



**LARRY'S**

**RACE**





## ***ABOUT LARRY***

Larry Love; a devoted husband to Lauren and father to Kelly and Kyle. Larry passed away in January 2019 at the age of 53 after battling ALS for several years.

Larry began his law enforcement career as a military policeman in the United States Air Force. He went on to work for 27 years as a Police Officer and Corporal with the West Covina Police Department. Larry was involved in nearly every section of the department beginning in Patrol, both as an Officer and Field Training Officer.

He spent extensive time in the Detective Bureau, both in the Investigative Unit and the Special Enforcement Team. Larry also served as a Robbery-Homicide Detective, a Special Enforcement Team Corporal, and was on the SWAT team for many years. He was a mentor to many and worked as a Rangemaster and Force Options instructor. Larry loved the outdoors and enjoyed taking hunting and camping trips and sharing his childhood passion for boating at Lake Mohave with his family and friends. He loved sports and especially supporting his children at their various sporting events. In addition, Larry always cheered on his favorite professional teams, the Angels, Ducks, Lakers and Rams.

Larry handled the diagnosis of this awful disease with strength and courage. He was determined to fight to maintain his strength for as long as possible but as he got weaker, he would say that the disease is doing what it is supposed to do. This needs to change!



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# ***WHY WE RACE #RACINGFORDAVE***

- In October of 2017, our family's life changed forever with a diagnosis of ALS for my brother David
- David was a normal healthy guy in his late 40's, working hard, racing cars, and raising two wonderful kids
- The average life expectancy is 2-5 years
- ALS is currently described as "incurable" and manifests itself differently for everyone; but we know that ALS isn't incurable, it is just underfunded
- We must find a cure! We are asking for your help for Dave, and all of those facing ALS, to raise the much needed funding to #ENDALS!



## **ALS FACTS**

- Amyotrophic Lateral Sclerosis is a disease that gradually paralyzes the body's muscles
- Someone living with ALS will lose the ability to walk, talk, eat, swallow, and eventually breathe
- Someone is diagnosed with ALS every 90 minutes. Doctors know as much about ALS today as they knew about cancer 100 years ago

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## ***WHAT WE FUND***

### **Triple Target Funding (TTF) to Support the ALS Community**

Since our race against ALS began when Dave was diagnosed in 2017, we have learned a lot about ALS and the needs of the ALS community. As you can see below, our events support 3 different ways to help the ALS community, all 3 of them were chosen specifically by Dave from his research and experiences. To date we have raised a total of over \$682,000 to support the ALS community!



The ALS Therapy Development Institute (ALSTDI) is the world's foremost drug discovery lab focused solely on ALS. As a nonprofit biotech they operate without regard to profit or politics. Led by drug development experts and people with ALS, their Watertown, Massachusetts based lab is funded by a global network of supporters like us unified to end ALS. Their mission is to discover and develop effective treatments for ALS.



**Duke Neurology**

Duke University School of Medicine

The Duke ALS Clinic's in-house, no placebo clinical trials and unorthodox reversal studies conducted at Duke ALS Clinic by Dr. Richard Bedlack are designed to improve patient survival, quality of life and #ENDALS!



**Patient Assistance Fund**

The RFALS Patient Assistance Fund started in September of 2020. To date, the fund has given out \$75,000 in support grants directly to ALS patients, three \$70,000 wheelchair compliant vans for families to use as long as they need and will then go to other families, along with other equipment as well! This is our way to help as many people as we can as they fight ALS!

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# ***EVENT LOCATION: Willow Springs International Raceway***

- The original track at the facility, Willow Springs International Raceway, celebrates its 55th birthday this year, and is steeped in historical significance. Construction of the track began in 1953, with the inaugural event held on November 23, 1953.
- Willow Springs International Motor sports Park is a 600-acre complex of eight racetracks embracing nearly every conceivable motor sports discipline. The park is located about an hour north of Los Angeles, California near Lancaster.
- Willow Springs International Raceway is a super-fast 2.5-mile / nine-turn road racing circuit, patterned after the great courses and road racing traditions of Europe, and is unchanged from its original 1953 configuration.
- With its long and short straight-aways, tight corners, and long sweeping turns, there aren't many road courses in the world with spectator viewing like Willow Springs. Guests can see almost the entire racecourse from just about anywhere, including the many trackside camping areas.



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## ***SPONSOR BENEFITS***

- All sponsorship donations will be fully tax deductible
- Excellent publicity on social media (Instagram, Facebook, and Twitter) with your company identified as a key sponsor
- Radio and/or television interview coverage
- Company logo in sponsor-tier order on our Dave's Race 5th Gen homepage and the race registration page with recognition as a sponsor and an "about" your company section, including a link to your website
- Company logo on all signage for the event
- Sponsor booth in the Paddock during Dave's Race 5th Gen
- "Thank you" announcement during the driver's meeting and throughout the day recognizing you as a sponsor

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# ***TITLE SPONSOR - \$10,000 - 1 AVAILABLE***

- All the already stated “**Sponsor Benefits**”
- Your company logo will be placed on every car in attendance, and showcased in pictures that will be captured and given for free to all attendees.  
Excellent social media coverage! (Stickers to be provided by the Title Sponsor)
- Company logo will be applied on event merchandise and advertising in top-tiered position
- Recognition on the Dave’s Race 5th Gen event webpages
- Social media mentions leading up to and after the event
- 4 Parade laps entries for the event
- First option given for return as title sponsor for Dave’s Race 6



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## ***#ENDALS SPONSOR - \$5,000 – 6 AVAILABLE***

- Verbal recognition from Master of Ceremonies
- Logo on all printed event signage in tiered position
- Logo on all merchandise, ads, brochures and other media
- 2 Parade laps entries for the event
- Recognition on Dave's Race 5th Gen event webpage

## ***#RACINGFORDAVE SPONSOR - \$2,000 - UNLIMITED***

- Verbal recognition from Master of Ceremonies
- Logo on all printed event signage in tiered position
- Logo on all merchandise, ads, brochures and all other media
- Recognition on Dave's Race 5th Gen event webpage

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# ***A BIG THANK YOU TO OUR CONFIRMED SPONSORS***

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## ***CONTACT INFORMATION***

**HAVE ADDITIONAL QUESTIONS? CONTACT**

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