



SEVENTH ANNUAL FUNDRAISING

FIESTA!

WEDNESDAY

**MAY 18
2022**

Celebrating Advocacy Through **SPORTS**



SPONSORSHIP PACKET

7th ANNUAL ALS Fiesta DETAILS

- WEDNESDAY MAY 18, 2022
- VALLEY VIEW CASINO & HOTEL
- AN IN-PERSON EVENT (180 PEOPLE) THAT WILL BE SIMULTANEOUSLY LIVE-STREAMED FOR AT-HOME VIEWING
- PROCEEDS BENEFIT ALS RESEARCH AND LOCAL CARE SERVICES
- 6:00PM POOLSIDE RECEPTION
- 7:00PM DINNER & EVENT PROGRAM
- FIESTA EMCEE: TED LEITNER
- FIESTA BROADCASTER, JANE MITCHELL
- FIESTA SPECIAL GUEST SPEAKER, CALANEET BALAS, PRESIDENT & CEO, THE ALS ASSOCIATION

WWW.ALSFIESTA.COM

WELCOME

Dear Friends in the Fight Against ALS,

On May 18, The ALS Association Greater San Diego Chapter will present our 7th Annual ALS Fiesta. Each year, the Fiesta brings out the 'fun' in fundraising while supporting our mission to discover treatments and a cure for ALS, and to serve, advocate for, and empower people affected by ALS to live their lives to the fullest.

On the night of the event, guests will enjoy hors d'oeuvres and refreshments poolside, a sit-down dinner with delicious food, informative and inspiring speakers, and have the ability to raise their paddle to help fund the mission. You'll have a chance to learn how your support has a direct impact on everyone affected by this disease and the challenges they face on a day-to-day basis.

As we rotate our focus each Fiesta around our three pillars - ALS Research, Care Services, and Advocacy, this year we'll celebrate ALS Awareness and Advocacy efforts from people and teams throughout sports.

All funds raised will go to The ALS Association Greater San Diego Chapter to help people living with ALS and their families maintain their independence and find a sense of normalcy while battling this disease.

ALS ASSOCIATION STRATEGIC OUTCOMES

- Recognized interdependence between care and research.
- People with ALS and their families have:
 - Access to consistent care, treatment and services
 - Resource and support services that enhance quality of life
 - Quality care and support leveraged by collaboration with partners
- Discover new life-extending treatment:
 - Drive worldwide research agenda with urgency and boldness to improve outcomes for people with ALS
 - Collaborate with partners in a comprehensive and diverse research model
 - Facilitate the rapid development of new treatment options to extend and enhance quality of life while seeking a cure



2021 Mission Impact



For more than 20 years, our work together has met the needs of families affected by ALS throughout San Diego, Imperial County and those visiting America's Finest City including: special programs for patients and caregivers, home visits and care management, the loan of durable medical equipment, educational resources, and collaborations with our local ALS multidisciplinary clinic at UCSD to help ensure patients receive the highest level of care possible. In 2021:

CHANGING LIVES

254 families served

About our population:

56% male **44%** female
younger than 50 **24%** ages 50 or older **76%**
13% military veterans

DME LOAN CLOSET

The Greater San Diego Chapter maintains one of the largest ALS Durable Medical Equipment loan closet programs in the country. Prompt access to equipment can improve quality of life and extend independence. ALS-related equipment can be expensive and through our loan closet program, equipment is provided to families at ZERO COST.

1,688 pieces of DME loaned last year

SUPPORT FOR FAMILIES

We deliver a robust portfolio of care and support programs designed to enhance quality of life and support families affected by ALS. It's critical that each patient and family we serve gets the one-on-one time and attention they need.

1,471 interactive engagements with patient families in 2021

\$25,000 in Hope Scholarships awarded for people with ALS to receive additional physical & mental wellness services

ALS CLINIC AT UCSD

Recent studies have clearly demonstrated that patients who attend a Multidisciplinary ALS Clinic have **40 percent longer survival rates** while also benefiting from an improved quality of life. With our Certified Center of Excellence at UCSD, we help ensure that people living with ALS have access to specialized care, based on best practices.

258 staff hours spent at our clinics last year supporting patients and families

INFORM & INSPIRE

Our Support Groups and Care Services Meetings are great resources for people to maintain control over their lives, and to give and take the wisdom and experience that comes from living with a devastating illness like ALS.

45 support groups

ALS-expert led Care Services Meetings **11**

RESEARCH

With help from San Diego and other chapters across the country, The ALS Association is the largest private funder of ALS Research worldwide whose efforts have led to some of the most promising and significant advances in ALS research. We are accelerating progress toward finding treatments and a cure for ALS.

