

**SHADY STRONG-ALS AWARENESS  
2023 CORPORATE PARTNERSHIP OPPORTUNITIES**



We know that with awareness, support, and increased research towards a cure, people can continue to hope for a future without ALS. Shady Strong's partners are community-minded organizations whose charitable dollars help change lives. Partnering with us will demonstrate your organization's commitment to ALS awareness, the continuing need for further research, and the support of our local ALS community. With the help of our 2022 sponsors, we raised over **\$25,000** in our first year. We brought awareness to **600** attendees at our inaugural Bluegrass and BBQ competition and reached **20,000** people through social media.

Shady Strong is a federally recognized 501(c)3 that is run by volunteers who have been directly impacted by ALS. We have witnessed the devastating effects of the disease and understand the adversity faced by ALS families. Knowing this, **100%** of all dollars donated goes towards our yearly initiatives and outreach. Your 2022 donations were used in three ways:

- 1) **ALS Impacted Veteran Outreach** – Six families, associated with the Upstate New York Veterans Association ALS clinic, received holiday support including gift cards, self-care items, American flags handcrafted by Flags of Valor, and items specifically identified for their interests and needs.



*Sergeant Major Robert Fontello, ALS Warrior and US Marine, receives his support items with a visit from Shady*

- 2) **Volunteer Support for the I AM ALS Foundation** We ensured that the Southern Tier and Central New York were represented at the National Mall in Washington, DC in May of 2022. Shady Strong participated in the display of 6,000 flags honoring the names of those impacted by ALS. The trip established connections with a leading, national level foundation that we will continue to partner with as Shady Strong grows.



- 3) **Reinvestment into our 2023 Fundraising Activities** - Based on the success of the 2022 BBQ and Bluegrass competition, we plan to establish this as an annual event. We will be enhancing the 2023 event by adding more competitors, expanding the number of raffles, and increasing the amount and variety of entertainment throughout the day. This will be complemented by Shady Strong branded merchandise sales to commemorate the event while offering another revenue generating opportunity for the foundation.

With the changes to this year's event, we feel confident in setting our 2023 fundraising target at **\$35,000**, and we would appreciate your organization's assistance in meeting our goal. We have attached an outline of the different partnership levels and their included benefits. We would appreciate your review and consideration of partnering with Shady Strong through a financial contribution or an in-kind donation. We look forward to working with you to support our ALS community.

# SHADY STRONG-ALS AWARENESS

## 2023 CORPORATE PARTNERSHIP OPPORTUNITIES

Partnership Levels	Gold 4 Available \$ 3,000	Silver \$ 2,000	Bronze \$1,000	Community \$500
<b>Premier Sponsor:</b>  Name and logo on all advertising and event marketing. Company signage on main stage and entry gate, exclusive opportunity for onsite representation	X			
Complementary tickets to the 2023 Backyard BBQ competition and Music festival	6	4	2	
Event day signage; including signs and/or banners	X	X	X	
2023 Shady Strong marketing item branded with donor logo	X	X	X	X
Company logo featured on ShadyStrong.com, and corresponding social media pages	X	X	X	X



*2018 Shady Strong ALS awareness walk in honor of Robert Shady-US Army and ALS warrior.*

# CORPORATE PARTNER INFORMATION FORM

**Yes!** I would like to become a Shady Strong Corporate Partner:

\_\_\_ Gold (\$3,000) \_\_\_ Silver (\$2,000) \_\_\_ Bronze (\$1,000) \_\_\_ Community (\$500)

- I am not able to partner with you at this time; however, I would like to donate \$\_\_\_\_\_.
- I would like to be involved with Shady Strong in other ways. Please contact me.

## ORGANIZATION INFORMATION

ORGANIZATION NAME: \_\_\_\_\_

CONTACT: \_\_\_\_\_

STREET ADDRESS: \_\_\_\_\_

CITY: \_\_\_\_\_ STATE: \_\_\_\_\_ ZIP CODE: \_\_\_\_\_

EMAIL: \_\_\_\_\_ PHONE: \_\_\_\_\_

## PAYMENT INFORMATION

- Checks can be made payable to *Shady Strong, Inc*
- PayPal



- Stripe



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*Shady Strong, Inc. is recognized as tax-exempt under section 501(c)3 of the Internal Revenue Code. One hundred percent of your donation is tax-deductible. Our Employer Identification Number (EIN) is 88-1799951.*

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