

2016 SPONSOR HONOR ROLL

PRESENTING SPONSORS

Chemical Bank
Talmer Bank and Trust

HALL OF FAME SPONSORS

The Dow Chemical Company
Frito Lay
In Memory of Dorothy & Dory Haeger
Wolverine Packing Co.

THREE-MILE SPONSORS

Ideal Group
In Memory of Sophia Coutsos-Demopoulos, The Iron Butterfly
MAC Concrete & Demolition, Inc. - Michael J. Bullion
Willie's Women

TWO-MILE SPONSORS

| | |
|---|--|
| Bierlein Companies, Inc. | Stolz-Smith Financial Consulting Group |
| Dr. Praeger's Sensible Foods | of Wells Fargo Advisors, LLC |
| In Loving Memory of Al Burstein | UAW Region 1D |
| Numotion | Ungar's Food Products |
| Serta Restokraft Mattress Company, Inc. | Williamston Food Products |
| - Jackie & Larry Kraft | |

ONE-MILE SPONSORS

| | |
|------------------------------------|--|
| 1st Impressionz DJ | Kowalski's Krew |
| Affordable Home Care | Little Caesars |
| Amigo Mobility | Michigan Ladder Company |
| Arcadia Home Care & Staffing | Linda & Eric Novak |
| Joanne & Jim Berry | Ott-Bushey Family |
| BrightStar Care | Peckham, Inc. |
| CareOne Senior Care | Pehur Chiropractic Center |
| Coffee Chaos | Amalia & Rocky Raczkowski |
| Creative Mobility Group, Inc. | Marvin "Uncle Marv" Reuter |
| Crest Marine | Right at Home/Washtenaw |
| Doolin & Haddad Advanced Dentistry | South Lyon Fence & Supply, Inc. |
| ESPN 100.9 | Southern Orthopedic Specialists, P.A. |
| Great Lakes Caring | Subway |
| In Memory of Red & Barb Austin | Team Courage - Honoring Kevin Schiller |
| In Memory of Lois Rillston | Warner Norcross & Judd LLP |
| Jaffe Raitt Heuer & Weiss, P.C | Wolverine Bank |
| John's Jaunters | |

17TH ANNUAL
Walk
"Roll"
for ALS

ALSofMichigan.org
HOPE. HELP. HERE FOR YOU.™



BE THE DIFFERENCE



BECOME A SPONSOR!

ALS OF MICHIGAN IS LOOKING FOR COMMUNITY PARTNERS FOR OUR 17TH ANNUAL WALK 'N ROLL FOR ALS!

As a sponsor, you gain the recognition and visibility that comes from supporting an event that benefits our highly valued community organization. At the same time, you will provide for the ever-growing needs of Michigan's ALS community.

Company sponsors are encouraged to involve their employees as part of the fun by forming Walk Teams and joining us at one or more of our five (5) Walks located at scenic parks throughout Michigan!

2017 Walk Dates and Locations

Registration at 10 am/Walk begins at 11 am:

- ◆ Saturday, September 9 at Lake Erie Metropark in Brownstown
- ◆ Sunday, September 17 at Hawk Island Park in Lansing
- ◆ Sunday, September 24 at Kensington Metropark in Milford and Stony Creek Metropark in Shelby Township

Registration at 1 pm /Walk begins at 2 pm:

- ◆ Sunday, October 1 at Emerson Park in Midland



All Walks are approximately three (3) miles long on paved, accessible and dog-friendly trails. Participants will be treated to music, fabulous food, fun, friendship, and much more!

In 2017 we celebrate our 17th year of Walking 'n Rolling for ALS. To date, our sponsors and walkers have raised more than \$4 MILLION DOLLARS! These funds directly benefit our Michigan pALS (people with ALS) and their families.

Your participation this year will help us continue to provide them with important services at no charge and help them LIVE with Lou Gehrig's Disease!

