The Robert Packard Center for ALS Research at Johns Hopkins is an international scientific collaboration working aggressively to develop new treatments and a cure for ALS. The Center is the only institution of its kind dedicated solely to the disease. Its research is designed to translate from the laboratory bench to the clinic in record time.

The Center does not receive federal funding, and is fully dependent on private philanthropy to fund cutting-edge researchers worldwide.

**ALS BY THE NUMBERS**

Every 90 minutes someone is diagnosed with ALS

9 out of 10 cases are sporadic (occurs randomly)

55 Average age of onset

2 to 5 years Average life expectancy from diagnosis

**About ALS**

ALS is a progressive neuromuscular disease characterized by a degeneration of motor nerves cells in the brain and spinal cord, causing muscle weakness and failure and eventually leading to paralysis and death. It is always fatal.

**RUN FOR ALS RESEARCH**

Saturday, May 5, 2018 | 8:00 a.m.
Power Plant Live | Baltimore, MD
www.fiesta5k.org

150 + 22 + 4 + 25 = 1 GOAL

Working collaboratively to solve ALS
Packard Center Reach

Online network of 13,000+
1,500 race participants annually
Over 60 family teams each year
Over $2.8 million raised in 11 years
Part of the Johns Hopkins community

Become a Sponsor
Showcase your business and community involvement by participating in this exciting event. Sponsorship opportunities range from $25,000 to $1,000. Significant visibility and benefits are provided to sponsors of the 12th Annual Fiesta 5K for ALS Research.

Presenting Sponsor: $25,000
(Charitable Contribution = $23,650)
- Top logo placement on Fiesta 5K website: www.fiesta5k.org with direct link to your company’s website
- Recognition on Packard Center social media pages
- Logo inclusion on race day t-shirts
- Press release and feature article in bi-monthly ALS Alert Newsletter
- One race day display table
- Logo recognition on race day banner
- (8) Complimentary t-shirts and race entries
- Participation and recognition in Fiesta 5K Award Ceremony
- Company banners prominently displayed on race day

Platinum Sponsor: $10,000
(Charitable Contribution = $9,320)
- Featured logo on Fiesta 5K website: www.fiesta5k.org with direct link to your company’s website
- Recognition on Packard Center social media pages
- Logo inclusion on race day t-shirts
- Recognition in bi-monthly ALS Alert Newsletter
- One race day display table
- Logo recognition on race day banner
- (6) Complimentary t-shirts and race entries

Gold Sponsor: $5,000
(Charitable Contribution = $4,590)
- Featured logo on Fiesta 5K website: www.fiesta5k.org with direct link to your company’s website
- Recognition on Packard Center social media pages
- Logo inclusion on race day t-shirts
- Recognition in bi-monthly ALS Alert Newsletter
- One race day display table
- Logo recognition on race day banner
- (4) Complimentary t-shirts and race entries

Silver Sponsor: $2,500
(Charitable Contribution = $2,260)
- Featured logo on Fiesta 5K website: www.fiesta5k.org with direct link to your company’s website
- Recognition on Packard Center social media pages
- Logo inclusion on race day t-shirts
- Recognition in bi-monthly ALS Alert Newsletter
- One race day display table
- (2) Complimentary t-shirts and race entries

Bronze Sponsor: $1,000
(Charitable Contribution = $890)
- Featured logo on Fiesta 5K website: www.fiesta5k.org with direct link to your company’s website
- Recognition on Packard Center social media pages
- Logo inclusion on event materials
- Recognition in bi-monthly ALS Alert Newsletter

In-Kind Sponsorship
- Recognition on Packard Center social media pages
- Recognition in bi-monthly ALS Alert Newsletter
- Logo inclusion on race day shirts and event banner

Opportunities can include, but are not limited to the following:
- Print sponsor
- Race Day volunteer breakfast sponsor
- Water sponsor
- Pre-race warm-up sponsor
- Post-race food sponsor
- Sports bottles with company logo
- Goody bags with company logo
- Giveaways for goody bags
- Raffle prizes

To become a 2018 Fiesta 5K sponsor, please contact:
Geordan Burton
The Robert Packard Center
443.287.7876 | burtonga@jhu.edu
www.fiesta5k.org