



SPONSORSHIP OPPORTUNITIES



Sunday, September 22, 2024
UNM Track and Soccer Complex

About ALS

ALS, also known as Lou Gehrig's disease, is a progressive neurodegenerative disease affecting nerve cells in the brain and spinal cord. It specifically impacts motor neurons, leading to their degeneration and subsequent muscle weakness, paralysis, and ultimately respiratory failure.

The initial symptoms often involve muscle weakness, twitching, or cramping. As the disease progresses, individuals may experience difficulty with speaking, swallowing, and breathing. Cognitive functions, however, usually remain intact.

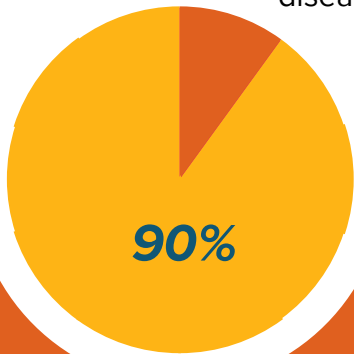


Numerous studies and clinical trials are exploring potential treatments and gaining insights into the underlying mechanisms of the disease. These range from investigating genetic factors to exploring various therapeutic approaches aimed at slowing down or halting the progression of the disease.



Facts About ALS

- ALS is relatively rare. In the United States, approximately 5,000 new cases are diagnosed annually. Around 30,000 people in the U.S. are estimated to live with ALS at any given time.
- ALS is 20% more common in men than women. However, with increasing age, the incidence of ALS is more equal between men and women.
- About 5% to 10% of cases are familial, meaning they are inherited. Research is ongoing to understand genetics.
- There is no cure for ALS, but there are treatments that can help manage the symptoms of the disease.



Sporadic:

Approximately 90% of ALS cases are sporadic, with no clear underlying cause identified.



The Iron Horse:

ALS is also known as Lou Gehrig's disease, after the famous baseball player who was diagnosed with the disease in 1939.



Life Expectancy:

The average life expectancy for people with ALS is 2-5 years from the time of diagnosis.



What is ALS?



Your
ALS
guide

ALS (amyotrophic lateral sclerosis) is a neurodegenerative disease that attacks motor neurons, weakens voluntary muscles throughout the body, and leads to paralysis.



ALS can affect anyone. The average age is 55-75. An estimated 30,000 people in the U.S. have ALS. Over 5,000 people are diagnosed each year. Average life expectancy is 3-5 years after initial symptoms, but 10% of people live more than 10 years and 5% live more than 20 years.

CAUSE



About 90% of cases = Unknown
About 10% of cases = Inherited

SYMPTOMS

Early signs may include:

- Progressive weakness
- Difficulty walking
- Difficulty grasping objects
- Muscle twitching
- Slurred speech
- Difficulty swallowing
- Shortness of breath

ALS is also known as Lou Gehrig's disease or MND.

Every **90** minutes someone is diagnosed and someone dies from ALS.

Military veterans are more likely to develop ALS.

There is no cure.



DIAGNOSIS

No one test can diagnose ALS
It can take months or 1+ year

WHAT CAN I DO ?

1. Attend an ALS clinic.
2. Register with ALS New Mexico.
3. Develop a local support network.

Contact us

 (505) 323-6348

 newmexicoals.org

 Office@newmexicoals.org



Your guide to
living with ALS

www.yourALSguide.com



About ALS New Mexico

ALS New Mexico formerly known as The ALS Association New Mexico Chapter, is a non-profit organization that provides support and services to people living with ALS and their families in our communities.

Established in 2000, ALS New Mexico has and continues to fight Lou Gehrig's Disease on every front. We are a leader in ALS care, advocacy, research, and education. We are proud to serve New Mexico. Our organization offers a variety of services, including:

CARE COORDINATION: Our team of care coordinators helps people with ALS and their families navigate the healthcare system and access the services they need.

ALS RESEARCH: With your support, our research funding fuels global collaboration to expedite the discovery of treatments and a cure for ALS.

