

P.O. Box 40777
Philadelphia, PA 19107
215-568-2426
www.alshopefoundation.org

Dear Friend:

The ALS Hope Foundation is pleased to present the Concierto de Esperanza 6:00 PM on June 17, at Teatro Esperanza. This concert will feature a wide variety of Latin music celebrating the rich musical heritage in the community while raising awareness about ALS and Neurodegenerative diseases. We are expecting more than 300 members of the Latino community to attend the concert and enjoy the evening while also learning about ALS and Neurodegenerative diseases and the ALS and Neurodegenerative Disease Center of Hope at Temple University Lewis Katz School of Medicine which is a local resource where we will provide excellence in care in a patient centric and culturally sensitive manner.

The concert will introduce our health equity program being developed in collaboration with the ALS Center of Hope at Temple University Lewis Katz School of Medicine. Data from Emory University and Virginia Commonwealth University has shown that there are delays in diagnosis of ALS within the black community which translates to delayed treatment with available medicines that slow the disease down without stopping the progression. Similar work in the Latino community is underway as is research on application of other interventions that prolong survival and improve quality of life in underrepresented populations. This program will focus on healthcare literacy about ALS and neurodegenerative disorders for both healthcare providers and community members in Latino and Black communities surrounding Temple University. Additionally, we are working to provide easy patient-centric access to multidisciplinary care in culturally sensitive settings that will provide excellence in the care of ALS and neurodegenerative diseases.

The ALS Hope Foundation is an independent non-profit located in Philadelphia and we are committed to making a difference to all people living with ALS and neurodegenerative diseases through education, excellence in care and research to find cures. To this end we recognize the disparities that exist and are asking for community partnership in support of our mission to provide equitable care to underserved populations. Please consider joining us in this effort through sponsorship of the Concierto de Esperanza.

Be the Hope.

Sincerely,



Terry D. Heiman-Patterson, MD
President, The ALS Hope Foundation

Become a proud sponsor of:

Concierto de Esperanza

***Celebrating the Latin musical heritage while raising awareness of ALS
and Neurodegenerative Diseases***



An evening celebrating the rich Latin musical heritage with a wide range of music from classical to tango and salsa to benefit *The ALS Hope Foundation and health equity programs at the ALS Center of Hope of Temple University Lewis Katz School of Medicine.*

Saturday, June 17, 2023 at 6 p.m.

Teatro Esperanza at the Esperanza Cultural Center
4261 N 5th St Philadelphia Pa 19140

Encore \$ 10,000

- Full-page ad in program book
- Outside back cover or center spread
- Event Signage
- Logo on ALS Hope Foundation website
- 10 center front row seats

Conductor \$5,000

- Full-page ad in program book
- Logo on ALS Hope Foundation website
- Event Signage
- 6 premium seats

Ensemble \$2,500

- Full-page ad in program book
- Logo on ALS Hope Foundation website
- 4 premium seats

Soloist \$1,500

- Half-page ad in program book
- Logo on ALS Hope Foundation website
- 4 premium seats

Section Leader \$1000

- Quarter size ad in program book
- 2 premium seats

Enclosed is my check for \$ _____

made payable to "The ALS Hope Foundation"

Please Use my Credit Card: AMEX VISA MasterCard

#: _____ Exp: _____

Company Name _____

Contact Person _____

Address _____

Phone _____ E-mail _____

Quarter Page (2.5 x 3.5") \$150.00

Half - Page (4.75 x 3.5") \$250.00

Full - Page (4.75 x 7.75") \$500.00

**Please send your logo (in camera ready art) to
info@alshopefoundation.org or you may mail us
the information.**

Thank you for helping us make a difference to people living with ALS and Neurodegenerative Diseases!

The ALS Hope Foundation is a public charity as defined in Section 501(c)(3) of the IRS Code.
Tax ID #23-3010389.