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Thanks to our 2009 Sponsors!

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Lou Gehrig
The Iron Horse
Baseball's Greatest
First Baseman
Born: 1903
Diagnosed with ALS:
1939
Died: 1941



2010 Sponsorship Opportunities

Saturday, June 19, 2010
Detroit Tigers vs. Arizona Diamondbacks
7:05 pm Game Time

Please join us while we celebrate the spirit of Lou Gehrig and help stop the disease that stopped the "Iron Horse"!

ALS of Michigan and the Detroit Tigers are teaming up once again to host **Lou Gehrig Day at Comerica Park** on Saturday, June 19, 2010.

ALS of Michigan is also looking for community partners to be a part of Lou Gehrig Day at Comerica Park.

As a sponsor, you will gain the recognition and visibility that comes from supporting events that benefit a highly valued and much needed community organization, while at the same time, help provide for the emerging needs of the ALS community.

Please take a few moments to review the opportunities contained in this brochure.

We have reserved seats for this interleague game between the Detroit Tigers and the Arizona Diamondbacks. What a great way to spend a summer evening in Detroit! Watch our Detroit Tigers and support our Michigan pALS (people with ALS.)

We have two fabulous packages available. Both make great give-aways or gifts for clients, employees, family, and friends.

Or purchase ticket packages (at either price) that we can give to our pALS and their families so they can attend this important event. These packages are also available with our sponsorships.

\$100 package includes everything in the \$50 package plus:

Pregame baseball fare buffet dinner starting at 4:30 pm at Hockeytown Café, a special meet & greet and autograph signing session with several retired baseball players, unique door prizes, silent auction, and more! A cash bar will also be available.

\$50 package includes:

One (1) ticket to the game with special seating located in the UPPER BOX INFIELD section, t-shirt specially designed for the event, a ticket to ride either the Baseball Ferris Wheel or the Tiger Carousel, and more!



Sponsorship Opportunity Packages

All Sponsorship Packages Include:

\$100.00 Ticket Packages—# based on sponsorship level

Name/logo with sponsorship level acknowledged on T-shirts

Acknowledgement in our E-Newsletter

Name/Logo on ALS of Michigan website

Recognition in event program and signage

Opportunity to have promotional materials with special recognition at pregame dinner at Hockeytown Café

Lou Gehrig – Iron Horse Sponsor - \$5,000

- Twenty (20) \$100.00 ticket packages to the game
- Acknowledgement as *Lou Gehrig – Iron Horse Sponsor* on all press releases
- Name/Logo on ALS website with link to sponsor website
- Opportunity to have your materials at our information table at the game
- Name/logo prominently displayed on t-shirts

All Star Sponsor - \$1,500

- Eight (8) \$100.00 ticket packages to the game
- Acknowledgement as *All Star Sponsor* in event publicity
- Name/Logo on ALS website with link to sponsor website

Grand Slam Sponsor - \$1,000

- Four (4) \$100.00 ticket packages to the game
- Acknowledgement as *Grand Slam Sponsor* in event publicity

Home Run Sponsor - \$500

- Two (2) \$100.00 ticket packages to the game
- Acknowledgement as *Home Run Sponsor* in event publicity

In-Kind Sponsorship Opportunities Available

- Design and printing of event materials and t-shirts
- Underwrite baseball buffet dinner at Hockeytown Café
- Give-away items for participants (may imprint with your company logo)

Sponsorship benefits correspond to monetary value of donation