COMMUNITY SUPPORT: Our organization offers a variety of support groups and events for people with ALS and their families.

EDUCATION AND ADVOCACY: Our organization raises awareness about ALS and advocates for policies that benefit people with the disease.

Our Mission:

To unite the ALS community in our collaborative approach to foster bold research initiatives, advance national and state advocacy efforts, and provide comprehensive care and support to individuals and families affected by ALS.



OUR LOCAL TEAM

Together, Katie, Michelle, and Jessi form a tight-knit trio, their combined talents and unwavering determination making them a force to be reckoned with in the fight against ALS. Despite our small size, our impact resonates far and wide, leaving a lasting impression on all who encounter us.

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COMMITTEE MEMBERS

ROBERT RAMER
CHAIR

KELLY HOWE
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BEN WALTON

BROC GALBRETH

DIANE BERRY

ERIK MOULTON

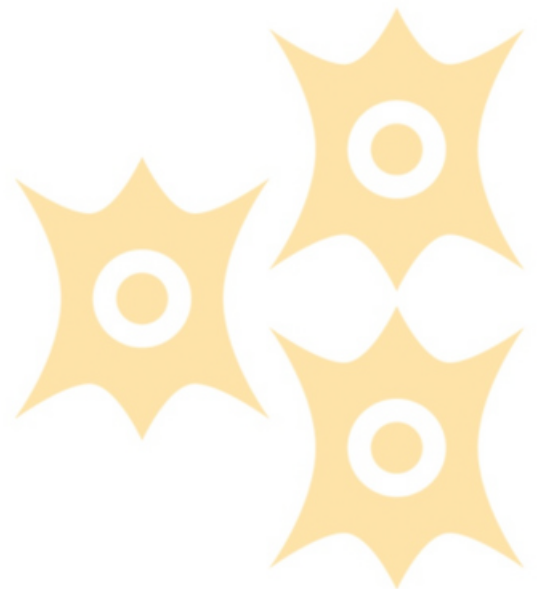
ROBERT SANDOVAL

JUSTIN THOMPSON

JULIA ELLIS

MICKI WOLK

TATIANA DUSELIS



MEET OUR NEW WALK PROGRAM

NEW MEXICO STRONG!

For over 23 years, ALS New Mexico's Walk has been a community celebration. Local businesses, supporters, and families come together to fight ALS the New Mexico way.

Our passionate, local staff embodies this spirit, making every Walk a heartfelt experience.

Join us and be part of something special!



We are thrilled to unveil a brand new walk program designed with *inclusivity* at its core.

We understand the limitations "Walk ALS" presents for many in our community. That's why we're moving beyond "Walk" altogether. Our all-new event, Walk n' Wheel to End ALS, is a powerful statement that welcomes everyone impacted by this disease. Whether you walk, wheel, or cheer us on from the sidelines, there's a place for you in this fight.

Walk n' Wheel to End ALS isn't just an event – it's a community. It's about fostering compassion, building connections, and showing the strength of the ALS families in New Mexico.

WHY THE CHANGE?

As of September 1, 2023, fifteen chapters, and former members of the ALS Association legally separated from the organization. This includes New Mexico. This was a positive step for our families and for the organization as a whole. We now have full control of our resources, funding, and services. This move was made to better serve our local families living with ALS and has made a huge difference in how we serve our community.

This year's walk promises to be bigger and better than ever, with a fresh name and a renewed focus on making a difference for ALS families in New Mexico.



ALS New Mexico • 2309 Renard Pl SE, #105, ABQ, NM 87106 • 505.323.6348 • newmexicoals.org

About

Walk n' Wheel to End ALS

Welcome to Walk ALS New Mexico – where your participation makes a meaningful impact! By becoming a sponsor for the Walk ALS, you not only support those living with ALS in our community but also contribute to global research and public policy initiatives working towards treatments and a cure. The funds you and your network raise directly enhance the lives of individuals affected by ALS.

