



2023 PARTNERSHIP OPPORTUNITIES

ALS ASSOCIATION OREGON &
SW WASHINGTON CHAPTER



YOUR FUNDING AT WORK

Thanks to corporate partner's support, our chapter is able to support people living with ALS and their families all across the state of Oregon and SW Washington.



185

Newly diagnosed people reached by Care Services



315

Home visits performed by Care Services staff



144

people living with ALS provided with communication and technology assistance



7,237

Support communications with people living with ALS and their families

% of Requests Served = 100%

OTHER CARE & SUPPORT SERVICES



LOAN CLOSET

5 Total Loan Closets in Service Area
494 Total Medical Equipment Loans



CHAPTER GRANTS

\$146,771 Financial Assistance Grants
379 Grants Approved



ALS CLINICS

5 Total ALS Clinics in Service Area
732 Total ALS Clinic Visits



SUPPORT GROUPS

13 Total Support Groups
164 Total Support Group Meetings



BEREAVEMENT SUPPORT

163 Families Served With Bereavement Services
579 Bereavement Outreach Communications

WHO WE SERVE



59%

Male Identifying

40%

Female Identifying

1% not identified

89

Veterans Served by Chapter

64

Average Age of Person Served by Chapter

(Based on Fiscal Year 2/1/2021 - 1/31/2022)

SKI TO DEFEAT ALS

MARCH 4, 2023

Sponsor Benefit	Platinum \$10,000	Gold \$5,000	Silver \$2,500	Bronze \$1,000
Recognition on event website.	Logo + Link	Logo + Link	Logo + Link	Logo
Registration fees waived for skiers*	25	20	15	10
Recognition on chapter social media.	Personal Story	Dedicated Post	Dedicated Post	Group Post
Media packet and marketing materials for you to distribute to show your support for the event.	✓	✓	✓	✓
Recognition in e-communications to participants, donors, and volunteers. (15,000 unique constituents)	Logo + Link + Story	Link	Link	Link
Opportunity to host an information booth or table at the event.	✓	✓		
Opportunity to display banner at event.	✓	✓	✓	✓
Recognition on all printed materials. (7,500+ prints)	Logo	Logo	Logo	Logo
Registration fees waived for non-riding guests.	15	10	5	
Recognition on participant apparel.	Logo	Logo		
Recognition in pre-event press release and media opportunities.	Name	Name		
Logo recognition on skier bibs.	✓			
Opportunity to speak at post-event celebration.	✓			
Verbal recognition at event.	✓	✓	✓	✓
Sign at the start/finish line.	✓	✓	✓	✓
Professional photo of your company at the event.	✓	✓	✓	✓
Day of social media thank you.	✓	✓	✓	✓
Customizable opportunities are available to best fulfill your company's mission.	✓	✓	✓	✓

* We still ask that our \$150 fundraising minimum, per skier, be met.

WALKS TO DEFEAT ALS

WALKS TAKE PLACE APRIL – JUNE, 2023

Sponsor Benefits	Southern Oregon Partner: \$500 April 29, 2023
Recognition on the event website.	Logo + Link
Recognition on Walk t-shirt. (March 1 deadline for print)	Logo
Recognition in past participant, prospective participant, current participant, and volunteer email communications for region.	Logo
Recognition on Chapter social media. (12,000 person audience)	Logo
Recognition during live-streamed and in person opening ceremony as local partner.	Verbal
Banner with company logo displayed at the event. (Produced by the chapter)	Logo
Recognition in local advertising, as available within the region.	✓
Packet of marketing materials for you to distribute to show your support.	✓
Opportunity to host a promotional booth at the event.	✓
VIP support with corporate team.	✓

Sponsor Benefits	Central Oregon Partner: \$500 April 30, 2023
Recognition on the event website.	Logo + Link
Recognition on Walk t-shirt. (March 1 deadline for print)	Logo
Recognition in past participant, prospective participant, current participant, and volunteer email communications for region.	Logo
Recognition on Chapter social media. (12,000 person audience)	Logo
Recognition during live-streamed and in person opening ceremony as local partner.	Verbal
Banner with company logo displayed at the event. (Produced by the chapter)	Logo
Recognition in local advertising, as available within the region.	✓
Packet of marketing materials for you to distribute to show your support.	✓
Opportunity to host a promotional booth at the event.	✓
VIP support with corporate team.	✓

WALKS TO DEFEAT ALS CONT.

