

PAINT FOR A CURE
PRESENTS
THE SECOND ANNUAL

Hues of Hope

AN EVENING OF MUSIC & INSPIRATION

SPONSORSHIP OPPORTUNITIES
EVENT DATE - MARCH 11, 2022

OUR STORY

About Paint for a Cure

On November 27, 2019, the day before Thanksgiving, Eric Weinbrenner's life was changed. Eric was diagnosed with Amyotrophic Lateral Sclerosis (ALS), a neurodegenerative disease that affects the brain's connection to muscle function. His disease has progressed quickly – in less than two years Eric's ability to walk, talk and take care of himself deteriorated and he is now confined to a wheelchair.

To initially cope with the devastating news of his diagnosis, Eric turned to painting, an activity he always enjoyed. As Eric began his ALS journey, he and his wife Jen quickly learned how incredibly expensive, confusing and frustrating this disorder is for families. Resources are challenging to come by, there is no true “roadmap” as you see with Cancer or other medical conditions.

With a average lifespan of less than 5 years after diagnosis and the high cost of medical care for ALS, families with this disorder are carrying the weight of the world. With this in mind, Eric and Jen co-founded Paint for a Cure to use Eric's love of art to raise awareness and much-needed funds for families with ALS.

Paint for a Cure's mission is to ease the financial burden of families affected by ALS and to connect them with resources that can improve their quality of life “right now” allowing them to make the most of the time they have and to experience ALS with dignity and humanity.



UNDERSTANDING ALS

Amyotrophic Lateral Sclerosis (ALS)

Amyotrophic Lateral Sclerosis (ALS) is a rare neurodegenerative disease in which a person's brain loses connection with the muscles affecting one's ability to control voluntary muscle movement. People with ALS tend to lose their function to walk, talk, and eventually breathe at a rapid rate, ripping away all of their independence. While the onset and progression vary, it is well known that the patient's average survival time is only two to five years after diagnosis.

About 5,000 people are diagnosed with ALS a year, typically without any family history of the disease. There are over 20,000 people in the United States living with ALS, but there is no known cure or approved treatment to treat the disease.

Because of ALS's effect on the nerve cells in the brain and spinal cord, the deterioration of muscle function drastically limits a patient's independence. Many become reliant on their family for care and need 24/7 assistance. Insurance does not tend to cover all the necessary appointments, therapy, caregivers, or assistive technology, which leaves families to shoulder the burden of expensive medical bills.

Until there's a cure for ALS, technology is the solution. There is a need for an accessible, fully automated home for ALS patients and their families to escape the everyday pressures of life and learn how to live with ALS not just survive.

ALS Facts

- ❖ Approximately 5,000 people in the US are diagnosed with ALS each year
- ❖ There are over 600 cases of ALS in the state of Arizona alone
- ❖ Most people who get ALS are between ages 40-70
- ❖ **The average life expectancy is about 2-5 years after diagnosis**
- ❖ About 90% of ALS cases occur without any family history
- ❖ There can be significant costs for medical care, equipment, and home health care later in the disease
- ❖ **Currently, there are several trials, but no cure yet for ALS**



OUR IMPACT

Paint for a Cure raises funds to support families with necessary expenses to help adapt to the ever-changing needs of ALS as the disease progresses.

Through an application process, families across the country apply for “family grants” to help with home modifications, including wheelchair ramps and curbless showers, electric wheelchairs and adaptive vans to help families be as comfortable as possible while they live with the disease.

Since 2020, over 35 families have received donations from Paint for a Cure, totaling \$145,000.

Paint for a Cure has also enlisted the help of StoryFile, an innovative technology company to develop a collection of testimonials and Q&A sessions with ALS individuals to help expand information available to those diagnosed.

Visit our [Media Library here](#) to see videos and hear testimonials from the families helped!



Since 2020
Paint for a Cure
has awarded more than
\$145,000
to more than **35**
Families affected by ALS



HUES OF HOPE EVENT OVERVIEW

Hues of Hope 2022 – Friday, March 11, 2022

An Evening of Music & Inspiration

Join us for an evening of hope and inspiration, benefiting families affected by ALS.

This distinctive music and food experience will bring together a rockin' band, amazing food, and incredible art auction, hosted by Jennifer and Eric Weinbrenner at their private residence in Paradise Valley.

Attire is spring casual with a **splash of color!**
100% Proceeds will benefit ALS programs!

Space is limited to 200 guests
Tickets \$1,000 per person

Visit our [media library](#) to see how funds from our 2021 event are helping families today.

Evening Schedule

Cocktail Hour

5:30 to 6:30 p.m.

Program & Live Art Auction

6:30 to 7:00 p.m.

Dinner

7:00 to 7:45 p.m.

Musical Performance

7:45 to 8:30 p.m.

Event Concludes

9 p.m.



SPONSORSHIP

Sponsorship packages for the Hues of Hope Event include annual recognition as a supporter of Paint for a Cure. We also welcome and appreciate in-kind support and are happy to build custom sponsorship packages, as requested.



Visionary - \$15,000



Painter - \$10,000



Sketch Artist - \$5,000

- ❖ Recognition as a Visionary Supporter of Paint for a Cure for 2022 (website, email, social)
- ❖ Visionary Sponsor Recognition on all Hues of Hope Event materials
- ❖ 2 Tickets to Event (\$2,000 Value)
- ❖ Recognition with 1 dedicated ALS Family Check Presentation (social, check presentation company listing)

- ❖ Recognition as a Supporter of Paint for a Cure for 2022 (website, emails, social)
- ❖ Sponsor Recognition on all Hues of Hope Event materials
- ❖ 2 Tickets to Event (\$2,000 Value)
- ❖ Recognition as a co-sponsor for 1 dedicated ALS Family Check Presentation (social, check presentation company listing)

- ❖ Recognition as a Supporter of Paint for a Cure for 2022 (website, email, social)
- ❖ Sponsor Recognition on Hues of Hope Event materials
- ❖ 1 Ticket to Event (\$1,000 Value)



CONTACT

Thank you for considering supporting Paint for a Cure!
For more information or to confirm a sponsorship or donation, please contact us!

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