

GO. FASTER.

# TRI-STATE TREK

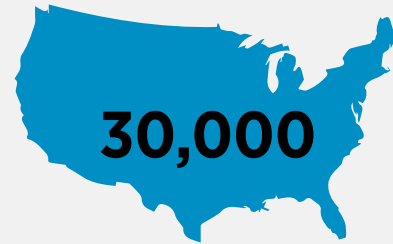
June 21-22, 2025

## SPONSORSHIP OPPORTUNITIES

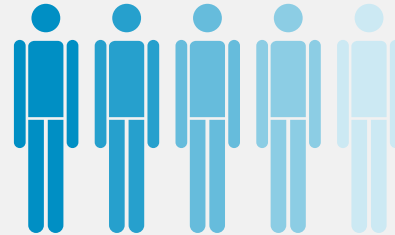


# The Cause

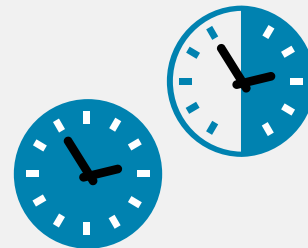
Amyotrophic lateral sclerosis, also known as Lou Gehrig's disease, is a neurodegenerative disorder. Attacking motor neurons in the brain and spinal cord, the disease disables the brain's ability to communicate with the body. Unable to receive messages from the brain, muscles weaken and a person the ability to walk, talk, eat and eventually breathe. There are currently no treatments to stop or reverse ALS progression.



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



A person will typically survive only 3-5 years past diagnosis.



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



# The Ride

The Tri-State Trek's mission is to raise funds for ALS research at the ALS Therapy Development Institute (ALSTDI).

The Tri-State Trek began in 2003, when 16 people cycled 270 miles from Boston to New York, raising \$30,000 to fund ALS research.

Annual participation has exceeded 450 people a year, and the Trek has raised over \$10 million for ALS research.

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



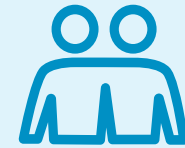
# The Trek Experience

The Tri-State Trek is a fully supported, 1 or 2-day ride through Massachusetts, New Hampshire, and Maine with route options from roughly 30 to 200 miles. It's designed to offer cyclists an unforgettable weekend of community, camaraderie, and dedication to ending ALS.

The Tri-State Trek provides riders with fundraising tools, meals and snacks at rest stops on the route and at our overnight venue. There is also mechanical and medical assistance throughout the ride and overnight accommodations for all riders and volunteers.



Fully Supported  
Bike Ride



Incredible Weekend  
Experience



Flexible Route  
Options



Support the ALS  
Community

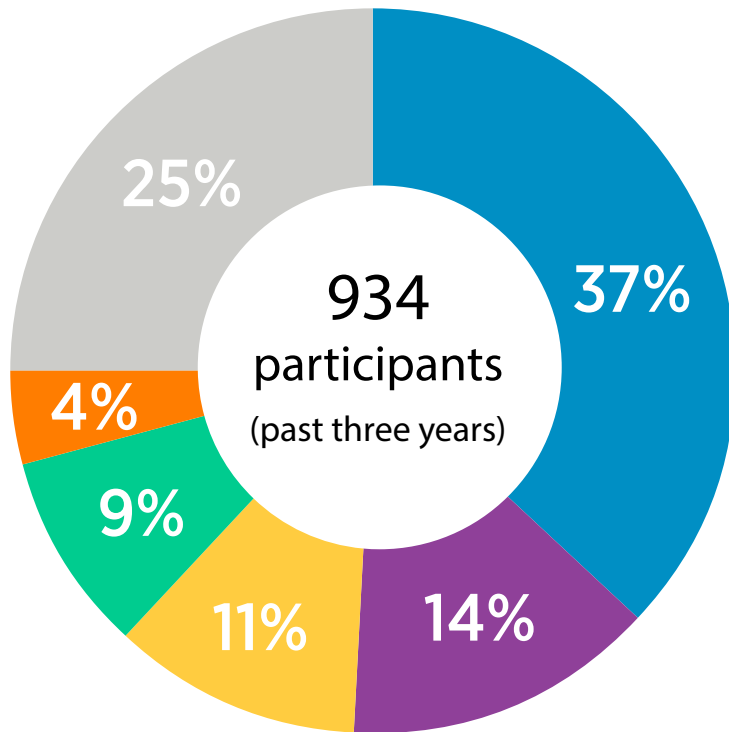


Fundraise for  
ALS research

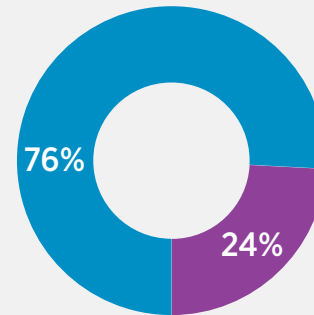


Scenic Location  
and Routes

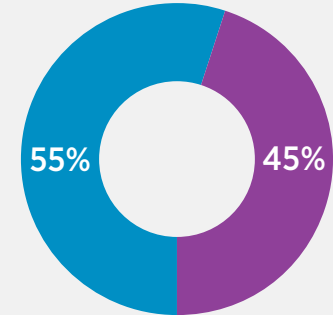
# Participants



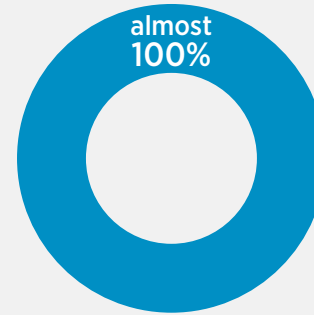
where participants travelled from  
Massachusetts; New Hampshire, New Jersey,  
and Rhode Island; New York; Connecticut;  
California, Texas, and Alaska; other



