



ALS WALK
FOR
RESEARCH

ALS WALK FOR RESEARCH

SETTING SCIENCE
IN MOTION



THE ALS WALK FOR RESEARCH

The ALS Walk for Research is ALS TDI's annual community awareness and fundraising event, held in Newton, MA—the place where our institute was founded. This walk unites families, friends, advocates, and researchers in a powerful show of solidarity and hope.

Participants come together to honor loved ones, celebrate progress in ALS research, and raise the funds needed to drive the next breakthroughs. Beyond fundraising, the Walk creates a sense of connection and shared purpose, strengthening the bonds that make the ALS community so resilient.

[CLICK HERE TO LEARN MORE ABOUT THE ALS WALK FOR RESEARCH](#)



WHY SPONSOR THE ALS WALK FOR RESEARCH?

- Demonstrate your commitment to the ALS community in a visible, meaningful way.
- Engage with hundreds of passionate participants walking in honor of loved ones and in support of research.
- Help sustain an event that not only raises critical funds for ALS research but also fosters unity, remembrance, and hope.



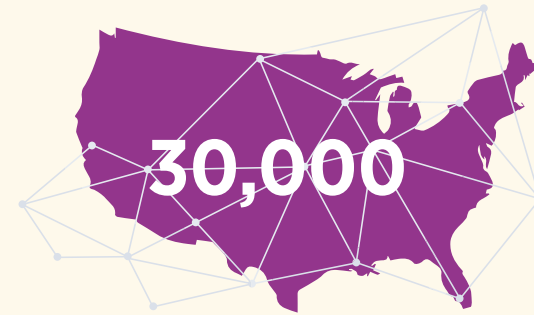
THE EVENT

ALS Walk for Research participants will walk three miles through Newton, MA to raise money and awareness for the fight against ALS. Together we will make strides towards ending ALS.

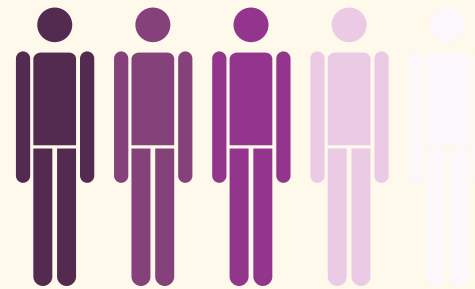
We walk for those who no longer can.

THE CAUSE

Amyotrophic lateral sclerosis (ALS), also known as Lou Gehrig's disease, is a neurodegenerative disorder. Attacking motor neurons in the brain and spinal cord, the disease disables the brain's ability to communicate with the body. Unable to receive messages from the brain, muscles weaken, eventually causing paralysis. People with ALS gradually lose their ability to walk, talk, eat, and breathe. There are currently no effective treatments to stop ALS disease progression.



30,000—The estimated number of people in the U.S. who have ALS at any time.



Most people with ALS survive 3-5 years after their first symptoms. With no known cure, ALS is a death sentence.



Every 90 minutes, someone in the U.S. is diagnosed with ALS.

ABOUT ALS TDI

The ALS Walk for Research is produced by the ALS Therapy Development Institute (ALS TDI). It is the largest research institute focused 100 percent on ALS. ALS TDI incorporates all aspects of drug discovery under one roof to find treatments as quickly as possible.

87 cents of every dollar donated to ALS TDI goes directly into the lab, where experts are working 24/7 to discover and develop treatments for ALS.

Your sponsorship will enable ALS TDI to make progress in these areas, among others:

- **Discover** new therapies and advance them to human clinical trials.
- **Grow** our ALS Research Collaborative (ARC) Study to help identify ALS subtypes and advance drug discovery.
- **Expedite** the pace of research overall by investing in cutting-edge technologies.
- **Expand** the number of preclinical models used to validate potential treatments.



DIGITAL REACH

ALS TDI

(Twitter/Facebook/Instagram)*

2.6M Impressions
75K Engagements
14k Link Clicks

ALS TDI monthly newsletter*

75K Recipients
2.5% CTR
50% Open Rate

* Numbers shown to reflect 2025 data



2026 ALS WALK FOR RESEARCH SPONSORSHIP LEVELS



PACESETTER SPONSORSHIP \$10,000

- Ten (10) Complimentary Walker Registrations for the ALS Walk for Research
- Banner at Registration*
- Logo on T-Shirt*
- Table at the event
- Recognition Verbally at the event, on Website, and on Social Media
- Every Step We Make Signage

PHOTO FINISH SPONSORSHIP \$5,000

- Eight (8) Complimentary Walker Registrations for the ALS Walk for Research
- Logo on T-Shirt*
- Banner with Company Logo*
- Recognition on Website
- Every Step We Make Signage

HITTING YOUR STRIDE SPONSORSHIP \$2,500

- Four (4) Complimentary Walker Registrations for the ALS Walk for Research
- Company Name on T-Shirt*
- Recognition on Website
- Every Step We Make Signage

KICK OFF SPONSORSHIP \$1,000

- Two (2) Complimentary Walker Registrations for the ALS Walk for Research
- Recognition on Website
- Every Step We Make Signage

EVERY STEP WE MAKE \$150

Every Step We Make Dedications allows you to recognize those whose lives have been affected by ALS with a personalized sign, including a photo and message. Signs are displayed at the event as a powerful reminder of why we walk and continue to fight for an end to ALS.



***To be included on printed materials, sponsorships must be received at least one month before the Walk for Research date. Please refer to the Registration page on the Walk for Research website for the exact deadline.**



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CONTACT US

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