

Sponsor Package

12th Annual



April 28, 2018

FiestaRunGA.com

#runLOCO4ALS

ABOUT US

The Cause – Amyotrophic Lateral Sclerosis (ALS)

Amyotrophic Lateral Sclerosis (ALS) is a neuromuscular disease that attacks the brain and spinal cord. There is no cure and the average life span after diagnosis is 2-5 years. ALS takes away the ability to move, speak, swallow, and ultimately breathe - and it can strike anyone.

There are currently 30,000 people in the United States living with ALS and someone in the world is diagnosed every 90 seconds. Without raising awareness and funding, ALS will not receive the research necessary to find a cure, and will continue to strike down every person who is diagnosed.

The Race

The Fiesta 5k Challenge brings entire families out for a morning of health & fitness, awareness for ALS, community outreach, and a celebration of life. Since 2007 the race has raised over \$250,000 for the Emory ALS Center. The race takes place at Fowler Park in Cumming, GA.

We are on a mission to stop ALS so come run LOCO with us at our 11th annual race benefiting the Emory ALS Center. 5k runners/walkers will love the beautiful Big Creek Greenway course – a 12 foot wide concrete and boardwalk path winging through the woods along Big Creek. It is flat and fast! The Fun Run takes place on the track at Fowler Park.

By sponsoring the Fiesta 5k Challenge, your company can show how it is involved in the community, and that it is making a difference in the lives of others. Cure for ALS will feature sponsors on our website, in social media, in event marketing, and in race day banners, signs, and announcements. You will also have the opportunity to have a display table at the event expo.



The Organization – Cure for ALS

Our family – Mike, Karen, Brian, and Kevin – are known to many as “Team Duffy”. We have been involved in triathlons since 2001 when Brian started racing at the age of seven. After watching a broadcast of the 2005 Ironman World Championship, Brian was motivated to help raise awareness and money to find a cure for ALS. He was inspired by Jon Blais, one of the athletes who finished the race that day – Jon had been diagnosed with ALS just five months prior.

Brian started, and what has now become, a family mission to end ALS. In 2006, his first fundraising campaign involved writing letters to get family and friends to gain sponsors for his triathlons. Since then, Brian had an idea to host a community road race because he knew it would raise significant dollars to donate toward ALS research. We formed the nonprofit organization, Cure for ALS, and developed this annual event. The inaugural race was held in 2007 and it has grown each year since. We’ve since added an annual golf tournament each fall, partnering with former Atlanta Falcon Terance Mathis. All proceeds from Cure for ALS events benefit the Emory ALS Center. We have helped to raise \$500,000.

For more information about Cure for ALS visit www.cureforals.com.



2016 SPONSORSHIP LEVELS

Presenting - \$7,500

Logo on website & banner
Prominent logo placement on T-shirt (logo deadline Apr. 12)
Company logo at start/finish line
Company logo on course signs
Prominent table placement at race expo
Recognition at awards ceremony
15 free race entries

T-Shirt - \$5,000

Logo on website & banner
Logo on back of T-shirt (logo deadline Apr. 12)
Logo on event signage
Prominent table placement at race day expo
Recognition at awards ceremony
10 free race entries

Pacesetter - \$2,500

Logo on website & banner
Logo on back of T-shirt (logo deadline Apr. 12)
Logo on event signage
Promotional space on race day
Recognition at awards ceremony
8 free race entries

Racing - \$1,000

Logo on website
Logo on back of T-shirt (logo deadline Apr. 12)
Name on event signage
Recognition on race day
Promotional space on race day
6 free race entries

Jogger - \$500

Logo on the back of the T-shirt (logo deadline Apr. 12)
Promotional space on race day
4 free race entries

Walker - \$250

Promotional space on race day
3 free race entries

Expo - \$150

Promotional space on race day
2 free race entries



Sponsorship Agreement Form

All proceeds benefit the

EMORY
ALS CENTER

Celebrate Life...Imagine a cure

www.als.emory.edu

Company Name_____

Address_____

Contact Person_____

Email_____

Phone_____

Preferred Method of Contact_____

Website_____

Our Company Will Sponsor at Level:



- | | | |
|--------------------------|------------|---------|
| <input type="checkbox"/> | Presenting | \$7,500 |
| <input type="checkbox"/> | T-shirt | \$5,000 |
| <input type="checkbox"/> | Pacesetter | \$2,500 |
| <input type="checkbox"/> | Racing | \$1,000 |
| <input type="checkbox"/> | Jogger | \$500 |
| <input type="checkbox"/> | Walker | \$250 |
| <input type="checkbox"/> | Expo | \$150 |

Authorized Signature_____

Please return this form to:

Cure for ALS

42 Lakecrest Circle, Suwanee, GA 30024

Questions: Contact Karen Duffy at 678-491-0639 or fiesta5kchallenge@gmail.com