



Fighting ALS for over 25 years!

Saturday, October 13, 2018 • Haverford College • Haverford, PA

www.billylake.com • info@billylake.com • 610-675-7137

August 27, 2018

Dear Friends,

26 Marathons... Over \$650,000 raised ...27 scholarships...all in the name of a cure for ALS. And, I'm happy to report that thanks to you, we are making progress! Please join Coaches Phil Martelli, Bobbi Morgan, 12 area high school teams, and the Phillies Ball Girls on Saturday, October 13, 2018 to celebrate the 27th Annual Billy Lake Memorial Basketball Marathon.

It's been 26 years since Billy Lake, father to four young children, lost his courageous battle with ALS or Lou Gehrig's disease. 26 years is a long time, but we are committed to fighting the disease that ended Billy's life prematurely. Unfortunately, every year we witness ALS ending other good people's lives too early.

ALS is a progressive neuromuscular disease attacking men and women in the prime of life. Patients with ALS typically live two to five years after diagnosis. ALS affects an estimated 30,000 people in the US who lose the ability to speak, walk or breathe on their own. Your tax-deductible gift will support The ALS Association's research program fueling global collaboration to expedite the discovery of treatments and a cure for ALS.

Your support as a shirt sponsor or team sponsor or gift donor will bring us closer to a world without ALS. Games take place at Haverford College where over 20 teams (12 area high schools, 8 local teams) participate in this pay-and-play basketball marathon. Spectators are most welcome; YOU are the key to the event's success. All proceeds go to the Billy Lake Memorial ALS Research Fund, a 501c (3) organization, EIN 23-2699081, and to a scholarship fund in Billy's name at Msgr. Bonner High School.

Please call us at 610-675-7137 (Patti) if you need additional information. Sponsorship information is enclosed. Your company name and logo will be featured on 400 shirts that players, spectators, volunteers and donors wear, as well as on our website and promotional materials. Please email your artwork to info@billylake.com or send your hard copy artwork to the address listed below. Visit www.billylake.com or www.alsphiladelphia.org/billy-lake-basketball. With our sincere thanks for your generosity, compassion and friendship,



Billy Lake ALS Marathon Committee
425 Brookline Blvd.
Havertown, Pa 19083



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Shirt Sponsorship/Donation Options - Check one:

_____ ALS Research All-Star Sponsorship - \$1,000 - includes large corporate logo prominently featured on the back of the T-shirt and web site (approx. 500 shirts).

_____ Shirt Sponsorship - \$400 - includes your corporate logo on the back of the T-shirt and web site (approx. 500 shirts).

_____ Friend Listing1 – \$200 - one-line listing on back of T-shirt

_____ Friend List 2 – \$100 – small one-line listing on back of T-shirt

_____ Gift Certificate or Auction Item Donation _____

Name: _____ Date: _____

Address: _____

Phone: _____ Email: _____

Thank you for your support.

Proceeds benefit the Billy Lake Research Fund (EIN 2369081).

Please make checks payable to:

Billy Lake ALS Research Fund

Send or email photo-ready logo, payment and this form
by **October 1, 2018** to:

Billy Lake ALS Fund
425 Brookline Blvd.
Havertown, PA 19083

Phone: 610-675-7137
Website: www.billylake.com
Email: info@billylake.com

