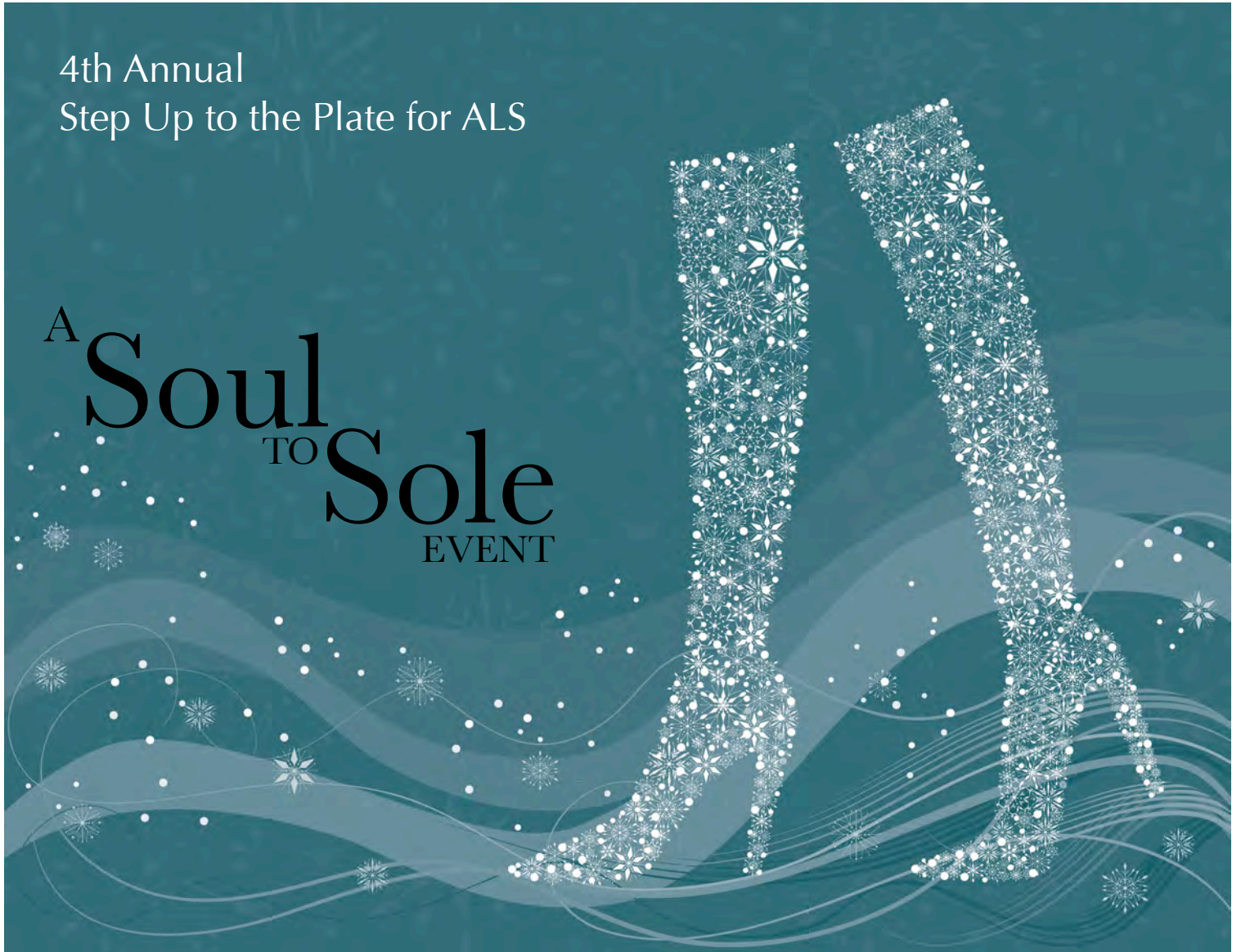


STEP UP SPONSORSHIP

4th Annual
Step Up to the Plate for ALS

A
Soul
TO
Sole
EVENT



Step up and enjoy local flavors from top Kansas City chefs while feasting your eyes on the hottest shoes of the seasons.

4th Annual Step Up to the Plate for ALS
A Soul to Sole Event
Saturday, November 5 2011
LIVESTRONG Sporting Park
7:00 p.m.

Presented by

proje5t
for ALS

A SOUL TO SOLE EVENT

ABOUT US.

Proje5t for ALS has been founded to identify and fund translational Amyotrophic Lateral Sclerosis (also known as ALS or Lou Gehrig's disease) research projects.

All donations to **Proje5t for ALS** will support its mission of improving the lives of people with this neurodegenerative disorder by promoting collaborative, translational research.

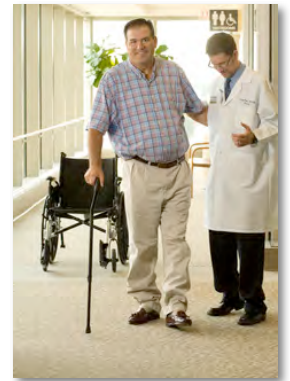
This idea of doing this kind of funding is unique. Most non-profits help many levels of their organization. Our focus is to raise money and give it directly to research projects. It's that simple. We have no employees, and little overhead, so the donations that you give to support this foundation will go directly to finding a cure for ALS.

