

SPONSORSHIP OVERVIEW



INTERNATIONAL ALLIANCE
OF ALS/MND ASSOCIATIONS



ABOUT THE INTERNATIONAL ALLIANCE

The International Alliance of ALS/MND Associations was founded in November of 1992 to provide a forum for support and the exchange of information between ALS/MND associations from around the world. Today, ALS/MND patient support and advocacy groups from over 40 countries worldwide are joined to form the International Alliance.

The Alliance acts as a global gateway through which Alliance Members, PALS and CALS, internal, and external stakeholders connect.

The Annual International Symposium on ALS/MND, organised by the MND Association of England, Wales and Northern Ireland, will be held in December of 2019 in Perth, Australia. This is the largest medical and scientific conference of its kind, specifically focused on ALS MND and attracting over 800 delegates annually. For information about sponsoring the Symposium please contact Pauline Frear at pauline.frear@mndassociation.org

Each year, a member of the International Alliance of ALS/MND Associations serves as the honorary host organisation for the Symposium and related events and this year it is MND Australia.

As a part of these activities, the Alliance holds its two-day Annual Meeting immediately prior to the Symposium events. The Alliance also hosts an ALS/MND Connect session for people with ALS/MND and the Allied Professionals Forum to educate health and social care professionals working in the ALS/MND field.

We can help sponsors to:

- Interact with professionals and people with ALS/MND to provide updates on your services, programs and products
- Strengthen current partnerships and develop new relationships
- Educate consumers about ALS/MND and enhance your company's image as a caring community partner

This year's events will be held at the Perth Convention and Exhibition Centre, 21 Mounts Bay Rd, Perth WA 6000, Australia.

United For A World Free Of ALS/MND

EVENTS HOSTED BY THE INTERNATIONAL ALLIANCE

The Annual Alliance Meeting (December 1-2)

The Annual Alliance Meeting is attended by 70 to 90 delegates from around the globe. These delegates represent the Alliance's many member associations. In 2018, attendees came from more than 20 countries worldwide.

The International Alliance holds its annual meeting to provide a forum for member associations to meet and share advances in supporting people living with ALS/MND. It is an excellent opportunity for representatives of ALS/MND associations to discuss organisational development and planning, patient care, research and funding, as well as the role and activities of the International Alliance and its Board of Directors.

The Alliance Delegate dinner is held at the end of the first day of the meeting to provide delegates with the opportunity to network and strengthen global partnerships and collaborations.

PALS/CALS Luncheon

Each year at the Alliance Meeting, we invite each year's host association to organise a luncheon for local people living with ALS/MND.

ALS/MND Connect (formerly Ask The Experts) (December 2)

ALS MND Connect is a two-hour, interactive session during which members of the International Alliance of ALS/MND Associations, people living with ALS/MND and their carers, and experts on ALS/MND from around the world gather to discuss the latest advances in care and research.

The expert panel is comprised of three internationally renowned clinical scientists selected by the host organisation. Discussions are geared toward a lay audience. A reception follows the session, allowing attendees and panel members to continue discussions. On average, 100-150 people attend this session in person and this session is also live-streamed on Facebook, so people with ALS/MND from around the world can attend and ask questions online giving further exposure to sponsors of this session.

The Allied Professionals Forum (December 3)

The Allied Professionals Forum is a collaboration between the International Alliance and the MND Association of England, Wales and Northern Ireland and supported by Alliance member association ALS Hope. The meeting is a full-day of clinical care presentations for ALS/MND health and social care professionals.

During the Allied Professionals Forum, practitioners from around the globe come together to share their practical knowledge and experiences, with a mission to improve the quality of care for people living with ALS/MND worldwide. On average, 200-300 professionals attend this meeting.

SPONSORSHIP OPPORTUNITIES

ANNUAL ALLIANCE MEETING SPONSORSHIP

GOLD SPONSOR - £2,500

- ✿ Exhibition table at the Annual Alliance Meeting (reach of approximately 80 -100 delegates representing associations in 23 countries)
- ✿ Invitation for two (2) representatives to attend the Annual Alliance Meeting free of charge
- ✿ Logo placement on all Annual Alliance Meeting signage and marketing materials, including the program
- ✿ Opportunity to include a brief sponsor message in meeting packet to be distributed to delegates electronically ahead of the meeting
- ✿ Two (2) complimentary guest tickets for the Alliance Delegate Dinner
- ✿ Logo with link on the Host and Alliance's meeting webpage
- ✿ Logo and company name will appear in the Alliance's quarterly e-newsletter (due out in January), distributed widely through social media

SILVER SPONSOR - £1,000

- ✿ Shared exhibition table at the Annual Alliance Meeting (reach of approximately 80-100 delegates representing associations in 23 countries)
- ✿ Invitation for one (1) representative to attend the Annual Alliance Meeting free of charge
- ✿ Logo placement on Annual Alliance Meeting signage and marketing materials, including the program
- ✿ Logo and company name will appear in the Alliance's quarterly e-newsletter (due out in January), distributed widely through social media

