

**Hung up your sneakers?  
You can still help!**

Former stars, any team member, or family, friends and colleagues who are not playing can help by supporting us in other ways.

**Marathon Program Ad Book**

Full Page-\$150 \_\_\_\_\_  
Half Page-\$100 \_\_\_\_\_  
Quarter Page-\$50 \_\_\_\_\_  
Business Card-\$25 \_\_\_\_\_

**ALS Marathon Shirt Sponsor**

\$400 \_\_\_\_\_

Full Page Ad in the event Program Book distributed to all players and fans & your name or company name on 500 shirts.

**Gift of Service or  
Auction Item Donation**

Service/Item: \_\_\_\_\_  
Value: \$ \_\_\_\_\_

**Donation**

\$ \_\_\_\_\_

Make Checks Payable To:  
Billy Lake ALS Research Fund  
4 East Mercer Ave  
Havertown, PA 19083  
(501(c) 3 organization)

**Dinner and Auction**

Following the day's events a dinner and auction will be held. Location is TBD. All proceeds go towards raising money for ALS research.

**The Billy Lake Memorial ALS  
Research Fund**

The Billy Lake Memorial ALS Research Fund was created as a tribute to Billy Lake, a young Havertown, PA father of four who died from ALS in 1992. Each year the friends of Billy Lake organize a basketball marathon and auction to raise money for ALS research.

ALS or Amyotrophic Lateral Sclerosis is a fatal, progressive, neuromuscular disease. ALS is frequently referred to as 'Lou Gehrig's disease' after the famous Yankee first baseman who tragically lost his life to this devastating illness. Every 90 minutes someone is diagnosed with ALS. 80% of ALS patients die within 5 years of diagnosis.

By participating in the Billy Lake Memorial ALS Research Fund you will be helping considerably to find a cure for ALS through The ALS Association's Research program. The Billy Lake Memorial ALS Research Fund has partnered with the ALS Association Greater Philadelphia Chapter for 20 years. You can contact the Chapter at [www.alsphiladelphia.org](http://www.alsphiladelphia.org) or (215) 643-5434.



For questions or more information, contact us at [BillyLakeALS@verizon.net](mailto:BillyLakeALS@verizon.net) or call (610) 675-7137.

For more information, visit [www.billylake.com](http://www.billylake.com)



Celebrating  
**20**  
Years

**BILLY LAKE  
MARATHON**  
BENEFITING ALS RESEARCH

**October 8th, 2011**

Haverford College  
Haverford, PA

**TEAMS FORMING NOW!**

INDIVIDUALS CAN REGISTER AS WELL AND WILL BE PLACED ON AN AGE APPROPRIATE TEAM.

**The Billy Lake ALS Marathon**

Join us on Saturday, October 8, 2011 at beautiful Haverford College for the 20th Anniversary of the Billy Lake Basketball Marathon. A full day of basketball for people of all ages and skill levels! All proceeds go to the Billy Lake Research Foundation to help raise money for ALS research. To sign up please use the registration page attached or visit [www.billylake.com](http://www.billylake.com).

Sign up today for your age group. You will be assigned an hour time slot between the hours of 9am-6pm based on your age group. You can join as a team or as an individual. Co-ed teams welcomed!

If you can't play in a game, but you would like to help, please check the other options on the back of this brochure.

**Celebrity All Star Game**

Join Phil Martelli, Fran Dunphy, Jerome Allen, Fran O'Hanlon, Bobbi Morgan and other Philadelphia area coaches as well as local media celebrities for a Celebrity All-Star Game extravaganza! This one will be a SLAM DUNK! Tip off at 11am sharp!

**Half Court Shot Contest**

Ever dreamed of being on the court in the final seconds with the big game on the line? Here's your chance to sink the big shot. A Half Court Shot Contest will be held before each game with great prizes on the line!

**MAIL-IN REGISTRATION FORM  
(or register online at [www.billylake.com](http://www.billylake.com))**

**TEAM Registration**  
team fee: \$200

Team Captain: \_\_\_\_\_

Team Name: \_\_\_\_\_

Contact Number: \_\_\_\_\_

Email: \_\_\_\_\_

Please circle: M F Coed

Please circle: Under 12 12-15

15-18 Adult (18+)

**INDIVIDUAL Registration**  
individual fee: \$20

Player Name: \_\_\_\_\_

Contact Number: \_\_\_\_\_

Email: \_\_\_\_\_

Please circle: M F Coed

Please circle: Under 12 12-15

15-18 Adult (18+)

Player or Sponsor Names	Address	City, State, Zip	Pledge
1			
2			
3			
4			
5			
6			
7			
8			
9			
10			

- 1
- 2
- 3
- 4
- 5
- 6
- 7
- 8
- 9
- 10

**Total Pledges:**

Make Checks Payable To:  
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**Marathon Use Only**  
Game & Time