



ALS WALK  
FOR  
RESEARCH

Sunday, September 7, 2025

# ALS WALK FOR RESEARCH

SETTING SCIENCE  
IN MOTION







ALS WALK  
FOR  
RESEARCH



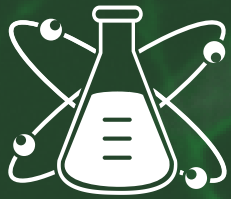
# THE EVENT



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.**



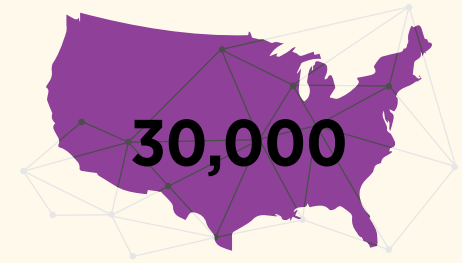


ALS WALK  
FOR  
RESEARCH

# THE CAUSE

---

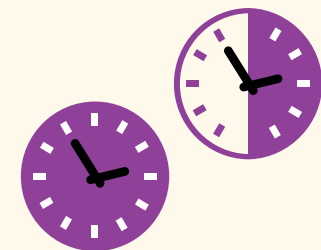
**Amyotrophic lateral sclerosis (ALS)**, also known as Lou Gehrig's disease, is a neurodegenerative disorder. Attacking motor neurons in the brain and spinal cord, the disease disables the brain's ability to communicate with the body. Unable to receive messages from the brain, muscles weaken, eventually 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.



There are about 30,000 U.S. citizens with ALS at any given time.

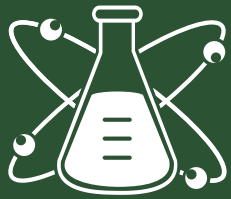


A person will typically survive only three-to-five years past diagnosis.



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





ALS WALK  
FOR  
RESEARCH

# 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.







ALS WALK  
FOR  
RESEARCH

GO. FASTER.



# DIGITAL REACH

## ALS TDI

(Twitter/Facebook/Instagram)\*

2.6M

Impressions

71K

Engagements

14k

Link Clicks

## ALS TDI monthly newsletter\*

75K

Recipients

2.5%

CTR

50%

Open Rate

\* Numbers shown to reflect 2024 data



# 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

## **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

## **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.



**\*Deadline for inclusion on printed materials is Monday, August 5, 2025 \***





ALS WALK  
FOR  
RESEARCH



# CONTACT US

---

For more  
information:  
[events@als.net](mailto:events@als.net)  
617.441.7205