

# Sponsorship Proposal

Target ALS Annual Meeting

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TARGET  
ALS

## About Us

At Target ALS, we are dedicated to accelerating breakthrough research in Amyotrophic Lateral Sclerosis (ALS) through radical collaboration, deliberate disruption, and impatient optimism. As the **largest private funder of ALS research worldwide**, we remove barriers that slow scientific progress, ensuring that the most promising ideas receive the resources they need to translate discoveries into treatments.

Our three-pronged strategy fuels innovation in:

- **Understanding ALS Biology** – Advancing knowledge of the disease's causes and mechanisms.
- **Drug Discovery** – Funding promising therapies and moving them swiftly toward clinical trials.
- **Biomarker Development** – Establishing tools for earlier diagnosis, disease monitoring, and clinical trial success.

In 2024, we invested \$15.5 million in grants, launched six major research initiatives, and completed a \$250 million capital campaign, making historic strides in ALS research. Our Research Cores provide cutting-edge resources, including the Target ALS Data Engine, the first open-access platform of its kind, accelerating discoveries for scientists worldwide.

### Mission & Vision

Our mission is to break down barriers to ALS research to find effective treatments, and realize our vision for a world where **Everyone with ALS Lives**.

## About the Annual Meeting

The Target ALS Annual Meeting is the foremost gathering in ALS research, bringing together global leaders across academia, biotechnology, pharmaceuticals, venture capital, and nonprofit organizations to collaborate and accelerate the path to treatments.

### Why It Matters

-  Over 800 attendees annually, including the most influential minds in ALS research.
-  A unique forum where breakthrough ideas turn into actionable projects.
-  A catalyst for clinical trials and industry partnerships that push ALS research forward.

**SAVE THE  
DATE**  
**MAY 5-7**  
**BOSTON**

### Sample Schedule

#### DAY 1

- Industry Presentations on Therapeutics in Development
- Early-Stage Clinician Projects
- Postdoctoral Fellow Projects
- 5:00-7:00 p.m. Poster Session & Opening Reception

#### DAY 2

- Industry & Academic Biomarker Consortia Presentations
- Neurology Resident Presentations

#### DAY 3

- Basic Biology Consortia
- Round Table – Discussion of Key Topics & Themes from the Meeting
- 4:30 p.m. Wrap Up

## Why Sponsor the Annual Meeting

As a sponsor, your organization will be positioned as a key player in driving ALS research and innovation. Your investment will not only support groundbreaking science but also provide valuable brand exposure, thought leadership opportunities, and direct engagement with industry leaders.

### Sponsorships Benefits



**Unparalleled Visibility:** Showcase your brand in front of global leaders in ALS research, biotech, and healthcare innovation.



**Exclusive Networking:** Connect with top scientists, investors, and decision-makers in a collaborative setting.



**Thought Leadership:** Position your company as a leader in the fight against ALS through event branding, speaking opportunities, and media exposure.



**Real-World Impact:** Directly contribute to life-saving research and clinical advancements.



## Multi-Year Sponsorship Opportunities

For the first time, Target ALS is offering multi-year sponsorships, allowing organizations to maximize their impact and visibility over multiple years. By committing for two or more years, sponsors receive exclusive benefits and priority positioning at future events.

On top of the benefits available with your selected sponsorship, partners will also gain the benefits below.



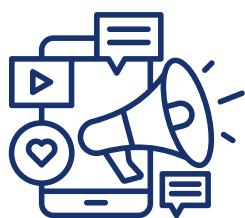
**Price Lock  
Guarantee**



**First Choice**  
sponsorship  
selection before  
anyone else



**Feature in the  
post-event email  
newsletter.**



**Exclusive Social Media  
Announcement** celebrating  
the partnership.



**Special Multi-Year Sponsor  
Acknowledgment** on the  
event website and in Target  
ALS's mid-year report.

## Sponsorship Tiers

### Bronze \$10,000

- Mention in post-event email.
- On-site branding with sponsor signage in the event space.
- Logo placement on the main event screens during breaks.
- Group logo placement alongside other sponsors on TargetALS.org.
- Co-branded social media post.
- Reporting: Post-event impact summary, including overall attendance and sponsor recognition details.

### Silver \$25,000

- Mention in **pre-and post-event emails to attendees.**
- On-site branding with sponsor signage in the event space.
- Logo placement on the main event screens during breaks.
- Group logo placement alongside other sponsors on TargetALS.org.
- Two**, co-branded social media posts.
- Mid-Year Report Acknowledgment (print & e-newsletter).**
- Recognition in the event app.**
- Reporting: **Basic post-event report with attendance data, email open rates, and social reach.**

### Gold \$50,000

- Mention in pre-and post-event emails to attendees.
- On-site branding with sponsor signage in the event space.
- Logo placement on the main event screens during breaks.
- Exclusive 30-minute Sponsor-Hosted Session.**
- Prominent** logo placement alongside other sponsors on TargetALS.org.
- One exclusive social media** post plus two co-branded social media posts.
- Mid-Year Report Acknowledgment (print & e-newsletter).**
- Recognition in the event app.**
- Optional: Acknowledgment in your internal company newsletter via a co-produced article.**
- Reporting: **A full post-event report with details on attendance, engagement, and branding impressions.**

**Bold** indicates benefit step-up.

## Elite Partner Package

The Elite Partner Sponsorship is a premier, fully customized partnership designed for organizations that want maximum visibility, influence, and engagement at the Target ALS Annual Meeting. This premier sponsorship is reserved for one to two industry leaders seeking maximum brand exposure, thought leadership, and exclusive engagement with key stakeholders.