162 active research projects in 11 different countries

SPONSORSHIP LEVELS

\$15,000 PRESENTING SPONSOR

Marketing, Recognition, & Amenities:

- Exclusive title of Presenting Sponsor with logo included in 2022 Fiesta graphic "7th Annual Fiesta, presented by."
- Exclusive opportunity to provide special message at the Fiesta.
- Your company will have its own tab on the Fiesta website for our guests to view photos, click hyperlinks and learn more about your company.
- Branding and recognition in the Fiesta Online Auction.
- Feature story in Fiesta program and the ALS monthly e-newsletter.
- Branding on Fiesta advertisement in Chapter's controlled media outlets.
- Full-page ad in Fiesta program.
- Logo placement on: Fiesta event website, video production and Fiesta email distributions, ALS monthly ALS e-Newsletter and social media feature.
- Opportunity to provide promotional items in each VIP Fiesta Package.
- 1 VIP table for 8 and 8 VIP Packages.

\$10,000 PLATINUM SPONSOR

Marketing, Recognition, & Amenities:

- Your company will have its own tab on the Fiesta website for our guests to view photos, click hyperlinks and learn more about your company.
- Branding and recognition in the Fiesta Online Auction.
- Feature story in Fiesta program and our monthly ALS e-newsletter.
- Branding on Fiesta advertisement in Chapter's controlled media outlets.
- Full-page ad in Fiesta program.
- Logo placement on: Fiesta event website, video production and Fiesta email distributions, monthly ALS e-Newsletter and social media feature.
- Opportunity to provide promotional items in each VIP Fiesta Package.
- 1 VIP table for 8 and 8 VIP Packages.

\$5,000 PREMIER SPONSOR

Marketing, Recognition, & Amenities:

- Branding on Fiesta advertisement in Chapter's controlled media outlets.
- Full-page ad in Fiesta program.
- Logo placement on: Fiesta event website, video production, Fiesta email distributions, ALS monthly ALS e-Newsletter and social media feature.
- Opportunity to provide promotional items in each VIP Fiesta Package.
- 4 Fiesta Tickets & 4 VIP Packages.

\$2,500 SUPPORTING SPONSOR

Marketing, Recognition, & Amenities:

- Half-page ad in Fiesta Program.
 - Logo placement on: Fiesta event website, video production and Fiesta email distributions, ALS monthly ALS e-Newsletter and social media feature.
 - Opportunity to provide promotional items in each VIP Fiesta Package.
 - 2 Fiesta Tickets & 2 VIP Packages.
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MAKE A MAJOR GIFT

- Major gifts help find new treatments and a cure for ALS while also helping to provide care and support to families impacted by the disease.
 - Major Gifts from previous ALS Fiestas have ranged from \$10,000-\$86,000.
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TABLE - \$4,000

- 8 Fiesta Tickets & 8 VIP Packages.

INDIVIDUAL SEAT - \$500

- 1 Fiesta Tickets & 1 VIP Package.
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VIP PACKAGE - \$250

This year's Fiesta will also be live-streamed and you can support the Fiesta by purchasing a VIP Fiesta Package for \$250. VIP Fiesta packages include an ALS windbreaker, vest, mug and hat, COOLA sun care product and other great swag from our sponsors! Thanks to our awesome volunteers, VIP packages will be delivered right to your door.

ADVERTISE IN THE 2022 FIESTA PROGRAM:

Enhance your company's brand awareness by advertising in this year's Fiesta program! The program will be available to our entire ALS community via our websites, email distribution and social media posts. In addition, the Fiesta program is also printed and distributed to our supporters throughout the year. Please provide ad graphics by April 22, 2022.

\$500 FULL-PAGE AD IN THE 2022 FIESTA PROGRAM

- 5.5" width by 8.5" height ad space

\$250 HALF-PAGE AD IN THE 2022 FIESTA PROGRAM

- 4.75" width by 3.75" height ad space
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FINANCIAL INFORMATION

- 990 form The ALS Association
 - The ALS Association Tax ID is 501c(3): 13-3271855
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SPONSORSHIP QUESTIONS:

For a customized event marketing package or annual sponsorship opportunities, please contact, Melissa McElvain at (619) 954-2823 or mmcelvain@alsasd.org

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 begin once the form is received.

Company Name: _____

Contact Name: _____ Title: _____

Email: _____ Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Fax: _____

Company's Web Address: _____ Signature: _____

Sponsor agreement form due promptly to The ALS Association 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 the Chapter to use The ALS Association 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 _____ code _____

Signature _____

To submit this form electronically: Email to Melissa McElvain mmcelvain@alsasd.org

To submit this form through mail: Mail to

The ALS Association Greater San Diego Chapter
1980 Peacock Blvd Suite A, Oceanside, CA 92056

For more information, contact:

Melissa McElvain Associate Director, Development, mmcelvain@alsasd.org, (619) 954-2823