Impact in the Land of Enchantment

For the past twenty years, Walk ALS New Mexico has raised over \$2,500,00 driving our mission forward. Thanks to our generous supporters, we've achieved significant milestones in our local community:

- Expanded our Care Services Increased the coverage of support groups Funded the UNMH
- multidisciplinary ALS clinic Supplied our medical equipment & communication tool lending closet, and more!



Who Makes Up Our Walk n' Wheel?

- Participants are approximately 60% female and 40% male.
- Participants' age ranges widely because of the number of amazing families participating. Our largest age demographic is ages 26-46.
- Team participation spans across New Mexico North, West, East and South.
- We have an active online social media presence, with over 1.7K followers on our Facebook page, @ALSNewMexico, and a growing following on Instagram, Twitter, and LinkedIn.

Ideas to Get Involved:

📌 **Form a Walk ALS Corporate Team:** Participate in June and host fundraisers that everyone can engage in.

📌 **Build Team Spirit:** Create custom team shirts, signs, or bracelets with your team name and message.

📌 **Amplify the Impact:** Offer a matching gifts campaign for donations made by or raised by employees.

📌 **Friendly Competition:** Foster camaraderie by posting inter-departmental thermometers or offering prizes for top fundraisers.

TOGETHER, WE FIGHT ALS THE NEW MEXICO WAY.



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Sponsorship Opportunities



Benefit	\$10,000 Ice Bucket	\$5,000 Diamond	\$3,000 Silver	\$2,500 Gold	\$1,500 Bronze
Signage at Event	Stage, Tent Village, Route	Stage, Tent Village, Route	Stage, Tent Village, Route	Tent Village, Route	Route
Company Logo on Event T-shirts and Website					
Company highlight on 5 walk email campaigns Recognition on ALS NM Social Media					
Social media Spotlight					
Complimentary Shirts for Fundraising Participants	Up to 25	Up to 20	Up to 15	Up to 10	Up to 5
Company Logo on Event Postcards					
Speaking Opportunity	Event Kick-Off & Event (or distributed via email)	Event Kick-Off			

\$1,000 Station Sponsor: Select a tent village area you'd like your event signage represented. You may also have staff volunteer at this station.

\$500 Route Sponsor: One dedicated sign for your organization along the event route

Save the Date: May: ALS Awareness Month | June 2: Lou Gehrig Day @ Isotopes Park

What is Kick-Off? We are thrilled to announce the return of our in-person kick-off event in 2024! The Kick-Off is a pivotal moment where our community unites – team captains, participants, and dedicated supporters all coming together to launch the Walk season with enthusiasm and purpose. Attendees will get to meet, share ideas, learn about available tools for fundraising and teambuilding – and more!



Corporate Agreement Form

Please complete the information below. The company name listed will be used on promotional materials as written; please list it as you would like it to appear, including capitalization, hyphens, and registered marks, if necessary. Distribution of sponsorship benefits begins once the form is received. To make the most of available sponsorship opportunities, please confirm your sponsorship by September 1.

Company Name: _____

Contact Name: _____ Title: _____

Email: _____

Address: _____ State: _____ Zip: _____

Email: _____ Fax: _____

Sponsor agreement form due promptly to ALS New Mexico to ensure company name and/or logo placement on agreed upon marketing materials. Logos in EPS and JPG format must be submitted with agreement. Sponsor, cash or in-kind, must have written consent from ALS New Mexico to use organization's name or logo in any marketing collateral, media release, etc., regarding their attendance and/or partnership.

We are proud to be a sponsor at the _____ level.

Enclosed is check # _____ for \$ _____.

Please invoice me at the address above.

Credit card payment # _____ exp _____.

Signature: _____

Our company will form a team. Please send me more information.

Our organization supports the Walk ALS because: “ _____

_____”



Completed forms or questions about sponsorships can be directed to:

Jessi Hobby | Walk Manager 505.323.6348
Jessi@newmexicoals.org



TOGETHER, WE END ALS.

 Sunday, September 22, 2024
UNM Track and Soccer Complex