



SOCIÉTÉ DE LA SCLÉROSE LATÉRALE AMYOTROPHIQUE DU QUÉBEC
AMYOTROPHIC LATERAL SCLEROSIS SOCIETY OF QUEBEC
LA MALADIE DE LOU GEHRIG'S DISEASE



PARTNERSHIP PROPOSAL

*"Fans, for the last two weeks, you have been reading about the bad break I got.
Yet today, I consider myself the luckiest man on the face of this Earth."
Lou Gehrig's farewell speech, July 4, 1939*

What is ALS?

ALS takes...

Your **arms**.

Your **voice**.

Your **legs**.

Your **life**.

Amyotrophic Lateral Sclerosis (ALS) is a fatal and rapidly **progressing neuromuscular illness**.

It **destroys the neurons of the motor muscles**, gradually leading to the **total paralysis of the body** while leaving mental faculties untouched..

Every day, two to three Canadians die of ALS.
Every year, **more people die from ALS than multiple sclerosis, cystic fibrosis and muscular dystrophy combined.**

There is currently **no known cause or cure for the disease.**



90% of people
battling ALS,
will die within
2 to 5 years

One of baseball's greatest players has trouble swinging the bat and stumbles as he tries to run first base...

A professor starts slurring her words...

A bank manager has trouble signing his name on a contract...

What would you do while you still could?

WHY BECOME A PARTNER?

ALS affects the whole family: physically, emotionally and financially. Your support makes a difference by helping us to:



Dr. Jean-Pierre Julien
Professor, affiliated with the Université Laval.



Vincent Damphousse
Ambassador since 2006

Provide support

The ALS Society of Quebec is a not-for-profit community organization dedicated to improving the lives of people living with ALS and supporting their family members.

Our services and programs include:

- support groups
- psycho-social counselling
- specialized equipment and financial aid program
- home visits
- programs tailored for families
- regional and social activities
- conferences
- information and referrals

Find a cure

No one has yet discovered the cause to ALS, a cure or a way to slow its progress significantly. Research is a source of hope.

Every year, we work in collaboration with the ALS Society of Canada to fund Canadian research projects dedicated to finding a cure for ALS.

Canadian teams in Montreal, Quebec, London, Toronto and Vancouver are at the forefront of international research, and delivered significant discoveries that helped further our understanding of the disease.

The time is now to help find a cure.

Raise awareness

Many people diagnosed with ALS and their loved ones had never heard of the disease before.

Equally, many health practitioners are unfamiliar with the early symptoms of the disease, making the diagnosis process long and cumbersome.

Raising awareness of the disease among the general public, government officials medical practitioners, and the healthcare network is essential to ensure care and support for the whole family. Raising awareness also means raising funds to support our programs and help find a cure.

HOW CAN I HELP?



Make an annual contribution

Our goal is to help people live with ALS. By making an annual donation, you are not only giving money. You are giving people with pressing needs quick access to fundamental equipment and support thus improving their everyday life, and this through all the stages of the disease.



Become an official partner

In addition to helping the ALS Society of Quebec meet its mission, official partners benefit from various exposure opportunities in the community and the media. We can also work with your company to customize visibility and corporate employee team building opportunities that meet your marketing needs.



Sponsor an event

Throughout the year, across the province, people ride, run, walk, spin and roll for ALS. These events are great occasions to raise public awareness about the disease and to raise funds that will be used to maintain the quality of services offered and to support research. If you wish to sponsor a specific event or create a corporate team, please contact us for details.



Join Team Proudfoot

In June 2007, former Alouettes football player Tony Proudfoot announced that he was battling ALS. With the help of his family, he created the “Tony Proudfoot Fund”, which supports the ALS Society of Quebec in its efforts to fulfill its mission as well as the ALS Research Fund at the Montreal Neurological Institute. Tony lost his battle in 2010, but his legacy lives on with a partnership with the Montreal Alouettes and other events throughout the year.

OUR EVENTS

The ALS Society of Quebec is proud to host a variety of fundraising events throughout the year. Various sponsorship levels exist that include recognition benefits such as product sampling, branding opportunities, staff participation, social marketing and/or promotional programs.

Ride for ALS

A three-day cycling event where 150 cyclists, mostly from the corporate community ride 100 km per day. Sponsor a team or create your own corporate team for this event that is gaining in popularity every year. Our goal is to offset the event expenses through sponsorships so that 100% of the funds raised by our participants are dedicated to our mission.



Walks for ALS

Thousands of participants will walk, run or roll in honour or in memory of someone touched by ALS in Montreal, Quebec, Sherbrooke, Charlevoix, Baie-Comeau and Gatineau. A great opportunity for sponsors to feature their products to a large audience!



Bell ALS Classic, hosted by Vincent Damphousse in collaboration with Clublink

\$874,000 has been raised since the inception of this event in 2008 thanks to Vincent Damphousse's commitment to the cause and Clublink's support. Inquire about sponsorships and foursomes.



OFFICIAL PARTNER OF THE ALS SOCIETY OR SPONSOR

RECOGNITION BENEFITS	All events	Sponsorship of one event				
	Official Partner \$25,000	\$15,000	\$10,000	\$5,000	\$2,500	\$1,000
PRE-EVENT RECOGNITION						
Logo, name, or mention in pre-promotional advertising						
TV	X	X				
Radio	X	X	X			
Newspapers	X	X	X	X	X	
ON-SITE RECOGNITION						
3' x 8' banners (supplied by sponsor)	X (4)	X (3)	X (2)	X (1)		
Verbal mentions by MC	X	X	X	X	X	X
Display on the sponsor donor board	Logo	Logo	Logo	Name	Name	Name
UNIFORM						
Logo on the official uniforms	X	X	X	X	X	
ON-SITE DISTRIBUTION						
Opportunity to distribute your product or promotional material	X	X	X	X		
PRINTED PROPERTIES						
Souvenir Programs	Logo	Logo	Logo	Logo	Name	Name
Ad in Souvenir Program	Full colour page	Full page	Full page	1/2 page		
Posters	Logo	Logo	Logo	Logo		
Press releases	Name	Name	Name	Name	Name	
Quarterly ALS Society of Quebec Newsletter	Logo	Logo	Logo	Logo	Name	Name
ELECTRONIC PROPERTIES						
ALS Society's website (Logo + hyperlink)	X	X	X	X	X	
Event's newsletter	X	X	X	X	X	
PROMOTIONAL RIGHTS						
Use of the event logo and partnership mention	X	X	X	X	X	
Partnership mention "Proud partner of (event's name)"	X	X	X	X	X	

Customized benefits: We will gladly work with you to develop a customized partnership package to meet your marketing, sales, or public relations priorities.

NO CHARITABLE RECEIPTS FOR ANY OF THE ABOVE EVENT SPONSOR OPTIONS.

Promotional inventory may vary for each event.

Product donation also accepted.



*The cornflower is the ALS flower. Despite its fragile appearance,
it is a hardy flower found throughout Canada.*

*Like the cornflower, people living with ALS show remarkable strength
in coping with a devastating disease.*



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For further information

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