

THE ALS THERAPY DEVELOPMENT INSTITUTE

**TRI-STATE
TREK**

Sponsorship Opportunities



TREK The Event



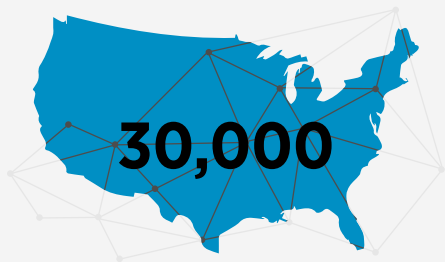
In 2003, 16 people cycled 270 miles from Boston to New York, raising \$30,000 to fund research for ALS, and the Tri-State Trek was born.

In 2017, participation exceeded 450 people and fundraising reached \$900,000.

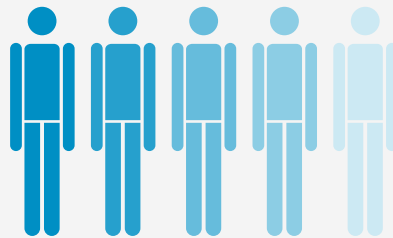
**The Tri-State Trek is
The Ride to End ALS.**

TREK The Cause

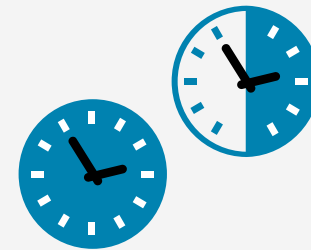
Amyotrophic lateral sclerosis, also known as Lou Gehrig's disease, is a neurodegenerative disorder. Attacking motor neurons in the spinal cord, the disease disables the brain's ability to communicate with the body. Unable to receive messages from the brain, muscles weaken and a person loses upper body mobility, the ability to walk, talk, eat and eventually breathe. With no effective treatment, ALS is a death sentence.



There are about 30,000 U.S. citizens with ALS at any given time.



A person will typically survive only two-to-five years past diagnosis.



Every 90 minutes, someone in the U.S. is diagnosed with ALS.

TREK

The ALS Therapy Development Institute



The Tri-State Trek is produced by the ALS Therapy Development Institute (ALS TDI), the world's foremost drug discovery center focused solely on ALS. As a non-profit biotech, ALS TDI and its scientists actively discover and develop treatments for ALS. Led by people with ALS and drug development experts, it understands the urgent need to slow and stop this disease.

Your sponsorship will directly benefit the research to end ALS.

87% of every dollar goes directly into the lab, where scientists are working 24/7 to discover and develop treatments for this disease.

Your sponsorship will enable ALS TDI to make progress in these areas, among others:

- **Advance** AT-1501 and other promising treatments toward clinical trial
- **Grow** the Precision Medicine Program to help identify ALS subtypes
- **Expedite** the pace of research overall by investing in cutting-edge technologies
- **Continue** building greater awareness of ALS and raise additional funds for research

TREK Your Impact



Over 450 people attend the Tri-State Trek each year, most staying for all three days of the event; sponsor exposure is significant within a captive audience and also from a geographic perspective; the ride extends from Boston, MA to Greenwich, CT.

With a 270-mile long course, we reach out to, and draw support from 48 townships/municipalities.

We promote this event heavily year-round. We utilize an integrated marketing approach that involves highly targeted messaging across a mix of paid and earned traditional and new media channels. As a partner in the fight to end ALS, your company/organization will be in a position to reach thousands of current and potential Tri-State Trek participants, among others.

TREK Cycling's Influence



- More U.S. adults participate in bicycling than in any other outdoor sport, motorized or non-motorized. In fact, Americans take more bike trips than trips for all types of motorized outdoor sports combined.¹
- In 2015, the U.S. bicycle industry reported direct effect sales of \$6.2 billion, including retail sales of bicycles, related parts and accessories, through all channels of distribution.²
- 103.7 million Americans rode bikes in 2014.³

1. Outdoor Industry Association, 2012 - The Economic Contributions of Outdoor Recreation: Technical Report 2012
2. U.S. Bicycle Market report prepared for the NADA by the Gaskin Townley Group.
3. U.S. Bicycling Participation Benchmarking Report

