



# Betty's Run for ALS

Inspiring Care, Hope and Community

22nd Annual Walk & Run  
9:00 am Sunday, June 10, 2018  
North Glenmore Park, Calgary



# Betty's Run for ALS

Betty's Run for ALS celebrates, promotes and channels hope for those affected by ALS, their families and their friends. In 1996, Calgarian Betty Norman was diagnosed with ALS. Her year-long physical and emotional battle with this terrible disease inspired her friends and family to organize an annual fundraiser. Betty's Run for ALS has grown steadily to become one of the largest ALS fundraisers in Canada.

Over the past 22 years, Betty's Run for ALS has raised over \$7 million due to the generous support of donors and participants. Of funds raised, **60 per cent** stay in Alberta to support those currently living with ALS through equipment and client services. The remaining **40 per cent** of funds support ongoing research into identifying the cause and cure for this devastating disease. This year we are inviting the past 22 years of Betty's Run family back, along with new friends to continue inspiring care, hope and community.

## The ALS Society of Alberta

The ALS Society of Alberta is a non-profit organization dedicated to making each day the best possible day for people living with and affected by ALS. It is the only non-profit organization that supports people affected by ALS in Alberta, and is the largest per-capita donor to the national ALS research program. All funds raised for client support services are raised in Alberta, and remain within the province to allow the Society to respond to the rapidly changing needs of those living with ALS.

## What is ALS?

Amyotrophic Lateral Sclerosis (ALS), also known as Lou Gehrig's disease, is a rapid, always fatal neurodegenerative disease. It attacks the nerves of the body that would normally send messages from the brain to the muscle, resulting in weakness and wasting. Eventually, the individual with ALS is left completely immobilized, with loss of speech and an inability to swallow and breathe.

- ALS can strike anyone, at anytime, regardless of age, sex or ethnic origin.
- The usual age of onset is 55-65, but people under 20 have been diagnosed.
- Approximately 2,500 - 3,000 Canadians currently live with ALS.
- In at least 90 per cent of cases, it strikes people with no family history of the disease.
- 80 per cent of people with ALS die within three to five years of diagnosis.
- A person with ALS can require equipment and care valued at more than \$240,000.
- The cause is unknown. There is no known cure or treatment that prolongs life significantly... yet.



# CORPORATE SPONSORSHIP OPPORTUNITIES

DEADLINE FOR PLATINUM AND GOLD SPONSORS' LOGO IS FEBRUARY 12, 2018

DEADLINE FOR SILVER SPONSORS' PLEDGES IS APRIL 2, 2018

| Sponsorship Benefit                                   | Platinum<br>\$10,000+ | Gold<br>\$5,000 - \$9,999 | Silver<br>\$2,500 - \$4,999 | Bronze<br>\$1,000 - \$2,499 |
|---|-----------------------|---------------------------|-----------------------------|-----------------------------|
| <b>PRE-EVENT RECOGNITION</b>                          |                       |                           |                             |                             |
| Social media promotion (Facebook, Twitter, Instagram) | ●                     | ●                         | ●                           | ●                           |
| ALS website presence                                  | ●                     | ●                         | ●                           | ●                           |
| Logo on fundraising website                           | ●                     | ●                         | ●                           | ●                           |
| Logo on four newspaper ads in the Sun and Herald      | ●                     |                           |                             |                             |
| Logo on email blasts                                  | ●                     | ●                         |                             |                             |
| Mention in radio announcements                        | ●                     | ●                         | ●                           | ●                           |
| Logo on print and TV public service announcements     | ●                     |                           |                             |                             |
| <b>ON-SITE RECOGNITION</b>                            |                       |                           |                             |                             |
| Logo on t-shirts                                      | ●                     | ●                         | ●                           |                             |
| Verbal acknowledgement                                | ●                     | ●                         | ●                           | ●                           |
| Event sponsor banners                                 | ●                     | ●                         | ●                           | ●                           |
| <b>POST-EVENT RECOGNITION</b>                         |                       |                           |                             |                             |
| Press release   | ●                     | ●                         | ●                           |                             |
| ALS Society of Alberta newsletter                     | ●                     | ●                         | ●                           | ●                           |
| Thank you email blast                                 | ●                     | ●                         | ●                           | ●                           |
| Logo on newspaper thank you advertisements            | ●                     | ●                         |                             |                             |

# THANK YOU

For your dedication and commitment to the ALS community. Your support truly makes a difference in the lives of those living with and affected by ALS. We look forward to including your organization as a sponsor of the 2018 Betty's Run for ALS.

**For more information, please contact:**

Karen Caughey  
2018 Betty's Run Sponsorship Committee  
ALS Society of Alberta

Phone: 1-888-309-1111  
Fax: 403-228-7752  
Email: karen@alsab.ca

Or, visit [www.bettysrun.ca](http://www.bettysrun.ca)

*“Betty's Run for ALS brings together a community of people searching for a little bit of hope. It lets people know that they are not alone in this battle of ALS.”*

