



Through Brewfest for ALS various participating Ales for ALS™ brewers will come together in one place and provide tastings for the community. Brewfest events will include beer tastings from multiple brewers, food vendors, and music. In 2021, Ales for ALS™ will host Brewfests' in 5 locations across the country. Each event is expected to attract 500+ attendees, including beer enthusiasts, people with a connection to ALS, and community members looking for a fun event to attend with friends.

In addition to being a not-to-be-missed virtual beer event, Brewfest for ALS raises vital funds to support ALS research at ALS TDI.



About the ALS Therapy Development Institute

The ALS Therapy Development Institute (ALS TDI) and its scientists actively discover and develop treatments for ALS. ALS TDI is the world's first and largest nonprofit biotech focused 100 percent on ALS research. Led by people with ALS and drug development experts, it understands the urgent need to slow and stop this disease. Learn more at www.als.net.

About ALS

Every 90 minutes, someone is diagnosed with ALS, also known as Lou Gehrig's disease or Motor Neuron Disease (MND). It is a progressive and fatal neurodegenerative disease that causes muscle weakness, difficulty breathing and swallowing, and paralysis while leaving the senses intact. Most people survive two to five years after their diagnosis, with an estimated 30,000 people in the U.S. and 450,000 worldwide living with the disease. While ALS is often considered a mid-to late-life disease, ALS affects people of all ages. It can affect anyone, anywhere. Currently, there is no effective treatment or cure.

About Ales for ALS

Breweries from around the world are invited to join Ales for ALS™. Once accepted, participating Ales for ALS™ brewers receive their requested amount of a unique hop blend, free of charge, which is exclusively created and donated annually by Loftus Ranches and YCH Hops. Brewers donate \$1 per pint of their brew sold to ALS research at ALS TDI.

How it Workds

Towards the end of the year, the new hop blend is developed by a group of master brewers for the upcoming Ales for ALS™ season. Each Ales for ALS™ program season begins and ends with the calendar year. Breweries contact our team in order to receive an invitation to the program. Brewers choose the quantity and delivery date of their FREE hops. With inspiration from the hops, brewers create their beer. Breweries sell and promote their new Ales for ALS™ beer. Breweries donate *\$1 from every pint sold, to the ALS Therapy Development Institute by the end of the calendar year.















National Sponsorship Opportunities

DOUBLE IPA SPONSOR \$25,000

- Twenty (20) VIP Tickets to a Brewfest for ALS Local Events of Sponsor's Choosing.
- Logo on Brewfest for ALS participant beer glasses.
- Logo on Brewfest for ALS T-shirts below National Sponsors.
- Option for Sponsor to host a table/booth at the local event of their choosing.
- Personal introduction to Host Brewers at the local event of their choosing.
- Recognition as a national sponsor on the Official Brewfest for ALS Site.
- · Logo on all promotional materials.
- Dedicated social media post with recognition as a national sponsor on Brewfest for ALS.

IPA SPONSOR \$10,000

- Logo on all promotional materials and t-shirts.
- Ten (10) VIP Tickets to a Brewfest for ALS Local Events of Sponsor's Choosing.
- Option for Sponsor to host a table/booth at the local event of their choosing.
- Logo on Brewfest for ALS T-shirts below National Sponsors.
- Recognition as a national sponsor on the Official Brewfest for ALS Site.
- Logo on all promotional materials.
- Dedicated social media post with recognition as a national sponsor on Brewfest for ALS.

Local Sponsorship Opportunities

SESSION IPA SPONSOR \$5,000

- Ten (10) Tickets to the local Brewfest for ALS event.
- Two (2) VIP Tickets to the local Brewfest for ALS event.
- Ten (10) Brewfest for ALS t-shirts.
- Logo on Local Sponsor Banner on site at event.
- Logo on local Brewfest for ALS event website.

LAGER SPONSOR \$1,000

- Two (2) Tickets to the local Brewfest for ALS event.
- Logo on Local Sponsor Banner on site at event.
- Logo on local Brewfest for ALS event website.

PALE ALE SPONSOR \$2,500

- Five (5) Tickets to the local Brewfest for ALS event.
- Five (5) Brewfest for ALS t-shirts.
- Logo on Local Sponsor Banner on site at event.
- Logo on local Brewfest for ALS event website.

PILSNER SPONSOR \$250

- Logo on Local Sponsor Sign on site at the local Brewfest for ALS event.
- Logo on local Brewfest for ALS event website.



ALS: THE HARD FACTS

ALS, also known as Lou Gehrig's disease or Motor Neuron Disease (MND), is a progressive and fatal neurodegenerative disease that causes muscle weakness, difficulty breathing and swallowing, and paralysis while leaving the senses intact. While ALS is often considered a mid-to late-life disease, ALS affects people of all ages. It can affect anyone, anywhere.



Most people with ALS survive 2-5 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.



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



There is no cure nor effective treatment for ALS, but with your help, we can change that!

ALS THERAPY DEVELOPMENT INSTITUTE

The ALS Therapy Development Institute (ALS TDI) and its scientists actively discover and develop treatments for ALS. ALS TDI is the world's first and largest nonprofit biotech focused 100 percent on ALS research. Led by people with ALS and drug development experts, it understands the urgent need to slow and stop this disease. Learn more at www.als.net.

87 CENTS OF EVERY DOLLAR GOES DIRECTLY INTO THE LAB, WHERE EXPERTS ARE WORKING 24/7 TO DISCOVER AND DEVELOP TREATMENTS FOR ALS

Only 50-65 cents of every dollar donated to most other nonprofit organizations goes to finding treatments for ALS.



Charity Navigator
has awarded ALS TDI
its highest rating—
four stars—for a record
six years in a row. This
exceptional designation

sets ALS TDI apart from its peers.



"ALS TDI's core mission doesn't allow for research in isolation. Every day I work alongside talented researchers and collaborate with people living with ALS, to move

towards our shared goal of ending ALS."

Beth Levine, Senior Associate Scientist at ALS TDI