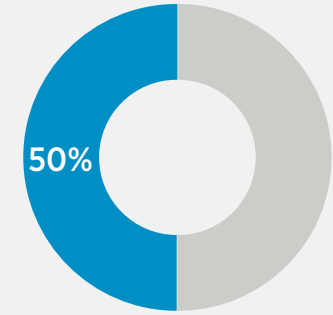
participants' age  
35+ years old;  
18-34 years old



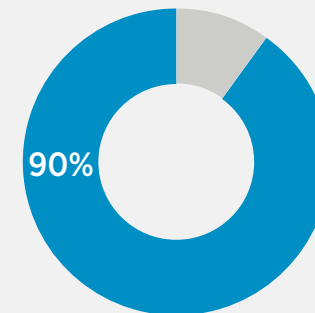
participants' gender  
male; female



participants with a  
connection  
to ALS



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



participants who  
participate in other  
outdoor activities



# 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

The Trek can now reach an even broader demographic by providing more ride options to accommodate cyclists of all levels of experience.



# Digital Reach

## ALS TDI (Twitter / Facebook / Instagram)\*

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1.8K Impressions  
75K Engagements  
13.5K Link clicks

## ALS TDI monthly newsletter\*

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75K recipients

## Tri-State Trek (Twitter / Facebook / Instagram)\*

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246K Impressions  
13K Engagements  
2.5K Link clicks

## Tri-State Trek promotional video\*

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8K views

# Sponsorship Levels

	Presenting Sponsor \$25K	Challenge Sponsor \$10K	Benefactor Sponsor \$5K	Inspiration Sponsor \$1K	Lunch or Rest Stop Sponsor \$1,500
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 ALS TDI's e-mail blast sent to more than 92,000 people	●	●			
Complimentary registrations	10	8	5		
Corporate banner placement* and product sampling (if applicable) in meal tent	●	●	●		
Corporate banner placement* at start/finish or lunch/rest stop.	●	●	●	●	●
Logo on cycling jerseys***, volunteer t-shirts, ALS TDI "thanks to our sponsors" signage, the Tri-State Trek website, and all Tri-State Trek email blasts**	●	●	●	●	●
Recognition on social media**	●	●	●	●	●
Name on all print and digital event collateral	●	●	●	●	●



# Reach & Exposure

Over 450 people attend the Trek each year. The event will have one base camp at the University of New Hampshire (UNH) campus in Durham, NH. Riders will have the option to ride a roughly 30-mile or 100-mile route each day, ending back at the start. Sponsor exposure is significant with a captive audience throughout the weekend.

With a course of up to 200 miles, we reach out and draw support from various townships/municipalities across MA, NH, and ME.

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.





# Cycling's Influence

1. 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.<sup>1</sup>
2. In 2021, the U.S. bicycle industry reported direct effect sales of \$8.5 billion, including retail sales of bicycles, related parts and accessories, through all channels of distribution.<sup>2</sup>
3. 52.7 million Americans rode bikes in 2021.<sup>3</sup>

1. Outdoor Industry Association, 2012 - The Economic Contributions of Outdoor Recreation: Technical Report 2012

2. <https://www.npd.com/news/blog/2021/the-cycling-market-pedals-ahead-in-2021/>

3. <https://www.statista.com/statistics/191204/participants-in-bicycling-in-the-us-since-2006/>





# The ALS Therapy Development Institute

The Tri-State Trek is produced by the ALS Therapy Development Institute (ALS TDI). As the ALS Drug Discovery Engine, ALS TDI discovers and invents ALS treatments and partners to advance them into clinical trials. It is the first and largest nonprofit biotech focused 100 percent on ALS research. ALS TDI incorporates all aspects of drug discovery under one roof to find treatments as quickly as possible.

Your sponsorship will directly benefit the research to end ALS.

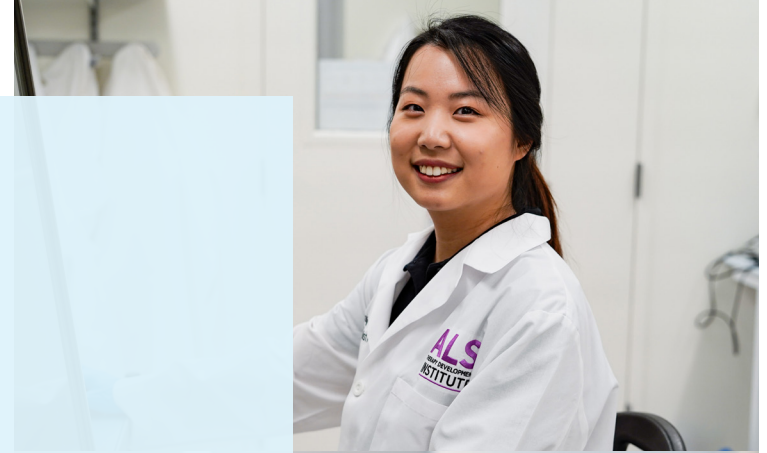
87 cents of every dollar goes directly into the lab, where experts are working 24/7 to discover and develop treatments for ALS.

Your sponsorship will enable ALS TDI to make progress in these and other areas:

Advance a new therapy into human clinical trials every two years

- Grow our ALS Research Collaborative (ARC) to help identify ALS subtypes and advance drug discovery
- Expedite the pace of research overall by investing in cutting-edge technologies
- Expand the number of preclinical models used to validate potential treatments

THE ALS THERAPY DEVELOPMENT INSTITUTE  
**TRI-STATE  
TREK**





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