

Event Sponsor Information
4th Annual Max's Ride & Concert
Benefiting ALS Research & Patient Services



Max Harrison was a man who fought two wars during his short thirty-six years of life. In the 1990's he served in the Army and was deployed to Desert Storm. The second battle he fought began at the age of thirty-two when he received the news that he had Amyotrophic Lateral Sclerosis (ALS) also known as Lou Gehrig's disease.

ALS is a neuromuscular degenerative disease that stops the brain from sending signals to the body's muscles. While the brain and the patient's senses (touch, smell, sight, hearing and taste) normally remain fully functioning, the patient's voluntary muscles begin to stop working and atrophy. Our bodies require muscles to do pretty much everything, including breathing. ALS is known to be terminal in 2-5 years from diagnosis. Since Lou Gehrig lost his battle with ALS over 70 years ago, very few research breakthroughs have occurred. We need your help keeping ALS in the forefront of the public's minds.

From the moment Max was diagnosed, he vowed to educate and raise funds for research and patient services. Max lost his battle with ALS in November of 2006 but with your help his legacy will live on across the USA.

As a company and/or corporation sponsoring Max's Ride, what's it in for you?

- Funds you help raise go to research and patient services locally
- Your name is displayed prominently in a variety of ways as a caring contributor
- You personally help to continue Max's legacy on assisting other patients and families affected by ALS
- A Tax Deductible receipt upon request from the ALSA South Texas Chapter

Max's Ride will be held rain or shine on Saturday April 24th beginning at Cowboy Harley Davidson of Austin, Texas. Opening ceremonies will include a salute to our Military prior to the Ride, Veterans information, and a DJ. A benefit concert will be waiting at Scholz Garten Austin, TX when the riders complete the route. *We will also be offering concert tickets featuring **Natural Causes** and headliner **Omar and the Howlers** for those who don't ride but would like to participate.*

Proceeds are donated to the non-profit organization-ALS Association, South Texas Chapter to assist patients and families locally. 74-2678974 (501c3)

www.maxals.org
MaxsRideALS@gmail.com
512-585-5337

Here are some of the ways you can make a difference:

_____ Bronze Sponsor (\$100 cash or donated retail item(s) valued at \$100)
Your name will be added to the list of contributors, which will be posted on our website with a hyper link and your information will be included in every rider's information packet.

_____ Silver Sponsor (\$300 cash or donated retail item(s) valued at \$300)
Your name will be displayed as you list below on a banner at the beginning and end locations of Max's Ride and will added to the list of contributors, which will be included in every rider's information packet.

_____ Gold Sponsor (\$500 cash or donated retail item(s) valued at \$500)
Bronze and Silver incentives along with being part of the "Thank You Wrap Up Story" posted on our web page, ALSA newsletter and other local publications.

_____ Platinum Sponsor \$1000 cash or donated retail item(s) valued at \$1000)
Bronze, Silver and Gold incentives along with your name being posted as the Platinum Sponsor displayed at Scholz Garten on the front of the stage

Or, donate individual items for our Raffles, Silent Auction and/or Participant Door Prizes and your company name stays with your items so everyone involved knows of your generosity.

Help us find a cure for ALS Patients, Families, Care Givers and in honor of those loved ones who are no longer with us.

Business Name _____
Address _____
Phone _____ Website Address _____
Name of Contact Person _____ E-mail Address _____

Please return this form along with your tax deductible contributions made payable to **Max's Ride ALS** c/o BBVA Compass, 11721 N. FM 620, Austin TX 78750

In order to have ample time to prepare the banners and other sources of recognition, please have all sponsorship information to the above address by April 5, 2010 or give us a call at the telephone number listed below and we will send someone by to pick up your contribution.

Thank You!
Whitney B. Slavens, Max's Ride

www.maxals.org
MaxsRideALS@gmail.com
512-585-5337