ALLIANCE DINNER - £7500

- ✿ Opportunity to make brief remarks at the Alliance Dinner
- ✿ Exhibition table at the Annual Alliance Meeting (reach of approximately 80 -100 delegates representing associations in 23 countries)
- ✿ Invitation for two (2) representatives to attend the Annual Alliance Meeting free of charge
- ✿ Logo placement on all Annual Alliance Meeting signage and marketing materials, including the program
- ✿ Opportunity to include a brief sponsor message in meeting packet to be distributed to delegates electronically ahead of the meeting
- ✿ Four (4) complimentary guest tickets for the Alliance Delegate Dinner
- ✿ Logo with link on the Host and Alliance's meeting webpage
- ✿ Logo and company name will appear in the Alliance's quarterly e-newsletter (due out in January), distributed widely through social media

FRIENDS OF THE ALLIANCE - £200

Our many individual advocates and friends can show their support by making a contribution to support the Alliance Meeting!

- ✿ List of friends featured on Annual Alliance Meeting materials, including program
- ✿ Friends recognized by name during Alliance Meeting event

ALLIED PROFESSIONALS FORUM SPONSORSHIP

GOLD SPONSOR - £5,000

- ✿ Exhibition table at the ALS/MND Connect (Ask The Experts) and Allied Professionals Forum (reach of approximately 450 people living with ALS/MND and health professionals)
- ✿ Invitation for two (2) representatives to attend the Allied Professionals Forum free of charge
- ✿ Opportunity to attend extended networking lunch during the Allied Professionals Forum event
- ✿ Logo placement on Allied Professionals Forum event signage and marketing materials, including program
- ✿ Logo with link on the Host and Alliance's Allied Professionals Forum webpage
- ✿ Logo and company name will appear in the Alliance's quarterly e-newsletter (due out in January), distributed widely through social media

SILVER SPONSOR - £2,500

- ✿ Exhibition table at the ALS/MND Connect (Ask The Experts) and Allied Professionals Forum (reach of approximately 450 people living with ALS/MND and health professionals)
- ✿ Invitation for one (1) representative to attend the Allied Professionals Forum free of charge
- ✿ Opportunity to attend extended networking lunch during the Allied Professionals Forum event
- ✿ Logo placement on Allied Professionals Forum signage and marketing materials
- ✿ Company name will appear in the Alliance's quarterly e-newsletter (due out in January), distributed widely through social media

ADDITIONAL SPONSORSHIP OPPORTUNITIES

PALS/CALS LUNCHEON - £5000

- ✿ Opportunity to make brief remarks at the PALS/CALS Luncheon
- ✿ Exhibition table at the Annual Alliance Meeting (reach of approximately 80 -100 delegates representing associations in 23 countries)
- ✿ Invitation for two (2) representatives to attend the Annual Alliance Meeting free of charge
- ✿ Logo placement on all Annual Alliance Meeting signage and marketing materials, including the program
- ✿ Opportunity to include a brief sponsor message in meeting packet to be distributed to delegates electronically ahead of the meeting
- ✿ Four (4) complimentary guest tickets for the PALS/CALS Luncheon
- ✿ Logo with link on the Host and Alliance's meeting webpage
- ✿ Logo and company name will appear in the Alliance's quarterly e-newsletter (due out in January), distributed widely through social media

ALS MND CONNECT SPEAKER SUBSIDY - £1000

This will help defray costs of bringing the experts to the local community.

- ✿ Logo placement on Annual Alliance Meeting signage and marketing materials, including the program
- ✿ Logo and company name will appear in the Alliance's quarterly e-newsletter (due out in January), distributed widely through social media
- ✿ Opportunity to include a brief sponsor message in meeting packet to be distributed to delegates electronically ahead of the meeting
- ✿ Logo with link on the Host and Alliance's meeting webpage

HOST DINNER ENTERTAINMENT - £2500

Provide entertainment at the host dinner to showcase Australia to the Alliance community

- ✿ Logo placement on Annual Alliance Meeting signage and marketing materials, including the program
- ✿ Logo and company name will appear in the Alliance's quarterly e-newsletter (due out in January), distributed widely through social media
- ✿ Opportunity to include a brief sponsor message in meeting packet to be distributed to delegates electronically ahead of the meeting
- ✿ Logo with link on the Host and Alliance's meeting webpage
- ✿ Opportunity to introduce the entertainment at the host dinner
- ✿ Invitation for two people to attend the host dinner

REFRESHMENT BREAKS (6 available) - £500

Choose either an Ice Cream Cart or Coffee Cart

- ✿ Logo placement on the Ice Cream Cart or Coffee Cart
- ✿ Logo placement on Annual Alliance Meeting signage and marketing materials, including the program
- ✿ Logo and company name will appear in the Alliance's quarterly e-newsletter (due out in January), distributed widely through social media
- ✿ Opportunity to include a brief sponsor message in meeting packet to be distributed to delegates electronically ahead of the meeting
- ✿ Logo with link on the Host and Alliance's meeting webpage