

LET'S PUT ALS ON ICE

March 29, 2025

Event Venue

The Warrior Ice Arena, home to the Boston Bruins Training facility and home of the Boston Bruins Alumni

Event Schedule

Saturday, March 29, 2025
11am-1pm

Warrior Ice Arena
90 Guest Street
Boston, MA 02135

Event Interactive

- Sports Memorabilia Silent Auction
- Public Free skate 11-11:30 with Bruins Alumni

Event Partnerships

Bourque Family Foundation

Bourquefamilyfoundation.org

The Peter Frates Family Foundation

www.petefrates.com

Sean M Healey Center

www.massgeneral.org/neurology/als

ALS.org



Let's Put ALS on ICE

Amyotrophic lateral sclerosis (ALS), often called Lou Gehrig's disease, is a progressive neurodegenerative disorder that affects nerve cells in the brain and spinal cord. It primarily targets motor neurons, which are responsible for controlling voluntary muscles. Over time, these neurons degenerate, leading to loss of coordination. As the disease progresses, individuals with ALS experience muscle weakness, difficulty speaking, swallowing challenges, and eventually, impaired breathing. Unfortunately, ALS has no known cure, and the average life expectancy after diagnosis is typically 3-5 years, though some people live longer. Despite its severity, the exact cause of ALS remains unclear, although it is thought to involve a combination of genetic and environmental factors.



Boston Bruins Alumni

The Boston Bruins Alumni has raised more than \$15 million for charities and youth hockey programs. It is through the support, generosity and interest of our fans, our collaborators and our sponsors that they have been able to achieve that goal.

When the Bruins legends skate onto the ice, hockey history comes alive again. Fantasy Fun for Families in need.

The Boston Bruins Alumni, led by **Captain and HOF Ray Bourque**, will face-off against **The Blue Line Blues** who are a team comprised of former and current competitive ice hockey players who have dedicated their passion for ice hockey to help raise awareness and funds for families who have been presented with the challenges, both personal and financial, due to members afflicted with ALS. We honor all families and frontline workers who have been diagnosed with ALS or who have struggled in the past with ALS and yearn to help move research forward

Raising awareness about ALS is vital for several reasons. First, it helps generate funding for research aimed at understanding the disease's underlying mechanisms and developing treatments. With increased visibility, more resources can be directed toward finding innovative therapies that could slow its progression or even offer a cure. Furthermore, awareness can drive improvements in patient care, support services, and access to clinical trials. For those battling ALS, knowing that the world is invested in their fight can provide crucial emotional and social support, even amidst the daily challenges of living with this debilitating disease

Athletes Attacking ALS

Pete Frates was a former college baseball player at Boston College, via St. John's Prep, who was diagnosed with Amyotrophic Lateral Sclerosis (ALS) in 2012, at the age of 27. Frates, who had been a vibrant athlete, soon lost the ability to move, speak, and eventually even breathe on his own, as ALS relentlessly progressed, Pete's natural competitive drive fueled a global phenomenon in, The Ice Bucket Challenge in 2014 that raised over \$220 million and brought ALS from obscurity to global awareness and programs.

Let's Put ALS on Ice has been founded upon The Frates Foundation Mission to provide financial assistance to families afflicted with ALS in order to provide the means to families, as ALS progresses, helping to alleviate costs in order to allow patients to take advantage of in-home care.

Let's Put ALS on Ice is in honor of ALS patients and their families, who have led active lives and are active community members. Inspired by the life of Jon C. Shepard who was a career front-line worker, Police Officer, and member of the Wilmington Police Honor Guard. Jon's commitment to community and public service helped to define his successful career as a Law Enforcement Officer.

Jon was an avid ice hockey player and a left-handed goalie which is somewhat unique. Jon became a regular presence during the Boston Bruins practice sessions that took place at their then practice facility based out of Wilmington, MA. He became friendly with 3 time Stanley Cup Champion and British Columbia HOF, Andy Moog #35. As a result of Jon's life's passions we have named our team in honor of frontline workers, with a special dedication to our Law Enforcement who proudly wear **Blue**



Corporate Sponsorship

Your Brand Awareness has an immense impact in providing your employees with community engagement, commitment to social responsibility that creates a sense of purpose, sets the tone for corporate culture and helps to drive further collaboration and loyalty.

