Join over 1,000 people for a growing, energetic and impactful event that brings the community together for hope, celebration, music, exercise and more!

ALS SuperHero Dash 5K/Fun Run/Walk
May 9, 2020
Harriet Island Regional Park | St. Paul, MN
alssuperherodash.com

Contact: Gary Shipp | Development Manager
612.455.8325 | gary@alsmn.org
Our Mission

To discover treatments and a cure for ALS, and to serve, advocate for, and empower people affected by ALS to live their lives to the fullest.

Help Us Dash Out ALS

The ALS Association is the only national nonprofit organization fighting ALS on every front. ALS (amyotrophic lateral sclerosis) is a neurodegenerative disease of the central nervous system, characterized by the death of the motor neurons. It results in gradual, progressive weakness and wasting away of voluntary muscles, often leading to total paralysis. By leading the way in global research, providing assistance for people with ALS through a nationwide network of chapters, coordinating multidisciplinary care through certified clinical care centers, and fostering government partnerships, The ALS Association builds hope and enhances quality of life while aggressively searching for new treatments and a cure— to dash out ALS!

Your Sponsorship Matters

Studies show that companies with team-building charity work demonstrate increased employee morale, which can lead to increased retention. Forming a corporate Dash team will bolster your employees’ sense of purpose through direct support to their community. The SuperHero Dash supports our Chapter’s vital programs and services provided to hundreds of families locally. This support creates a higher quality of life for not only individuals living with ALS, but also their family, colleagues, friends and the community that supports them.

By joining this year as a corporate partner you create opportunities to engage and inform your employees about how impactful ALS is on our communities. You are supporting and empowering people living with ALS and those affected by the disease, and making a difference in the fight against ALS!

#DashOutALS
WHAT IS ALS?

disease that affects nerve cells in the brain and spinal cord.

ALS usually strikes people between the ages of 40 and 70, but it can strike anyone at any time. There are more than 16,500 Americans living with ALS.

Although there is not yet a cure or treatment that halts ALS, scientists we fund through our global research program have made significant progress in understanding what causes ALS. But their work is not done. Together, we work toward a cure.

FACTS ABOUT ALS

- 5,000+ people are diagnosed per year
- 10% of cases are inherited through a mutated gene
- 2-5 years is the average life expectancy
- Every 90 minutes, someone is diagnosed and someone passes away
- 90% of cases occur without family history
- $250,000 is the estimated out-of-pocket cost for caring for a person with ALS
- Only 4 drugs are currently approved by the U.S. FDA to treat ALS (Riluzole, Nuedexta, Radicava, and Tigitik)
- $2 billion is the estimated cost to develop a drug to slow or stop the progression of ALS

There is NO CURE for ALS

SYMPTOMS

- Progressive loss of muscle control
  - ALS gradually prohibits the ability to:
  - Speak
  - Grasp objects
  - Swallow
  - Move
  - Walk
  - Breathe

DIAGNOSIS

- Difficult to diagnose
  - ALS is often diagnosed by ruling out other diseases, which may take months or years

MILITARY

- Veterans are more likely to get ALS
  - ALS affects veterans who served in peacetime and war
  - ALS impacts veterans, regardless of the branch of service or the war they served in
YOUR MARKET REACH

Over 1,000 participants from the greater Twin Cities area

14,000+ readers of our monthly eNewsletter, the Source

Over 1,000 people advertising your brand beyond the event

A social media reach of over 4,100 through Facebook and Twitter

The bottom line: on Dash day and beyond, your brand will be visible to people with ALS, caregivers, colleagues and the fitness community, of all ages and backgrounds.
## 2020 Sponsorship Levels and Benefits