Please help us raise awareness for ALS, a debilitating disease. In the United States, more than 5,600 people are diagnosed with ALS every year. The incidence of ALS is two per 100,000 people, and it is estimated that as many as 30,000 Americans may have this disease at any given time. The average life expectancy after diagnoses is three to five years

PERSONAL CONNECTION

Our friend Bob Willson was diagnosed with ALS in September 2007. The disease slowly robbed Bob's ability to walk, speak, swallow and breathe.

Bob lost his battle with ALS on May 17, 2010. It is the mission of Proje5t for ALS to continue Bob's vision of creating a grass-roots organization to help find a cure.



THE NEED FOR A CURE IS TREMENDOUS!

Federal funding for research and development into treatments for neurological disorders (like ALS) significantly lags the funding earmarked for diseases like AIDS and cancer.

While the federal government, through the National Institutes of Health (NIH) funds 36 percent of all U.S. medical research, only .5 percent of those funds are earmarked for research into neurodegenerative diseases via the National Institute of Neurological Diseases and Stroke (NINDS).

After several years of expansion, the NIH is about to experience slow or no growth. As a result, it is anticipated that only about 15 percent of approved NIH grants will actually be funded, and this number may be lower still in the next few years.

More broadly, NIH funding is less than 1 percent of total federal expenditures and just .5 percent of the total economic cost of illness in the U.S.

Disorders of the nervous system are the most common causes of disability for people of all ages. More than 50 million Americans have a permanent neurological disability that limits their daily activities; many are progressive or even fatal. And the numbers keep growing.

There are multiple levels of aggressiveness within ALS, but only half of all patients make it more than three years. That's a statistic that can discourage doctors, and one can only imagine how it makes patients feel. Bob Willson utilized his great support network of colleagues, friends and family as motivation to lead the fight toward finding a cure.

SPONSORSHIP

Big Bob Sponsor \$5000

10 tickets to the event

Name recognition on the invitation

Name recognition during the event

Name recognition on signage

Bonus with sponsorship includes a special night at Le Fou Frog. Enjoy a night of fresh and elegant food prepared by Chef/Proprietor Mano Rafael. Featuring a 5 course meal with wine pairings for 6 guest.



Big Bob Willson catching the ball in a line out for the Kansas City Blues Rugby Team.

Robert C. Willson "Big Bob" a nick name given to him by his Rugby mates whether on the field or off Bob always did things in a Big Way.

Bob was diagnosed with ALS in September of 2007. This disease has taken many things away from him, but his determination to make a difference in finding a cure for ALS made a big impact. After being diagnosed he spent his days being an advocate to bring awareness to needed therapies and drugs that can help save lives.

Proje5t for ALS is proud to follow Bob's vision to support people living with ALS by funding collaborative, translation research. To fast track funding for a cure. Sadly, Bob lost his battle with ALS May 17th, 2010

SPONSORSHIP

Taste Sponsor \$2500

10 tickets to the event

Recognition on invitation

Signage on the door to private room

Private wine tasting and tidbits for group up to 20.

Private meet and greet with one of the Master Chefs



Private tastings for you and your friends. Enjoy fine wine and tasty tidbits in your own private suite

SPONSORSHIP

Culinary Sponsor \$1500

6 tickets to the event

Recognition on the invitation

Signage at the event



Chefs

Jasper Mirabile
Chef/Proprietor of
Jaspers

Josh Eans
Chef/Proprietor
Blanc Burgers and
Bottles

SPONSORSHIP

Individual Chef Sponsor \$1000

7 to 10 opportunities

4 tickets to the event

Recognition on the invitation

Signage at the Chefs table



Chefs

Charles d'Ablaing
Josh Eans
Marshall Roth
Nick Jonjevic
Jasper Mirabile

Outing with some of our chefs at Powell Gardens before the last Step Up to the Plate for ALS event.

SPONSORSHIP

Bar Sponsor \$500

4 opportunities

3 tickets to the event

Recognition on the invitation

Signage at the Chefs table



Cheers let it flow.

Wine & Beer Sponsor for
the event

SPONSORSHIP

Shoe Sponsor \$250

Unlimited opportunities

15 Raffle Tickets 15 chances to win a fabulous pair of shoes

Ticket to the event

Signage at the Event



SPONSORSHIP

Boot Sponsor \$150

Put the Boots to ALS

Unlimited opportunities

5 Raffle Tickets 5 chances to win a fabulous pair of boots

1 ticket to the event



Help us put the boots to
ALS!

Yes! I would like to be a sponsor for Step Up to the Plate for ALS event on November 5, 2011

Proje5t for ALS is a non-profit, charitable organization. Your contribution is deductible to the extent provided by law. Tax ID # 27-3328278

Please check the box you wish to sponsor

Name

Company

Address

Phone

Email

Checks should be made payable to Project 5 for ALS

Please include "Step Up to the Plate" in the memo.

Payment Options

- Send Invoice to address above
- Check Enclosed Please make checks payable to Proje5t for ALS
- Charge Credit Card MasterCard Visa Discover

NAME AS IT APPEARS ON CARD

CARD NUMBER

EXPIRATION DATE

SECURITY CODE

Big Bob Sponsor	\$5,000	
Private Tastings Sponsor	\$2500	
Culinary Sponsor	\$1500	
Chef Sponsor	\$1000	
Bar Sponsor	\$500	
Shoe Sponsor	\$250	
Boot Sponsor	\$150	