

LIVE
LIKE *Lou*

TRIVIA NIGHT

All in 4 ALS Research

THURSDAY, NOVEMBER 6 | 6 PM

Ritz Charles / Carmel, Indiana

LIVELIKELOU.ORG/TRIVIANIGHT

LIVE
LIKE *Lou*



ABOUT LIVE LIKE LOU

The Live Like Lou Foundation is a national nonprofit organization dedicated to our vision ***to leave ALS better than we found it.*** Our mission is to create and connect communities to stimulate emerging ALS research and uniquely support families affected by Lou Gehrig's disease. We do this in honor of Major League Baseball Hall of Famer Lou Gehrig and the more than 30,000 people living with ALS throughout North America.

Since our founding as a grassroots organization in 2011, Live Like Lou has funded more than \$12.75 million for emerging ALS research and in support of our ALS research partner institutions... ***and we're just getting started.***

Lou Gehrig brought international attention to amyotrophic lateral sclerosis (ALS) upon his diagnosis in 1939. As first baseman for the New York Yankees, he played in more consecutive baseball games than any other player—2,130 to be exact. He symbolized indestructibility and was known for his courage, gratitude, and humility. He died two years following his ALS diagnosis, and to this day, the disease is still most closely associated with his name, often referred to as Lou Gehrig's disease.

JOIN US 4 TRIVIA NIGHT

ALL IN 4 ALS RESEARCH TRIVIA NIGHT IS AN EVENING OF FUN, FRIENDSHIP, AND PHILANTHROPY.

This year's event will be held on Thursday, November 6, 2025, at 6 p.m. at the Ritz Charles in Carmel, Indiana.

Teams compete in ten rounds of challenging trivia as we go all in to fund ALS research and honor the legacy of our friend, Laurie Roselle. In addition to trivia, the event features heavy hors d'oeuvres, an open bar, a silent auction, and more!



All proceeds benefit the Live Like Lou Foundation and its mission to support ALS families, fund early-career scientists studying ALS, and create awareness for Lou Gehrig's disease. Funds raised support undergraduate neurodegenerative disease research at universities in Indiana, including Notre Dame and Purdue University.

**TICKETS ARE \$100/PERSON OR
\$750 FOR A TABLE/TEAM OF 8**



SPONSORSHIP OPPORTUNITIES



TRIPLE CROWN SPONSOR

- Category exclusivity
- Includes two tables/teams of eight with premier seating
- Name/logo on event promotions on social media and via email
- Sixteen Live Like Lou t-shirts
- Name/logo on event banner/marketing
- Opportunity to distribute promotional items to attendees
- Sixteen Live Like Lou/ALS awareness lapel pins
- Name/logo on event collateral and podium recognition
- Eight mulligans per table (one per round)

SOLD

\$15,000

Fair market value: \$1,500

IRON HORSE SPONSOR

- Includes one table/team of eight with premier seating
- Name/logo on event banner/marketing
- Eight Live Like Lou/ALS awareness lapel pins
- Name/logo on event collateral and podium recognition during one round
- Eight mulligans (one per round)

\$5,000

Fair market value: \$800

HOME RUN SPONSOR

- Includes one table/team of eight with reserved seating
- Eight Live Like Lou/ALS awareness lapel pins
- Name/logo on event promotions and podium recognition during round round
- Eight mulligans (one per round)

\$2,500

Fair market value: \$700

DUGOUT SPONSOR

- Includes one table/team of eight with reserved seating
- Name on event promotions
- Two mulligans

\$1,000

Fair market value: \$600

ROUND SPONSOR

- Name/logo on slides during one round
- Microphone shoutouts during round
- Program recognition

\$500

Fair market value: \$50

UNDERWRITING OPPORTUNITIES

- **Heavy hors d'oeuvres:** \$7,500
- **Open Bar:** \$5,000 (SOLD)
- **Dessert:** \$2,500
- **Audio/visual:** \$2,500
- **Trivia prizes:** \$800

Contact us if you're interested in sponsoring or underwriting.

QUESTIONS?

Email Jeremy Smith at jsmith@livelikelou.org.



HISTORY OF TRIVIA NIGHT

Since its launch in 2022, the All in 4 ALS Research Trivia Night has become an inspiring annual tradition in Central Indiana. Founded in honor of Laurie Petrucce Roselle after her ALS diagnosis in 2021, the event brings together Laurie's family, friends, Delta Gamma sisters, Lou Gehrig's fraternity brothers, and supporters across the community for an evening of fun, friendship, and philanthropy.