<table>
<thead>
<tr>
<th>Sponsorship Benefit</th>
<th>League of Champions</th>
<th>Kapow!</th>
<th>Shazam!</th>
<th>Zap!</th>
<th>Media Sponsor</th>
</tr>
</thead>
<tbody>
<tr>
<td>Customized Team and Fundraising Support</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Brand on Web Page</td>
<td>Logo &amp; Link</td>
<td>Logo &amp; Link</td>
<td>Logo &amp; Link</td>
<td>Logo</td>
<td>Logo</td>
</tr>
<tr>
<td>Feature in Chapter e-Newsletter</td>
<td>Logo &amp; Link</td>
<td>Logo &amp; Link</td>
<td>Logo &amp; Link</td>
<td>Name</td>
<td>Logo &amp; Link</td>
</tr>
<tr>
<td>Recognition on Event Facebook Page</td>
<td>Dedicated Post</td>
<td>Dedicated Post</td>
<td>Post</td>
<td>Post</td>
<td>Dedicated Post</td>
</tr>
<tr>
<td>Included in Event Emails - over 3,000 Impressions</td>
<td>Logo</td>
<td>Logo</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Shout out During Event Ceremony</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Feature on Sponsor Banner</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Acknowledgment on T-Shirts</td>
<td>Logo</td>
<td>Logo</td>
<td>Logo</td>
<td>Name</td>
<td>Logo</td>
</tr>
<tr>
<td>Display Your Own Corporate Banner</td>
<td>✓</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Signage along Dash Route</td>
<td>✓</td>
<td>✓</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Exhibitor Space</td>
<td>✓</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Logo on Race Bibs</td>
<td>Logo</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Branded Item in top fundraiser Gift Bag - over 150 People</td>
<td>✓</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**Investment**

<table>
<thead>
<tr>
<th>League of Champions</th>
<th>Kapow!</th>
<th>Shazam!</th>
<th>Zap!</th>
<th>Media Sponsor</th>
</tr>
</thead>
<tbody>
<tr>
<td>$10,000</td>
<td>$5,000</td>
<td>$2,500</td>
<td>$1,000</td>
<td>Varies</td>
</tr>
</tbody>
</table>

We also offer multi-year sponsorships. Please ask!

Join these trusted sponsors as a partner in the only superhero-themed race in the Twin Cities:

![Sponsor Logos]

Contact: Gary Shipp | Development Manager  
612.455.8325 | gary@alsmn.org
We offer EXCLUSIVE sponsorship opportunities for your company. Get them while they last!

**Teardrop Banners ($2,000)**
Your logo on a beacon! Help us direct participants with signage. **Multi-year sponsorship**

**Photo Booth ($2,000)**
Envision your brand on thousands of photos for this eye-catching and popular aspect of our event **multi-year sponsorship**

**Official T-Shirt Sponsor ($2,250)**
Over 1,000 people displaying your logo prominently beyond the event--for weeks and years.

**Co-Branded Swag Item for Top Fundraisers ($1,000)**

**Digital Advertising (Varies)**
Help us grow the Superhero Dash through online advertisements. Impact our mission’s work!

Each of these unique opportunities goes to ONE organization. Act fast and grow your brand among our community!

We also depend on the support of our food and beverage sponsors. Opportunities exist for water, sports drinks, coffee and snacks and fruit.

The bottom line: on Dash day and throughout the year, your brand will be presented to people with ALS, caregivers, colleagues, and passionate community members of all ages and backgrounds.
COMMITMENT TO DASH OUT ALS IN 2020

ORGANIZATION INFORMATION
Organization Name: ___________________________ Contact Name: _______________________
Street Address: ________________________________________________________________
City: ______________ State: _____ Zip: ___________ Phone: _______________________
Email: ______________________ Website: ____________________________________________
Signature: ________________________________________________________________

SPONSORSHIP LEVELS
☐ League of Champions ☐ Kapow! ☐ Shazam! ☐ Zap!
☐ Media Sponsor $ _______ ☐ Food & Beverage $ _______

UNIQUE SPONSORSHIP OPPORTUNITIES
☐ Teardrop Banners ☐ Digital Advertising
☐ Photo Booth ☐ Co-Branded
☐ T-Shirt ☐ Swag Item for Top Fundraisers

PAYMENT INFORMATION
Total commitment: $ __________
Thank you for making a difference!

☐ Check enclosed ☐ Please send invoice ☐ Credit Card (we will contact you to make a payment)

Questions or Comments?
Gary Shipp, Development Manager | 612.455.8325 | gary@alsmn.org

Join our long-standing partners in support of the enduring fight to end ALS!