

THANK YOU TO OUR 2017 SPONSORS!

GRAND SLAM SPONSORS

Capital Insurance Group

Peter & Theodora Coutsos:
Sophia Coutsos-Demopoulos,
"The Iron Butterfly"

Sue & Murray Kahn

Julie & Mark Smith

ALS OF MICHIGAN BOARD OF DIRECTORS

Dori Ranck, President
Kevin Sherry, Vice President
Mark Smith, JD CPA, Treasurer
Eva Freed, Secretary
Lisa Alteri, JD
Jack Cherney
Vince Maccani
Linda Hiller Novak
Andrew Rocky Raczkowski
Andy Roisman
Allison Sherry
Theresa Spranger
Jay Welford, JD

HONORING THE LEGACY OF LOU GEHRIG, THE IRON HORSE

JUNE 19, 1903 - JUNE 2, 1941

For more information, please contact:

Joanne K. Berry, Development Director
ALS of Michigan, Inc., "Lou Gehrig's Disease"
24359 Northwestern Highway, Ste 100, Southfield, MI 48075
Phone: 800-882-5764, ext. 225 or Fax 248-354-6440
Email: Joanne@alsofmi.org
Website: www.alsofmi.org



HOME RUN SPONSORS

Joanne & Jim Berry

Grant Millman & Johnson P.C.

Maura & David Levine
and Family

Linda & Eric Novak

Amalia & Rocky Raczkowski

The Rosenberg Group/
R.W. Baird & Company

ALS OF MICHIGAN STAFF MEMBERS

Sue Burstein, Executive Director
Lisa Bardach, MS CCC-SLP
Joanne K. Berry, MPA
Nancy Farison, LMSW, ACSW
Judi Fortuna
Mary Hansen, LMSW, ACSW
Linda Kern, LMSW



BE A SPONSOR!

DETROIT TIGERS

VS

CLEVELAND INDIANS

Saturday, June 9, 2018

4:10 p.m. Game Time

*Pregame Festivities
at Bookies Bar & Grille*



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 again to host the **13TH ANNUAL LOU GEHRIG DAY AT COMERICA PARK** on Saturday, June 9, 2018.

We have reserved seats for this intra-league game between the *Detroit Tigers and the Cleveland Indians at 4:10 p.m.* What a great way to spend your summer in the *Motor City*, which Lonely Planet dubbed the world's no. 2 top city to visit in 2018!

Please join us as we cheer on our very own Detroit Tigers and at the same time, support our Michigan pALS (people with ALS) and their families.



We have two enticing ticket packages available. Both make great gifts for family, clients, employees, and friends. You can also purchase ticket packages (at either price) to give to our pALS and their families so they can attend this important event at no charge.

Our ticket packages are also available with our sponsorships. Please consider joining us as a sponsor of Lou Gehrig Day at Comerica Park!

As a sponsor, you will gain the recognition and exposure that comes from supporting events that benefit our highly valued community organization and also help provide for the ever growing needs of Michigan's ALS community.

\$125 TICKET PACKAGE INCLUDES:

One (1) ticket to the game with special group seating in the Upper Infield Box section, a commemorative t-shirt specially designed for the event, pregame festivities with lunch at Bookies Bar & Grille, unique door prizes, raffles, silent auction, and more! Our guests will also enjoy a cash bar.



\$60 TICKET PACKAGE INCLUDES:

One (1) ticket to the game with special group seating in the Mezzanine Section, and a commemorative t-shirt specially designed for the event.



SPONSORSHIP OPPORTUNITY PACKAGES

All Sponsorship Packages Include:

- ◆ \$125 Ticket Packages - # based on sponsorship level
- ◆ Name/logo with sponsorship level acknowledged on specially designed 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 festivities at Bookies Bar & Grill
- ◆ Invitation to attend the *ALS Recognition Dinner* on Nov. 29, 2018

Multiple sponsorships are available in each category

LOU GEHRIG – IRON HORSE SPONSOR - \$5,000

- Twenty (20) \$125 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 Comerica Park
- Name/logo prominently displayed on t-shirts

ALL STAR SPONSOR - \$1,500

- Eight (8) \$125 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) \$125 ticket packages to the game
- Acknowledgement as *Grand Slam Sponsor* in event publicity

HOME RUN SPONSOR - \$500

- Two (2) \$125 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 at Bookies Bar & Grille
- Give-aways for participants (imprint with your company logo)

Sponsorship benefits correspond to monetary value of donation.



2018 SPONSORSHIP PLEDGE FORM

Name _____

Company _____

Address _____

City _____

State ____ Zip ____ Phone (____) _____

Email _____

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 Lou Gehrig Day at Comerica Park by visiting www.alsofmichigan.org

Our Pregame Festivities will be held at Bookies Bar & Grille in Detroit!



SPONSORSHIPS

For benefits associated with Sponsor Levels, please see the sponsor brochure.

Multiple sponsorships are available in each category.

- Lou Gehrig "Iron Horse" Presenting Sponsorship \$5,000
- All Star Sponsorship \$1,500
- Grand Slam Sponsorship \$1,000
- Home Run Sponsorship \$ 500
- In-Kind Sponsorship:

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

- Donation Only \$ _____ (amount)

Please provide 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:

