



May 1, 2008

We are pleased to present the *2nd Annual Drive 4 ALS* golf tournament. The tournament will be held on **Saturday, September 6th, 2008** at the **Riverbend Golf Course** in Richmond, Ontario.

What is ALS?

Amyotrophic Lateral Sclerosis, also known as Lou Gehrig's disease, is a rapidly progressive and fatal neuromuscular disease that is characterized by the degeneration of a select group of nerve cells and pathways (motor neurons) in the brain and spinal cord. This loss of motor neurons leads to progressive paralysis of the voluntary muscles. The heart is not a voluntary muscle, and therefore, remains unaffected by the disease. However, since breathing is controlled voluntarily by the chest muscles, death usually occurs when the chest muscles are no longer able to help the lungs achieve adequate oxygenation. Generally, there is little impairment of the brain or the senses.

Approximately 2,500-3,000 Canadians currently live with ALS. Two or three Canadians lose their battle to this devastating disease every day. In Ontario, roughly 1,000 people have ALS at any one time.

About the ALS Society of Ontario

The ALS Society of Ontario is a non-profit organization that is dedicated to providing the necessary equipment and support services to those living with ALS, as well as to provide funding to the ALS Society of Canada towards research for a cure. For more details, please visit www.alsont.ca.

About the Tournament

Five years ago, my mother Sandra was diagnosed with ALS. Through her experiences, I have witnessed the slow decline of her health and the impact it has had on her life as the disease progresses. The financial impact on those living with ALS is exorbitant. I started this tournament a year ago with the hopes that I could help families and patients of ALS cope with this horrifying disease. That patients would not have to reach into their pockets and spend their life savings on critical, life sustaining equipment, as there is very

ALS - Three letters that change people's lives. Forever.

Drive 4 ALS, 204A-1150 Morrison Dr., Ottawa, ON, K2H 8S9
(613) 257-4991, drive4als@gmail.com



little Government support or subsidies. This disease affects each and every muscle in your body. My mother is so scared of the day that she will not even be able to smile!

Not a Golfer?

Not a golfer, but want to show your support? There are several ways that you can participate:

- 1) **Sponsorships** – please see our sponsorship package to find out how you can sponsor the tournament
- 2) **Volunteer** – our tournament is 100% non-profit. Volunteers are the heart of any successful event. Please contact us at drive4als@gmail.com for further information on how you can participate.
- 3) **Join us for dinner** – you can join us for dinner after the tournament. Tickets will be sold individually for \$30.
- 4) **Make a donation** – you can make a donation in the name of the tournament by going to www.alsont.ca/events

It is through your participation, contribution and generosity that we can make a difference. Although there is no cure for ALS to date and there is still so much to learn, there have been some promising breakthroughs and researchers are working hard and dedicating their time to learn more each day about this devastating disease.

For further information on the golf tournament, please contact Mike Matthews, Tournament Director, at drive4als@gmail.com.

For further information on the ALS Society, please visit their website at www.alsont.ca or contact Marion Williams, Champlain Regional Manager, at marion@alsont.ca.

We look forward to seeing you at the tournament!

Sincerely,

Mike Matthews
Tournament Director

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SPONSORSHIP OPPORTUNITIES

Title Sponsorship ~ \$ 7,500.00

Your sponsorship package will include:

- ✓ Corporate name and logo as Headline sponsor
- ✓ Corporate Signage in all promotional materials and advertisement/media coverage
- ✓ Corporate Banner to be placed in high profile locations at event (banner provided by sponsor)
- ✓ Acknowledgement at the dinner by our M.C.
- ✓ 2 Golf Foursomes
- ✓ Acknowledgement in the Golf Day program

Dinner Sponsorship ~ \$ 5,000.00

Your sponsorship package will include:

- ✓ Corporate Signage in the dining area
- ✓ Corporate Banner to be placed in high profile locations at event (banner provided by sponsor)
- ✓ Acknowledgement at the dinner by our M.C.
- ✓ Golf Foursome
- ✓ Acknowledgement in the Golf Day program

Cart Sponsorship ~ \$ 3,000.00

Your sponsorship package will include:

- ✓ Corporate Signage on the back of all golf carts
- ✓ Acknowledgement at the dinner by our M.C.
- ✓ Acknowledgement in the Golf Day Program
- ✓ 1 Golf Foursome

Drink Sponsorship ~ \$ 1,500.00

Your sponsorship package will include:

- ✓ Corporate Signage on the clubs snack carts
- ✓ Acknowledgement at the dinner by our M.C.
- ✓ Acknowledgement in the Golf Day Program
- ✓ 1 Golf Foursome

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Hole Sponsorship ~ \$ 75.00 each

Increase your visibility by sponsoring a hole or two. Your sponsorship package includes:

- ✓ Acknowledgement in the Golf Day program
- ✓ Signage at each sponsored tee box

Auction or Prize Sponsorship

Donate an item for the auction (silent or live) valued at \$200.00 or more, or a prize for the participants of this year's tournament. Your sponsorship package includes:

- ✓ Signage with your item on the auction or prize table
- ✓ Acknowledgement in the Golf Day program

SPONSORSHIP FORM

Please check your level of sponsorship:

- ☐ Title Sponsorship \$7,500.00
- ☐ Dinner Sponsorship \$ 3,000.00
- ☐ Cart Sponsorship \$ 3,000.00
- ☐ Hole Sponsorship \$ 75.00 each
- ☐ Auction or Prize – ITEM _____ Value \$ _____
- ☐ Other Sponsorship \$ _____

SPONSOR NAME: _____

CONTACT NAME: _____

PHONE () _____ **FAX ()** _____

EMAIL _____

** We can tailor make this level to suit your specific needs and desires.*

***Due to changes in the Revenue Canada Income Tax Act,
an Advertising receipt will be issued to all sponsors.*

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