

# ALES FOR ALS™ FESTIVALS AND EVENTS

TOGETHER WE  
WILL END ALS

CORPORATE SPONSORSHIP OPPORTUNITIES  
FOR ALES FOR ALS™ EVENTS





Through Ales for ALS™ events, participating brewers across the country can host festivals and events and give you a unique opportunity to taste their signature Ales for ALS™ beers.

Attend a festival for the opportunity to taste brews from various local breweries, or attend a release party for the exclusive chance to get first taste of a new signature beer.

All festivals and events support vital ALS research at the ALS Therapy Development Institute (ALS TDI). So, whatever event you attend, you know that you will be enjoying great beer, and supporting an even better cause – research to end ALS.



### 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](http://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 Works

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 Ales for ALS™ Local Events of Sponsor's Choosing.
- Logo on Ales for ALS™ participant beer glasses.
- Logo on Ales 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 Ales for ALS™ website.
- Logo on all promotional materials.
- Dedicated social media post with recognition as a national sponsor on Ales for ALS™.

### IPA SPONSOR \$10,000

- Logo on all promotional materials and t-shirts.
- Ten (10) VIP Tickets to a Ales 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 Ales for ALS™ T-shirts below National Sponsors.
- Recognition as a national sponsor on the Official Ales for ALS™ Site.
- Logo on all promotional materials.
- Dedicated social media post with recognition as a national sponsor on Ales for ALS™.

## Local Sponsorship Opportunities

### SESSION IPA SPONSOR \$5,000

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

### LAGER SPONSOR \$1,000

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

### PALE ALE SPONSOR \$2,500

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

### PILSNER SPONSOR \$250

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

*For questions, contact [alesforals@als.net](mailto:alesforals@als.net) or 617.441.7205*





## ALS: THE HARD FACTS

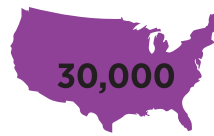
ALS, also known as Lou Gehrig's disease or Motor Neuron Disease (MND), is a progressive and fatal neurodegenerative disease that causes muscle weakness, difficulty breathing and swallowing, and paralysis while leaving the senses intact. While ALS is often considered a mid-to late-life disease, ALS affects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



Most people with ALS survive 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.



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

As the ALS Drug Discovery Engine, the ALS Therapy Development Institute (ALS TDI) discovers and invents ALS treatments and partners to advance them into clinical trials. It is the first and largest nonprofit biotech focused 100 percent on ALS research. ALS TDI incorporates all aspects of drug discovery under one roof to find treatments as quickly as possible. Learn more at [www.als.net](http://www.als.net).



"Many of us at ALS TDI, myself included, have grieved as loved ones have suffered with ALS. So, alongside you, we dedicate our lives to changing the prognosis for this disease"

- **Fernando Vieira, M.D.,**  
CEO and Chief Scientific Officer at ALS TDI

## 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 ALS nonprofit organizations goes directly to research.

Charity Navigator has awarded ALS TDI its highest rating—four stars—for a record seven years in a row. This exceptional designation sets ALS TDI apart from its peers.



A photograph of three people smiling and sitting outdoors in front of a brick wall. On the left is a Black woman with long braids, wearing a pink lace-trimmed top and a green beaded necklace, holding a drink. In the center is a man with glasses and a black baseball cap, looking directly at the camera. On the right is a man with a beard, glasses, and a black baseball cap, also smiling. A large, faint, stylized graphic of a hand holding a heart is visible in the background behind the text.

# **ALES FOR ALS™ FESTIVALS AND EVENTS THANK YOU!**

**BENEFITING ALS RESEARCH AT**

**ALS**  
THERAPY DEVELOPMENT  
INSTITUTE

**FOR MORE INFORMATION:**

**ALES FOR ALS™**

617.441.7205 | [alesforals@als.net](mailto:alesforals@als.net)

480 Arsenal Street, Suite 201, Watertown, MA 02472