By aligning with a meaningful cause that is in the spirit of supporting families in need who are facing a future of certainty of losing a loved one, friend or family member who is afflicted with ALS, brings forward the feeling of doing for others now, while they face this transitional period in their lives.

Involving employees and your community in sponsorship initiatives creates a shared sense of purpose, boosting morale, and fostering a culture of giving and community engagement.

The hidden benefits of giving provided by your organization that includes your employees will have lasting impact.

Corporate Sponsorship Opportunities

As a Corporate Sponsor you are proactively and immediately helping patients afflicted with ALS.

Your opportunities to sponsor will be considered donations directly to The Bourque Family Foundation in support of the Frates Foundation for ALS and The Sean M Healey Center

Here is a list of exciting and impactful options:

1. **Your company** will have its own line of 5 players to represent your brand throughout the event and during the game. Your donation of **\$7,500** will secure new uniforms for the 5 players of your choice within your organization or can sponsor a single employee who can invite 4 other players of their choice to join **The Blue Line Blues** team along with a 30x60 company logo that will be placed on the Warrior Ice Arena dasher and will be seen by all attendees as well as capture on the Boston Bruins Alumni TV for replay. Each corporate sponsored line will be announced during introductions and will compete with other corporate sponsored lines for plus/minus. The winner will receive a golf outing (TBD) for 5 in May 2025
2. Individual player for The Blue Line Blues with uniform: **\$2000**
3. Individual player for The Boston Bruins Alumni: **\$4000**
4. Warrior Ice Arena signage that will be adhered to the rink dashboard will be seen by all attendees as well as captured on the Boston Bruins Alumni TV for replay.

30x60=\$120 30x72=\$160. 30x96=\$200

5. Ceremonial puck drop with photo: **\$250**
6. Player/Team/line introductions: **\$150**
7. Opening Faceoff Sponsored by: **\$150**
8. Singing of the National Anthem: **\$500**
9. 2nd half Faceoff Sponsored by: **\$150**
10. Virtual Program Ads

Presenting \$2,000. Full Page \$500. Half Page \$300

All level of sponsorship will also include admission and 30 min free skate with The Boston Bruins Alumni and The Blue Line Blues

Welcome to Team, The Blue Line Blues!

To our hockey family and friends, this is your opportunity to have a direct and immediate effect on families who have been afflicted with ALS while also fulfilling a dream of playing against some of the All-Time Boston Bruins greats, including the chance to go up against Half of Famer, Stanley Cup Champion and Boston Bruins Captain, Raymond Bourque.



The Frates family and Bourque family have teamed up to support the fight against ALS through the Bourque Family Foundation with The Captain's Ball in honor of Pete Frates to benefit the Peter Frates Family Foundation and the Sean M. Healey & AMG Center for ALS at MGH.

ICEALS.org was founded in support of this mission, in collaboration with The Frates Family, The Bourque Family, and its foundations alongside, ALS Association of Boston. We have "Teamed" up by bringing together our hockey family and friends who are used to overcoming odds when their backs are against the boards. The feeling of lacing up and having the ability to play hockey where ALS Patients who are athletes can no longer participate takes our passion for hockey to new levels. This is not just another fund raising event, it is a life impacting experience knowing that you have the ability to compete as an athlete in the sport that you love when others no longer are able to.



We hope that you will join us as a player for The Blue Line Blues, dawn our crisp All-Star Uniforms and get a chance to play at The Boston Bruins training facility. We encourage you to raise **\$1000-\$2000** per player through fanthem.io fund raising platform. Once you have committed to this event by emailing confirmation to:

jshepard@iceals.org you will then be provided with your link to fanthem.io

If you choose not to play and still want to donate, visit www.iceals.org