For more information, please contact:

Joanne K. Berry, Development Director
24359 Northwestern Highway, Suite 100, Southfield, MI 48075
Phone: 800-882-5764, ext. 225 or Fax 248-354-6440
Email: Joanne@alsofmi.org
Website: www.alsofmichigan.org



SPONSORSHIP OPPORTUNITY PACKAGES

All Sponsorship Packages Include:

- ◆ Recognition at ALL five ALS of Michigan Walks throughout the year
- ◆ Name/Logo with sponsorship level acknowledged on specially designed T-shirts
- ◆ Name/Logo with sponsorship level acknowledged on Walk sponsor banner
- ◆ Acknowledgement in our e-newsletter
- ◆ Name/Logo on ALS of Michigan website
- ◆ Invitation to attend the annual ALS Recognition Dinner on November 30, 2017

Multiple sponsorships are available in each category

PRESENTING SPONSOR - \$10,000

- Name sharing in title of event, i.e. Walk 'n Roll for ALS presented by (company or individual name) in all event publicity
- Acknowledgement as Presenting Sponsor on all press releases
- Acknowledgement as Presenting Sponsor on the Walk brochure
- Name/logo on individual signs at beginning and all mile marker points along the Walks
- Opportunity to have promotional materials at information booth at the Walks

LOU GEHRIG SPONSOR - \$5,000

- Acknowledgement as Lou Gehrig Sponsor on all press releases
- Acknowledgement as Lou Gehrig Sponsor on Walk brochure
- Recognition on the home page of the ALS of Michigan website
- Name/logo on individual signs at all mile marker points along the Walks
- Opportunity to have promotional materials at information booth at the Walks

HALL OF FAME SPONSOR - \$2,500

- Acknowledgement as Hall of Fame Sponsor on Walk brochure
- Recognition on the home page of the ALS of Michigan website
- Name/logo on individual signs at beginning and turn-around points of the Walks
- Opportunity to have promotional materials at information booth at the Walks

THREE-MILE SPONSOR - \$1,500

- Acknowledgement as Three-Mile Sponsor on Walk brochure
- Name/logo on Three-Mile Sponsor signs at all mile marker points along the Walks

TWO-MILE SPONSOR - \$1,000

- Acknowledgement as Two-Mile Sponsor on Walk brochure
- Name/logo on Two-Mile Sponsor sign at beginning and turn-around points of the Walks

ONE-MILE SPONSOR - \$500

- Acknowledgement as One-Mile Sponsor on Walk brochure
- Name/logo on the One-Mile Sponsor sign at the Walks

In-Kind Sponsorship Opportunities Available

- Design and printing of event materials and t-shirts
- Give-away items for participants (may imprint with your name or logo)
- Food, refreshments, and activities (photo booth, DJ, moonbounce) for walkers

Sponsorship benefits correspond to monetary value of donation.

17TH ANNUAL
Walk
'n Roll
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ALSoFMichigan.org
HOPE. HELP. HERE FOR YOU.™



2017 SPONSORSHIP PLEDGE FORM

Name _____

Company _____

Address _____

City _____

State _____ Zip _____ Phone (_____) _____

Email _____

SPONSORSHIPS

For benefits associated with Sponsor Levels, please see the Sponsor Brochure.

Multiple sponsorships are available in each category.

- | | |
|---|----------|
| <input type="checkbox"/> Presenting Sponsorship | \$10,000 |
| <input type="checkbox"/> Lou Gehrig Sponsorship | \$5,000 |
| <input type="checkbox"/> Hall of Fame Sponsorship | \$2,500 |
| <input type="checkbox"/> Three-Mile Sponsorship | \$1,500 |
| <input type="checkbox"/> Two-Mile Sponsorship | \$1,000 |
| <input type="checkbox"/> One-Mile Sponsorship | \$ 500 |
| <input type="checkbox"/> In-Kind Sponsorship: | |

Description of non-monetary donation. Sponsorship benefits correspond to monetary value of donation.

- Donation Only** \$ _____ (amount)

Please email your logo in one of the following electronic formats: JPG, TIF, GIF, PDF to Joanne@alsofmi.org

Please write how you would like your name to be listed as a sponsor in our published materials:

Credit Card No. (we will not keep your information on file)

(Visa/MasterCard/American Express/Discover)

Expiration Date ____/____ Security Code: ____

Name on Card _____

Signature _____

Total amount \$ _____

*Please make checks payable to:
ALS of Michigan, Inc.*

Return completed form to:

Joanne K. Berry, Development Director
ALS of Michigan, Inc.
24359 Northwestern Hwy., Suite 100
Southfield, MI 48075 or fax to: 248-354-6440

For more information call Joanne at:
800.882.5764 ext. 225 or email Joanne@alsofmi.org

You can also sign up for your sponsorship and learn more about Walk 'n Roll for ALS by visiting
www.alsofmichigan.org