**\$100,000**

- ★ Sponsor Spotlight in Pre-Event Email Blast.
- ★ On-site branding with sponsor signage in the event space.
- ★ Exclusive logo placement on the main event screens during breaks.
- ★ Exclusive 30-minute Sponsor-Hosted Session.
- ★ Exclusive Executive Innovation Briefing.
- ★ Exclusive logo placement above all other sponsors on TargetALS.org.
- ★ Two exclusive social media posts plus one co-branded social media post.
- ★ Mid-Year Report Acknowledgment (print and newsletter).
- ★ Recognition in the event app.
- ★ Optional: Acknowledgment in your internal company newsletter via a co-produced article.
- ★ Logo placement on registration lanyards.

# Specialized Sponsorship Opportunity



**\$15,000**

## **Breakfast Sponsorship**

Fuel meaningful conversations and connections by sponsoring one of the breakfast sessions at the Annual Meeting. Your company will enjoy exclusive branding in the breakfast area and event materials, making a lasting impression on attendees. This is an opportunity to align your brand with impactful moments that foster collaboration and innovation. (Three sponsorships available)

## **Sponsorships Benefits**

- Exclusive logo signage in the breakfast area.
- On-site branding with sponsor signage in the event space.
- Recognition in the event app.
- Mention in pre-and post-event emails to attendees.
- Group banner placement alongside other sponsors on TargetALS.org
- Mid-Year Report Acknowledgment (print and e-newsletter).
- Logo placement on the main event screens during breaks.
- Co-branded marketing opportunity (two social media posts).
- Sponsorship acknowledgment in Annual Meeting agenda
- Optional: Acknowledgment in your internal company newsletters.
- Basic post-event report with attendance data, email open rates, and social reach.

# Specialized Sponsorship Opportunity



**\$25,000**

## Networking Lunch Sponsorship

Sponsor one of the central gatherings of the Annual Meeting, providing attendees with the nourishment and inspiration needed for a productive day. Your brand will receive prominent visibility during the lunch session and across event spaces, positioning your company as a partner in the quest to transform ALS research and care. (Two sponsorships available)

### Sponsorships Benefits

- Exclusive logo signage in the lunch area.
- Opportunity to distribute informational materials on current work.
- Recognition in the event app and via event push notification.
- Mention in pre- and post-event emails to attendees.
- On-site branding with sponsor signage in the event space.
- Group banner placement alongside other sponsors on TargetALS.org.
- Mid-Year Report Acknowledgment (print and newsletter).
- Logo placement on the main event screens during breaks, and exclusively during the lunch break.
- Exclusive social media recognition and three co-branded social media posts.
- Sponsorship acknowledgment in Annual Meeting agenda.
- Optional: Acknowledgment in your internal company newsletters.
- A full post-event report with details on attendance, engagement, and branding impressions.

## Exclusive Sponsorship Opportunity

**\$25,000**

### **Wifi Sponsorship**

Connect attendees to critical event resources as the exclusive Wi-Fi sponsor. With your logo displayed on login instructions, your company will stay top-of-mind every time participants connect. This sponsorship is perfect for brands that value innovation and seamless experiences.

### **Sponsorships Benefits**

- Logo on printed Wi-Fi access instructions for attendees.
- Recognition in the event app.
- Push notification from the app, recognizing wifi sponsor.
- Mention in pre-and post-event emails to attendees.
- On-site branding with sponsor signage in the event space.
- Group banner placement alongside other sponsors on TargetALS.org.
- Mid-Year Report Acknowledgment (print and newsletter).
- Logo placement on the main event screens during breaks.
- Co-branded marketing opportunity (two social media posts).
- Optional: Acknowledgment in your internal company newsletters.
- Engagement metrics include Wi-Fi bandwidth usage and social reach.

## Exclusive Sponsorship Opportunity

**\$15,000**

### Event App Sponsorship

Power the digital backbone of the Annual Meeting by sponsoring the Target ALS App. This exclusive opportunity places your brand in the hands of every attendee, with your logo prominently displayed on app instructions and throughout the platform. Showcase your commitment to innovation and accessibility.

### Sponsorships Benefits

- Logo printed on app access instructions for attendees.
- In-App Sponsor visibility
- Exclusive push notification from the app sponsor.
- Mention in pre-and post-event emails.
- On-site branding with sponsor signage in the event space.
- Group banner placement alongside other sponsors on TargetALS.org
- Mid-Year Report Acknowledgment (print and newsletter).
- Logo placement on the main event screens during breaks.
- Co-branded marketing opportunity (two social media posts).
- Optional: Acknowledgment in your internal company newsletters.
- Basic post-event report with attendance data, email open rates, and social reach.



Thank you for considering sponsoring  
the Target ALS Annual Meeting. Together,  
we are building a world where  
**Everyone Lives.**