Held in partnership with the Live Like Lou Foundation, this signature night features trivia, heavy appetizers, dessert, and vibrant silent auctions, all set in premier local venues like Woodland Country Club and Ritz Charles in Carmel. The event has rapidly grown, attracting hundreds of participants and raising \$342,371 within the first three years.

This gathering has not only become a social highlight but also a powerful movement, channeling Laurie's commitment to service into tangible advances for ALS research and building an enduring legacy of hope for families affected by Lou Gehrig's disease

FUELING BREAKTHROUGH ALS RESEARCH

UNDERGRADUATE AND GRADUATE RESEARCH GRANTS

Proceeds support neurodegenerative disease research at top Indiana institutions, notably Notre Dame and Purdue. These grants empower students and early-career scholars to pursue breakthrough scientific projects in ALS and related neurological disorders.



ABOUT LAURIE ROSELLE

Laurie Petrucce Roselle was a woman whose life embodied service, optimism, and quiet leadership.

Laurie, a proud Purdue University graduate and Delta Gamma sister, built a distinguished legal career in Indianapolis and New York, ultimately serving as Director of Legal Services – North America for Clifford Chance LLP. Her warmth and loyalty forged deep connections within her family, sorority, and the many communities she served.

A dedicated leader in Delta Gamma, Laurie received every major award the sorority offers. She was known for her tireless generosity, handwritten notes, and radiant smile.

In 2021, Laurie was diagnosed with ALS. True to her spirit, she shared her journey openly and continued to inspire others, always signing her messages, “It’s a Wonderful Life.” With her husband John, she partnered with the Live Like Lou Foundation to establish research endowments at Notre Dame and Purdue—bringing hope to families facing ALS and empowering future scientists to seek a cure.

Laurie’s enduring legacy of strength, service, and compassion continues to inspire others to go all in for Laurie and for ALS research.





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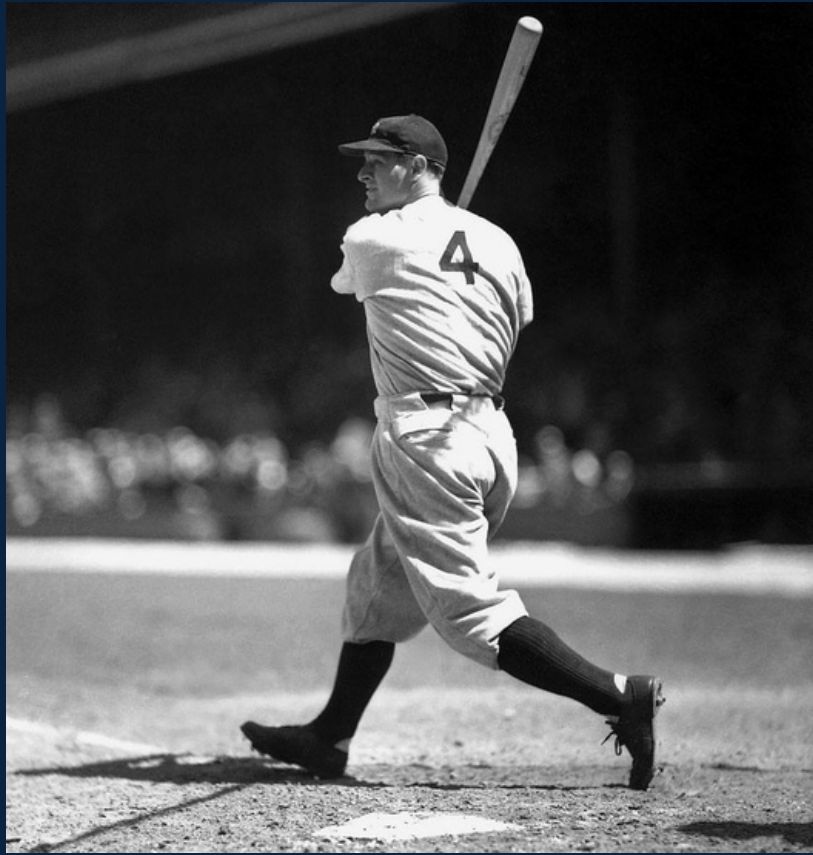
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Live Like Lou is proud of its work advancing ALS research, and we believe today's investments in ALS discovery will produce tomorrow's trials, treatments, and a cure for Lou Gehrig's disease.

We welcome you to join us as a partner as we *leave ALS better than we found it.*



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LEAVING ALS BETTER
THAN WE FOUND IT

On behalf of our board, staff, and the many ALS families supported by Live Like Lou, thank you for your consideration of support. All gifts are tax-deductible in the United States (our federal tax ID is 82-3524872). Please contact us at info@livelikelou.org with any questions.