



The West Texas ALS Support Group
P.O. Box 53333
Lubbock, TX 79453

Dear Potential Sponsor,

Imagine you are diagnosed with a disease that will inevitably take everything away from you. It almost seemed unimaginable to me, until I met Jackie Shaw. Vocal changes that were initially blamed on fatigue and seasonal allergies, turned her life upside down as she was diagnosed with a terminal illness in a single sentence. “You have ALS.” Within months, her speech became unintelligible and she lost the ability to swallow and move her arms and legs. She relied on a high-tech computer to read her eye gaze to communicate, a feeding tube to receive nutrition, and a power chair to move around the house. Once fiercely independent, she became totally dependent on her family and caregivers for all aspects of her daily life. Jackie fought a fierce battle. She passed away seventeen months after her diagnosis, leaving behind this group as part of her legacy.

Amyotrophic Lateral Sclerosis (ALS), (also referred to as “Lou Gehrig’s Disease”) is a progressive neurodegenerative disease that affects nerve cells in the brain and spinal cord. ALS robs a person of their ability to speak, swallow, move, and eventually breathe, while the mind stays fully aware. There is no known cause, treatment, or cure. Individuals in the West Texas area travel 300+ miles to the nearest multidisciplinary ALS Specialty Clinics to receive specialized care during their journey with the disease, as local providers are not typically equipped or well versed in this disease. These individuals are young, in their 40s-60s and are still actively working and raising families when they receive their diagnosis. Due to the fast progression of the disease, they often have to stop working within the first year of their diagnosis due to loss of the ability to speak, swallow, use their arms and/or walk. Unfortunately, the average life expectancy following an ALS diagnosis is <2-5 years. The financial burden of this disease is immense. Many of these individuals require 24 hour care and assistance for the majority of their journey through this disease process.

In 2019, **The West Texas ALS Support Group** was founded by Jackie and her daughter Patricia in an effort to bring support and education to individuals and families in Lubbock and the surrounding areas. Shortly after Jackie’s passing, Amanda Stephens, Jackie’s former speech-language pathologist, became the Executive Director of the group. In 2022, we received designation as a **registered 501(c)3 non-profit organization. Our vision and mission is to expand the services and support we provide for individuals and families affected by ALS in our community.** The West Texas ALS Support Group is run by a board of volunteers and the funds raised will be used to provide critical services to help pALS (People with ALS) and their families in West Texas live life as fully as possible. Support and services are offered at no charge and include (but are not limited to): monthly support group and educational meetings for pALS and their family members, mini-grants to cover necessary home modifications, equipment, or other items/services that are not covered by insurance, an equipment loaner closet, training and support for voice banking and use of high tech eye gaze communication devices, and respite care.

We ask you to join in our fight against ALS. In order to obtain funding to continue our mission, **The West Texas ALS Support Group hosts multiple events throughout the year including the Kyle Burkhalter Memorial Golf Tournament, The West Texas ALS Family Lunch, The West Texas ALS Walk to End ALS, and The West Texas ALS Masquerade Ball.** Event and sponsor information for our upcoming Masquerade Ball is enclosed with this letter. With your help, we can ensure that no one in West Texas will fight ALS alone.

Sincerely,

Amanda Stephens, MS, CCC-SLP

Amanda Stephens, M.S., CCC-SLP
Executive Director of The West Texas ALS Support Group
806-777-9989 (M) (806)319-6602 (F)
Info@WestTexasALS.com



2024 Unmasking ALS Masquerade Ball SPONSOR FORM

Business Name: _____

Contact: _____

Phone: _____

Email: _____

Mailing Address: _____

SPONSOR LEVELS: Please Select One

	<p align="center">PLATINUM (PRESENTING SPONSOR) \$5000</p> <ul style="list-style-type: none"> - (16) Event Tickets (with meal) and (2) Reserved Tables for (8) - Verbal recognition as the presenting sponsor over the PA throughout the night <ul style="list-style-type: none"> - Option for a representative to speak during the event - (32) drink tickets to use during VIP Cocktail Hour - Banner displayed by the stage during the event (option to keep the banner) - Digital Logo on the TV display throughout the night (will include other sponsors) - Logo included on the Event Poster (if received before 09/15/24) - Recognition on social media platforms (Facebook, Instagram, Email)
	<p align="center">GOLD \$3000</p> <ul style="list-style-type: none"> - (16) Event Tickets (with meal) and (2) Reserved Table for (8) -- Verbal recognition over the PA throughout the night - (16) drink tickets to use during VIP Cocktail Hour <ul style="list-style-type: none"> - Banner displayed in prominent area - Company name displayed on the tables - Digital Logo on the TV display throughout the night (will include other sponsors) - Logo included on the Event Poster (if commitment and logo received before 09/15/24) - Recognition on social media platforms (Facebook, Instagram, Email)
	<p align="center">SILVER \$1500</p> <ul style="list-style-type: none"> - (8) Event Tickets (with meal) and (1) Reserved Table for (8) -- Verbal recognition over the PA throughout the night - Banner displayed at the event - Company name displayed on the table - Digital Logo on the TV display throughout the night (will include other sponsors) - Logo included on the Event Poster (if commitment and logo received before 09/15/24) - Recognition on social media platforms (Facebook, Instagram, Email)
	<p align="center">Table Only \$500</p> <ul style="list-style-type: none"> - (8) Event Tickets (with meal) and (1) Reserved table for (8)
	<p align="center">Friends of West Texas ALS Donations in any amount are greatly appreciated!</p>

Please email your company logo in .jpg and/or .png formats

To Info@WestTexasALS.com

Please return completed forms to:

West Texas ALS Support Group

PO Box 53333

Lubbock, TX 79453

(806)777-9989 (O). 806-319-6602 (F) or Info@WestTexasALS.com



2024 Unmasking ALS Masquerade Ball

Masquerade Ball with Live Music, Live and Silent Auction
Proceeds benefit The West Texas ALS Support Group
Best Dressed Award

Date and Time

Saturday, October 26, 2024
VIP Invitation Only Cocktail Hour 5:30-6:30pm
Doors Open for General Admission at 6:45pm
Meal served at 7:00 pm

Place

Prima Vista Event Center, 402 N. Inler Ave, Lubbock, TX 79416

Ticket Prices

\$75 Individual

This event is an annual fundraiser benefiting The West Texas ALS Support Group. This 501(c)3 non-profit organization provides critical services to help PALS (People with ALS) and their families in West Texas live life as fully as possible. Support and services are offered at no charge and include (but are not limited to): monthly support group and educational meetings for PALS and their family members, mini-grants to cover necessary home modifications, equipment, or other items/ services that are not covered by insurance, an equipment loaner closet, training and support for voice banking and use of high tech eye gaze communication devices, and respite care.

Tickets are available at:

<https://www.westtexasals.com/events-1>

By Phone: (806)777-9989 Amanda Stephens
Email: Info@WestTexasALS.com