



HOPS4ALS

CORPORATE SPONSORSHIP OPPORTUNITIES

2024 - 2025 BASKETBALL SEASON

BENEFITING ALS
RESEARCH AT

ALS
THERAPY DEVELOPMENT
INSTITUTE



Hoops4ALS is dedicated to uniting college basketball coaches, players, and fans to raise awareness for amyotrophic lateral sclerosis (ALS) – also known as Lou Gehrig’s Disease. We work to promote ALS advocacy and research, helping those dealing with this horrible disease and supporting the researchers working to find a cure.

P.J. Murphy and Tom Haberstroh met at a Lou Gehrig Day baseball game in Cincinnati in 2021. They quickly realized they had two big things in common – a love for the game of basketball and loved ones affected by ALS. This chance meeting would eventually lead to the founding of Hoops4ALS – a new organization that aims to bring ALS awareness and fundraising to basketball, much in the way that Lou Gehrig Day did for baseball.



About the ALS Therapy Development Institute

The ALS Therapy Development Institute (ALS TDI) is the world’s foremost drug discovery lab focused solely on ALS. As a nonprofit biotech we operate without regard to profit or politics. Led by drug development experts and people with ALS, our Watertown, Massachusetts based lab is funded by a global network of supporters unified to end ALS. Our mission is to discover and develop effective treatments for ALS.

About ALS

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. Learn more at www.als.net.



480 Arsenal Street, Suite 201, Watertown, MA 02471 | info@als.net | 617.441.7200



The ALS Therapy Development Institute is a 501(c)3 EIN# 04-3462719. All donations are tax deductible.



NATIONAL SPONSORSHIP OPPORTUNITIES

PLATINUM SPONSOR \$20,000

- Four Game Day Tickets to the Local Hoops4ALS event of your choosing.*
- Prominent logo placement on Game Day Home Team Shirts presented to Student Section fans.**
- Featured as sponsor for the accompanying Ales for ALS™ Hoops Hangout local brew event your choosing.*
- Option to host a table/booth at the accompanying Ales for ALS™ Hoops Hangout local brew event your choosing.*
- Recognition as a national sponsor on the Official Hoops4ALS Website: hoops4.als.net.
- Logo on all local Hoops4ALS promotional materials.
- Logo on all Hoops4ALS promotional emails.
- Dedicated social media post with recognition as the national sponsor of Hoops4ALS.

LOCAL SPONSORSHIP OPPORTUNITIES

GOLD SPONSOR \$5,000

- Custom Spirit Rally Towels presented to Student Section fans on game day featuring sponsor logo.**
- Four Game Day Tickets to the Local Hoops4ALS event of your choosing.*
- Four Hoops4ALS branded The Game Everyday Trucker Hats.
- Featured as sponsor for the accompanying Ales for ALS™ Hoops Hangout local brew event.*
- Dedicated sponsor thank you post on Hoops4ALS social media outlets.
- Logo/Name featured on the local Hoops4ALS game printed and digital flier.**
- Logo/Name featured on local Hoops4ALS game website.

SILVER SPONSOR \$2,500

- Two Game Day Tickets to the Local Hoops4ALS event of your choosing.*
- Two Hoops4ALS branded The Game Everyday Trucker Hats.
- Featured as sponsor for the accompanying Ales for ALS™ Hoops Hangout local brew event.*
- Logo/Name featured on the local Hoops4ALS game printed and digital flier.**
- Logo/Name featured on local Hoops4ALS game website.

COPPER SPONSOR \$1,000

- Featured as sponsor for the accompanying Ales for ALS™ Hoops Hangout local brew event.*
- Logo/Name featured on the local Hoops4ALS game printed and digital flier.**
- Logo/Name featured on local Hoops4ALS game website.

BRONZE SPONSOR \$500

- Featured as sponsor for the accompanying Ales for ALS™ Hoops Hangout local brew event.*
- Logo/Name featured on local Hoops4ALS game website.

* - Based on availability. Benefit not guaranteed

** - Print Deadlines Apply



ALS: THE HARD FACTS

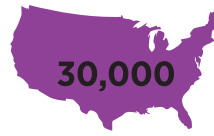
ALS, also known as Lou Gehrig’s disease or Motor Neuron Disease (MND), is a progressive and fatal neurodegenerative disease that causes muscle weakness, difficulty breathing and swallowing, and paralysis while leaving the senses intact. While ALS is often considered a mid-to late-life disease, ALS affects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



“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.





HOOPS4ALS

THANK YOU!

FOR MORE INFORMATION:

HOOPS4.ALS.NET

617.441.7262 | hoops@als.net

480 Arsenal Street, Suite 201, Watertown, MA 02472

**BENEFITING ALS
RESEARCH AT**

ALS
THERAPY DEVELOPMENT
INSTITUTE