TREK Demographics

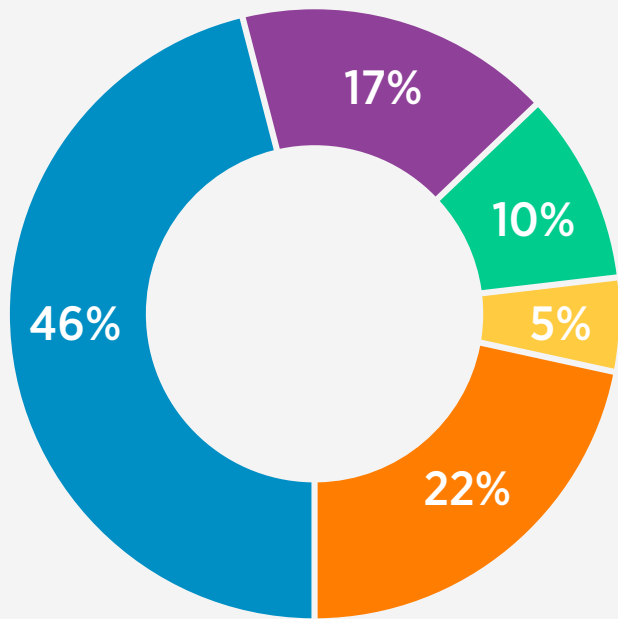


The Tri-State Trek reaches people with a very diverse range of demographic characteristics. Ranging from age 16 to 70, Trek participants (riders, crew, volunteers, and supporters) include:

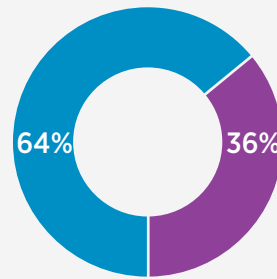
- high school students
- college students
- young professionals
- families (parents, young children, grandparents)
- established executives
- retirees

Most recently, we have seen the **largest growth in our 25-45 year old** demographic. Increasing exponentially each year, this age group is proving to be a driving force, looking to make a difference in their world by being active and involved.

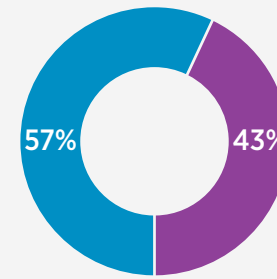
TREK Participants



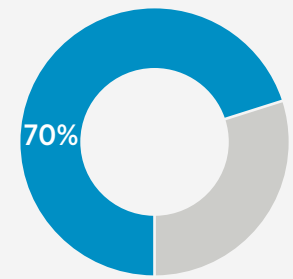
where participants travelled from
Massachusetts; other states;
including California, Texas, and Alaska;
Connecticut; **New York**; **New Hampshire**,
New Jersey, and **Rhode Island**



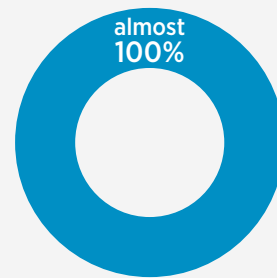
participants' age
35+ years old;
18-34 years old



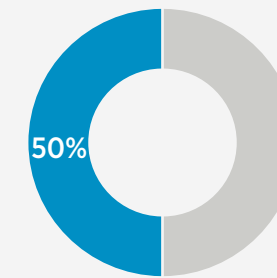
participants' gender
male; **female**



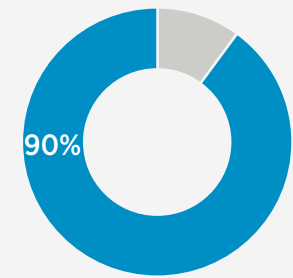
rider retention
in 2016-2017



participants with a
connection to ALS



participants who reported a
household income
of over \$100K



participants who
participate in other
outdoor activities

TREK Digital Reach

ALS TDI (Twitter / Facebook / Instagram)*

500K impressions
8K engagements
1400 link clicks

ALS TDI monthly “PeriodicALS” newsletter*

92K recipients
1000 link clicks
10K opens

Tri-State Trek (Twitter / Facebook)*

49K impressions
479 engagements
73 link clicks

Tri-State Trek promotional video*

8K views

TREK Sponsorship Levels

	Presenting Sponsor \$30K	Challenge Sponsor \$15K	Inspiration Sponsor \$5K	In-Kind Sponsor ≥\$3K worth of goods/services	Media Sponsor ≥\$3K worth of goods/services
Recognition during speaking programs	●				
Logo on vehicle magnets, cow bells, rest stop banners, and the Tri-State Trek promotional video	●				
Logo on all event-related paid and pro-bono advertisements, if space allows	●				
Acknowledgment in "PeriodicALS" e-mail blast sent to more than 92,000 people	●				
Complimentary rider registrations	④	②			
Corporate banner* placement at John St.	●	●			
Corporate banner placement* and product sampling (if applicable) in meal tent	●	●		●	●
Corporate banner placement* at start/finish	●	●	●		
Logo on cycling jerseys, water bottles, crew and volunteer t-shirts, ALS TDI "thanks to our sponsors" signage, the Trek website, and all Tri-State email blasts**	●	●	●	●	●
Recognition on social media**	●	●	●	●	●
Name on all print and digital event collateral	●	●	●	●	●

* to be provided by sponsor

** see Digital Reach page

TREK Contact

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