

RIDE



To Defeat ALS

**Sunday
July 17, 2011**

Rainout date following Sunday

*Get ready to ride for someone else's life.
Together we can beat this disease.*

Registration and Start Location: Lake House Pub
27909 East Colbern Road, Lee's Summit, MO 64086

Cost: \$30 single, \$10 for passenger

Time: Registration begins at 10:00
Ride starts at 12:00

Ride ending around 4pm with a BBQ, Auction,
Raffle Prizes, Games and a Live Band.

Call 816.529.5294 for additional information or visit
<http://ridetodefeatALS.yolasite.com/>

WHY WE RIDE?

Imagine: You're awoken at night with slight twitches in one of your limbs. Your speech begins to slur. You're fatigued by small tasks, and suddenly begin to fall inexplicably. You have trouble picking up papers or even using a pen. You seek medical counsel, but are given no satisfactory answers. That is often just the beginning of the devastating journey of an ALS patient. Within a short time, many patients find themselves wheel-chair bound, unable to communicate, and trapped inside of a body that can no longer function.

The deadly disease affects the motor neurons in a person's brain and spinal cord. When the motor neurons die, the muscles waste away. Gradually, a person is robbed of the ability to walk, speak, eat, and eventually breathe. All the while, the mind remains sharp and aware of the total paralysis that is quickly setting in. Upon diagnosis, doctors give the majority of ALS patients only two to five years to live. *There is no known cause or cure for ALS. The disease shows no partiality. It can strike anyone. Regardless of your age, gender, or ethnicity, you could become a victim who hears the doctor say, "You have ALS."*

Benefits:



ALS Association
Keith Worthington
Chapter

SPONSORSHIPS & IN-KIND DONATIONS

Our success relies heavily on monetary donations, product and service donations utilized before, during, and after the Ride to Defeat ALS. This event is becoming a community tradition - a celebration of commitment and determination in the face of a crushing disease. We are positive that the support of businesses and organizations like yours in our community each year will truly be remarkable! We hope that you will join us in this cause!

We have conscientiously looked for ways to contain expenses so that the event is able to maximize proceeds for ALS services and honor the trust of its participants and donors.

Sponsorships Available:

Friend \$100 - name recognition on route map and at registration table

Route Marker Sponsor \$500 - name/logo on route map, signage, recognition at event and on website

T-Shirt Sponsor - \$500/or t-shirt donation - name/logo on 100 t-shirts, recognition at event and on website

Meal Sponsor \$750 - name on all event information, table tents, website and recognition in any media surrounding the event

In-Kind Sponsorships

We would greatly appreciate your donation of any of the following items:

- 100 Ride Day t-shirts with the ALS Ride to Defeat logo (or see opportunity above)
- Hats, shirts, gloves, sunglasses, coozies, key chains...anything with your firm logo that we can give away to each participant
- Breakfast and/or coffee for both Riders and Volunteers who are often at the site before the sun comes up
- BBQ Dinner with all the fixins for all participants at the end of the day
- Banner and printing services
- Tents, tables and chairs for Ride Day Registration and After Party
- Gift certificates and gift packages to be used as raffle prizes and auction items.
- The possibilities are endless!

We welcome any and all donations!

The Ride to Defeat ALS volunteer staff is pleased to provide a variety of marketing and promotional benefits to all of our Sponsors based on the value and nature of their donations.

For additional information, please contact the ride founder and ALS Keith Worthington Chapter Board of Director, Suzie Apel at 816.529.5294 or email suzieapel@gmail.com