Sponsor Benefits	State Capital Partner: \$500 May 6, 2023
Recognition on the event website.	Logo + Link
Recognition on Walk t-shirt. (March 1 deadline for print)	Logo
Recognition in past participant, prospective participant, current participant, and volunteer email communications for region.	Logo
Recognition on Chapter social media. (12,000 person audience)	Logo
Recognition during live-streamed and in person opening ceremony as local partner.	Verbal
Banner with company logo displayed at the event. (Produced by the chapter)	Logo
Recognition in local advertising, as available within the region.	✓
Packet of marketing materials for you to distribute to show your support.	✓
Opportunity to host a promotional booth at the event.	✓
VIP support with corporate team.	✓

Sponsor Benefits	Willamette Valley Partner: \$500 May 7, 2023
Recognition on the event website.	Logo + Link
Recognition on Walk t-shirt. (March 1 deadline for print)	Logo
Recognition in past participant, prospective participant, current participant, and volunteer email communications for region.	Logo
Recognition on Chapter social media. (12,000 person audience)	Logo
Recognition during live-streamed and in person opening ceremony as local partner.	Verbal
Banner with company logo displayed at the event. (Produced by the chapter)	Logo
Recognition in local advertising, as available within the region.	✓
Packet of marketing materials for you to distribute to show your support.	✓
Opportunity to host a promotional booth at the event.	✓
VIP support with corporate team.	✓

WALKS TO DEFEAT ALS CONT.

Sponsor Benefits	SW Washington Partner: \$750 May 21, 2023
Recognition on the event website.	Logo + Link
Recognition on Walk t-shirt. (March 1 deadline for print)	Logo
Recognition in past participant, prospective participant, current participant, and volunteer email communications for region.	Logo
Recognition on Chapter social media. (12,000 person audience)	Logo
Recognition during live-streamed and in person opening ceremony as local partner.	Verbal
Banner with company logo displayed at the event. (Produced by the chapter)	Logo
Recognition in local advertising, as available within the region.	✓
Packet of marketing materials for you to distribute to show your support.	✓
Opportunity to host a promotional booth at the event.	✓
VIP support with corporate team.	✓

Sponsor Benefits	Portland Partner: \$1,000 June 4, 2023
Recognition on the event website.	Logo + Link
Recognition on Walk t-shirt. (March 1 deadline for print)	Logo
Recognition in past participant, prospective participant, current participant, and volunteer email communications for region.	Logo
Recognition on Chapter social media. (12,000 person audience)	Logo
Recognition during live-streamed and in person opening ceremony as local partner.	Verbal
Banner with company logo displayed at the event. (Produced by the chapter)	Logo
Recognition in local advertising, as available within the region.	✓
Packet of marketing materials for you to distribute to show your support.	✓
Opportunity to host a promotional booth at the event.	✓
VIP support with corporate team.	✓

WALKS TO DEFEAT ALS CONT.

Sponsor Benefits	Region Wide Partner \$5,000 Six Dates - April - June
Recognition on all six local event websites.	Logo + Link
Recognition on Walk t-shirt. (March 1 deadline for print)	Logo
Recognition in past participant, prospective participant, current participant, and volunteer email communications for all six regions and statewide.	Logo
Recognition on Chapter social media. (12,000 person audience)	Logo
Recognition during live-streamed and in person opening ceremony as local partner.	Verbal
Banner with company logo displayed at all six events. (Produced by the chapter)	Logo
Recognition in local advertising, as available within the regions.	✓
Packet of marketing materials for you to distribute to show your support.	✓
Opportunity to host a promotional booth at all six events.	✓
VIP support with corporate team.	✓

