

Stand Side by Side with Albertans affected by ALS

Help make sure no one faces
ALS alone.

2027 province-wide
sponsorship opportunities



A growing movement. A stronger future.

Formerly known as Betty's Run for ALS (Calgary) and Walk Together for ALS (across nine Alberta communities), this important fundraiser has been renewed for 2027 and beyond.

Side by Side for ALS calls on communities across Alberta to strengthen every connection and create lasting impact in the fight against ALS.

Together, we are Side by Side for ALS.



What you make possible

Freedom to move, communicate and stay at home.

Funds help provide equipment loans at no cost, including wheelchairs, communication devices, patient lifts and hospital beds, as ALS changes a person's abilities.

Someone to turn to as life changes. Funds help clients and caregivers access practical guidance, navigate care, plan for changing needs and connect with support throughout their ALS journey.

Progress through Alberta research. Funds support ALS research in Alberta, helping researchers and clinicians advance understanding of the disease and pursue real treatments.



A province-wide invitation.

Join a movement that reaches thousands across Alberta through email, social media and community.

43,905

subscribed
email contacts

supplied by
ALS Alberta

OVER

6,500

social media
followers

across platforms

OVER

\$1.02M

raised in
2026

across all events

OVER

2,800

participants
in 2026

across the province

Put your brand at the heart of a passionate Alberta community that shows up, shares and gives. Our channels connect your sponsorship with people invested in the cause, building meaningful visibility while helping families affected by ALS.



TOGETHER WE
CREATE REAL IMPACT.



Side by Side across Alberta

Proposed 2027 event locations



One presenting partner.

\$30,000

A province-wide presence.

Exclusive presenting partner “Side by Side for ALS presented by ...”

Naming across digital, social, email, and paid media

Visible at all events across the province

Engage employees through meaningful activation

Multi-year commitments
available upon conversation.



Choose how you stand **beside ALS.**

Benefit	Presenting \$30,000	Provincial \$20,000	Community \$10,000	Partner \$5,000	Supporter \$2,500
Scope	Exclusive province-wide	Province-wide	Two communities	One community	One community
Naming	“Presented by”	-	-	-	-
Website	Prominent linked logo on campaign homepage and all event registration pages	Linked logo on campaign homepage and provincial sponsor section	Linked logo on selected event page	Logo on selected event page	Name on selected event page
Paid Social	Recognition across all campaign advertising	Logo on selected provincial campaign ads	Logo on selected local event ads	-	-
Organic Social	5 dedicated posts, plus recognition in launch and thank you content	3 dedicated posts, plus campaign thank you recognition	2 dedicated posts	1 dedicated post	Recognition in a shared sponsor thank you post
Email Marketing	Presenting recognition in all campaign emails	Logo in all campaign emails	Logo in selected local event emails	Logo in local event thank you email	Name in local event thank you email
Media	Presenting recognition in all media releases	Provincial recognition in all media releases	Recognition in selected local event media materials	-	-
Video	Focused sponsor feature video posted on all Society channels	Logo in Side by Side promo video	-	-	-
Onsite	Premium booth space and signage at all events; emcee recognition and employee team opportunities	Activation space at 2 selected events; signage, emcee recognition and employee team opportunities	Activation space at 1 selected event; signage and emcee recognition	Shared sponsor signage and emcee recognition at 1 event	-

Locations to be chosen by the sponsor. Multi-year commitments are available upon conversation.

See your partnership in action

Prominent visibility across key channels before, during, and after the event.

Your support, seen and celebrated.

One movement.
Stronger together.



Let's stand side by side.

NEXT STEPS

Confirm your sponsorship with us, and we'll get your recognition underway, schedule campaign promotions and plan your team's involvement.

Together, we'll turn your partnership into meaningful support for Albertans affected by ALS.

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