Institutes)
- Justin Ichida, PhD (USC)
- Chris Mavraedis
- Rusty Selix
- Bob Sockolov
- Kathryn & Philip Thomas
- Chris Gardner & The Hollywood Reporter
- Cytokinetics
- Kaiser Permanente
- Mallinckrodt Pharmaceuticals
- Pharmaceutical Research and Manufacturers of America (PhRMA)

EVENT COMMITTEE

Robert Hammer, *Chair*

Lorraine Barth

Bryan Deierling

Linda Della

Warren Egnal

Margarita Ferrari

Susan Morris

Ronald Ruma

Patricia Schimbor

Lucy Wedemeyer

www.alschampions.org

WHO WE ARE & WHAT WE DO

WHAT IS ALS?

Amyotrophic lateral sclerosis (ALS), also known as Lou Gehrig's Disease, is a progressive neurodegenerative illness that affects nerve cells in the brain and spinal cord. It slowly robs people of their ability to move, speak and eventually breathe.



THE ALS ASSOCIATION GOLDEN WEST CHAPTER

The Golden West Chapter currently serves 1,900 people with ALS and their families in 31 counties in California and the state of Hawaii.

The ALS Association's mission is to discover treatments and cures for ALS, and to serve, advocate for and empower people affected by ALS so they can live their lives to the fullest. We focus on providing professional care management services to families facing ALS, pursuing important public policy initiatives, and funding global research efforts. All of these are essential to achieving our vision: *to create a world without ALS.*

IMPACT OF YOUR SUPPORT

Everything we do at The ALS Association Golden West Chapter advances the search for effective treatments and cures for ALS. To make this possible, we rely on the generosity of individuals, companies and organizations, like you, who share our vision and invest in our mission.

Here are just some of the many recent accomplishments that were made possible by dedicated supporters:

- Today we are funding more than 108 research projects in 13 countries around the world
- Last year, research funding led to the discovery of a new gene associated with ALS, known as KIF5A
- We expanded our Care Management team and increased our hours of service to people with ALS in both California and Hawaii
- We increased our support of new programs for children, teens and young adults who live with or have lost a loved one with ALS
- The ALS Association and its volunteer ALS advocates worked to secure federal funding for critical scientific research
- For the first time, advocates also helped the Chapter secure additional financial support from the state of California to fund our proven wraparound model of care
- Today, we are affiliated with over 20 multidisciplinary ALS specialty clinics in California and Hawaii, which serve as a hub for several clinical trials and incorporate the standard of care established by the American Academy of Neurology

CHAMPIONS FOR CARE AND A CURE

SPONSORSHIP OPPORTUNITIES

DIAMOND SPONSOR
\$50,000
MAXIMUM OF TWO SPONSORS AT THIS LEVEL

Three (3) premier tables of 10

Hosted bar for all guests

Complimentary parking for up to 15 vehicles

Premium logo placement on all print and digital event materials, press releases, website homepage and signage, with recognition as a Diamond Sponsor

On stage recognition as a Diamond Sponsor during evening program

Full-page color ad in the Tribute Book

Logo and acknowledgment in the Golden West Chapter's e-newsletter (40,000+ circulation)

One complimentary hotel room at venue on event night

Two (2) entries in the Napa Valley Ride to Defeat ALS (September 21, 2019)

CONTACT

Jena Brown
Director of Special Events
(818) 865-8067
jbrown@alsagoldenwest.org
www.alschampions.org

www.alschampions.org

CHAMPIONS FOR CARE AND A CURE

SPONSORSHIP OPPORTUNITIES

PLATINUM SPONSOR

\$25,000

MAX FOUR SPONSORS AT THIS LEVEL

Two (2) premium tables of 10

Hosted bar for all guests

Complimentary parking for up to 10 vehicles

Premium logo placement on all print and digital event materials, press releases, website homepage and signage, with recognition as a Platinum Sponsor

On stage recognition as a Platinum Sponsor during evening program

Full-page color ad in the Tribute Book

Two (2) entries in the Napa Valley Ride to Defeat ALS (September 21, 2019)

GOLD SPONSOR

\$10,000

One (1) premium table of 10

Complimentary parking for up to 5 vehicles

Champagne and premium wine served during dinner

Prominent logo placement on all print and digital event materials, press releases, website homepage and signage

On stage recognition as a Gold Sponsor during program

Full-page color ad with preferred placement in the Tribute Book

CHAMPIONS FOR CARE AND A CURE

SPONSORSHIP OPPORTUNITIES

SILVER SPONSOR

\$5,000

One (1) table of 10

Premium wine served during dinner

Half-page color ad in the Tribute Book

Logo/listing on event website, signage and on-screen during the event

EXCLUSIVE MARKETING OPPORTUNITIES

PHOTO BOOTH SPONSOR

\$15,000

Branded photo booth with logo/signage at dedicated activation space

Logo on digital photos that will be shared via guest and chapter social media accounts

Logo on printed photos

Plus all the benefits of a Gold Sponsor

WINE GLASS SPONSOR

\$7,500

Logo on wine glasses for guests to take home

Plus all the benefits of a Silver Sponsor

ONLINE BIDDING SPONSOR

\$2,500

Mobile and online bidding presented by your company

Logo on event auction webpage, open to the public prior to the event and accessed via mobile phone by all guests at the event

Four (4) tickets to Champions for Care and a Cure



ALS Golden West Chapter
ASSOCIATION

EVENT AND SPONSORSHIP INQUIRIES:

Jena Brown
Director of Special Events
(818) 865-8067
jbrown@alsgoldenwest.org



For the seventh consecutive year, Charity Navigator, America's largest independent charity evaluator, has awarded The Golden West Chapter its highest rating in recognition of strong investment in our mission priorities, sound fiscal management, accountability and transparency. Only 5% of rated organizations receive this exceptional distinction.

www.alschampions.org