RIDE TO DEFEAT ALS

JULY 15, 2023

Sponsor Benefit	Platinum \$10,000	Gold \$5,000	Silver \$2,500	Bronze \$1,000
Recognition on event website.	Logo + Link	Logo + Link	Logo + Link	Logo
Registration fees waived for riders.	25	20	15	10
Recognition on chapter social media.	Personal Story	Dedicated Post	Dedicated Post	Group Post
Media packet and marketing materials for you to distribute to show your support for the event.	✓	✓	✓	✓
Recognition in e-communications to participants, donors, and volunteers. (15,000 unique constituents)	Logo + Link + Story	Link	Link	Link
Opportunity to host an information booth or table at the event.	✓	✓	✓	✓
Opportunity to display banner at event.	✓	✓	✓	✓
Recognition on all printed materials. (7,500+ prints)	Logo	Logo	Logo	Logo
Registration fees waived for non-riding guests.	15	10	5	
Recognition on participant apparel.	Logo	Logo		
Recognition in pre-event press release and media opportunities.	Name	Name		
Logo recognition on rider bibs.	✓			
Opportunity to speak at post-event celebration.	✓			
Verbal recognition at event.	✓	✓	✓	✓
Sign at the start/finish line.	✓	✓	✓	✓
Professional photo of your company at the event.	✓	✓	✓	✓
Day of social media thank you.	✓	✓	✓	✓
Customizable opportunities are available to best fulfill your company's mission.	✓	✓	✓	✓



YOUTH AND FAMILY DAY

AUGUST & SEPTEMBER 2023


\$1,000 PARTNERSHIP OPPORTUNITY

Our Youth and Family Day Program provides educational support and community building opportunities to the family members and Youth impacted by ALS.

We hold four different Youth and Family Days throughout the region each year. The events are held at parks, museums, or like venues, to allow both the Person living with ALS and the youth in their lives the opportunity to meet and connect in a fun and supportive environment.

Our partner, The Dougy Center (nonprofit organization in Portland, OR) provides grief support to youth and families, provides materials and volunteers support for our family day events.

These events enrich the opportunity for ongoing learning and support to participants. . Lunch and beverages are provided at each event including fun activities for the whole family!

- Your logo on all marketing materials for all 4 locations: Portland Metro, Willamette Valley, Southern Oregon and Central Oregon.
 - Online registration
 - Invitation
 - Email notification
 - Day of materials
 - Your sponsorship acknowledged in Chapter's e-newsletter and event emails. (15,000+ unique constituents)
 - Your logo placed on the event website.
 - Verbal recognition and logo recognition at events
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GALA AUCTION

SEPTEMBER 30, 2023

Sponsor Benefit	Platinum \$10,000	Gold \$5,000	Silver \$3,000	Bronze \$1,000
Table(s) at the event.	2 tables of 10	1 table of 10	1 table of 10	
Ad in the gala program.	Full Page	Half Page	Quarter Page	Logo
Support acknowledged on the screens at the event.	✓	✓	✓	✓
Support acknowledged verbally at the event.	✓	✓	✓	✓
Logo recognition on gala programs.	✓	✓	✓	✓
Professional photo of your company at the event.	✓	✓	✓	✓
Day of social media thank you.	✓	✓	✓	✓
Customizable opportunities are available to best fulfill your company's mission.	✓	✓	✓	✓
Your support acknowledged on chapter social media.	Logo	Logo	✓	✓
Recognition in pre-event press release and media opportunities.	✓	✓		
Sponsorship acknowledged in chapter Newsletter	✓	✓		
Sponsor listing on the invitations.	Logo	Logo		
Gift for each guest at their seats.	✓			




CARE GIVER APPRECIATION

\$1,000 PARTNERSHIP OPPORTUNITY

Our chapter serves around 550 people living with ALS each year. Along with people living with ALS are their caregivers. We provide a meaningful program for caregivers to connect with one another and form relationships. We also use this as a time to say “thank you” for the selfless act of service they provide their loved one through being a caregiver.

Recognition on Caregiver Appreciation Cards sent to all ALS caregivers in Oregon and SW Washington in the month of November.

- Recognition at caregiver appreciation event, verbally and with logo on materials.
 - Recognition on chapter social media as presenting partner.
 - Dedicated post with annual Caregiver Appreciation initiative highlights:
 - “The Standard appreciates the caregivers in the #ALS community. Acknowledge your favorite caregiver and use #ALSCaregiversROCK. For each acknowledgement, The Standard will donate \$25 to The ALS Association. Help us show our caregivers some love.”
 - Recognition in Care Services newsletter.
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RESEARCH SYMPOSIUM

NOVEMBER, 2023

\$2,500 PARTNERSHIP OPPORTUNITY

Join us this year for our ALS Research Symposium! We invite you to learn about the latest in ALS research from the comfort of your own home by tuning in to live virtual presentations from local esteemed ALS researchers and clinicians. Presentations will be streamed live through Facebook, and in person for ALS community members in the Portland area. The session will be concluded with a live panel presentation made up of local ALS experts reflecting on the week's presentations as well as new and exciting developments in the field. More information about speakers and date coming soon!

