

2017 SPONSOR HONOR ROLL

PRESENTING SPONSOR

Chemical Bank

HALL OF FAME SPONSORS

The Dow Chemical Company

Frito Lay

In Memory of Dorothy & Dory Haeger

Mitsubishi Tanabe Pharma America

Willie's Women

Wolverine Packing Co.

THREE-MILE SPONSORS

Ideal Group

MAC Concrete & Demolition, Inc. - In Memory of Michael Charles Bullion

TWO-MILE SPON-

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Great Lakes Caring
In Loving Memory of Al Burstein
Numotion
Serta Restokraft Mattress Company, Inc.
- Jackie & Larry Kraft
Stolz-Smith Financial Consulting Group
of Wells Fargo Advisors, LLC

Subway
UAW Region 1D
Ungar's Food Products
Williamston Food Products

ONE-MILE SPONSORS

1st Impressionz DJ
Amigo Mobility Center
Arcadia Home Care & Staffing
Bath for All LLC
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Doolin & Haddad Advanced Dentistry
EMAG, LLC
ESPN 100.9
Extreme Machine, Inc.
Grace Hospice
In Memory of Lois Rillston
In Memory of Sophia Coutsos-
Demopoulos, The Iron Butterfly
Jaffe Raitt Heuer & Weiss, P.C
John's Jaunters
Kowalski's Krew

Little Caesars
Michigan Ladder Company
Northstar Metalcraft, LLC
Linda & Eric Novak
Ott-Bushey Family
Peckham, Inc.
Amalia & Rocky Raczkowski
Marvin "Uncle Marv" Reuter
Right at Home
Russ' Raiders Annual Bicycle
Ride Fundraiser
South Lyon Fence & Supply, Inc.
Southern Orthopedic Specialists, P.A.
Thomson Plastics, Inc.
Wolverine Bank



OUR SPONSORS



MAKE THE DIFFERENCE

ALS OF MICHIGAN IS INVITING YOU TO BECOME A SPONSORSHIP PARTNER FOR OUR 18TH ANNUAL WALK 'N ROLL FOR ALS

Sponsors 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.

2018 Walk Dates and Locations

**Registration 10 am
Walk begins at 11 am**

Saturday, September 15
Hawk Island Park in Lansing

Sunday, September 30
Kensington Metropark in Milford and
Stony Creek Metropark in Shelby Township

**Registration 1 pm
Walk begins at 2 pm**

Sunday, September 23
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 2018 we celebrate our 18th year of Walking 'n Rolling for ALS and our 40th Anniversary of premiere programs and services to our Michigan ALS community.

To date, our sponsors and walkers have raised more than \$4.25 MILLION DOLLARS! These funds directly benefit our Michigan pALS (people with ALS) and their families.

Your participation this year will help us continue our 40 year history of providing critically needed services free of charge that help to 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



SPONSOR BENEFITS	PRESENTING \$10,000	LOU GEHRIG \$5,000	HALL OF FAME \$2,500	3 MILE \$1,500	2 MILE \$1,000	1 MILE \$500
PROMOTION						
Naming Rights "Presented by *name*"	✓					
Website Presence	✓	✓	✓	✓	✓	✓
Email Blasts	✓	✓	✓	✓	✓	✓
Walk Advertisements	✓	✓	✓	✓	✓	✓
Logo/Name on Front of Brochure	✓					
Name and Level listed on Brochure	✓	✓	✓	✓	✓	✓
Listing in Press Releases	✓	✓	✓	✓	✓	✓
ON-SITE THANKS						
Logo/Name on Banners	✓	✓	✓	✓	✓	✓
Logo/Name on T-shirt Front	✓					
Logo/Name on Back of T-Shirt	✓	✓	✓	✓	✓	✓
Individual Trail Sign(s) with Name/Logo	✓	✓	✓			
Group Trail Sign(s) with Name/Logo				✓	✓	✓
Promotional Table materials	✓	✓	✓			
POST EVENT						
Invitation to Recognition Dinner	✓	✓	✓	✓	✓	✓



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 Walk 'n Roll for ALS by visiting
www.alsofmichigan.org

SPONSORSHIPS

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

Multiple sponsorships are available in each category.

- Presenting Sponsorship \$10,000
- Lou Gehrig Sponsorship \$5,000
- Hall of Fame Sponsorship \$2,500
- Three-Mile Sponsorship \$1,500
- Two-Mile Sponsorship \$1,000
- One-Mile Sponsorship \$ 500
- 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: