



walk to
create a world
free of MS

Walk MS: 2012 Sponsorship Proposal

Join the Movement® at WalkToEndMS.org



We are people who want to do something about MS NOW

About MS

Multiple sclerosis interrupts the flow of information from the brain to the body and stops people from moving. MS is an unpredictable, often disabling disease of the central nervous system. Symptoms range from numbness and tingling to blindness and paralysis. The progress, severity and specific symptoms of MS in any one person cannot yet be predicted, but advances in research and treatment are moving us closer to a world free of MS. MS affects more than 400,000 people in the U.S., and 2.1 million worldwide.

About the National MS Society

MS stops people from moving. The National MS Society exists to make sure it doesn't. We help each person address the challenges of living with MS. The National MS Society is moving forward through our home office and 50-state network of chapters by funding cutting edge-research, driving change through advocacy, facilitating professional education, collaborating with MS organizations around the world, and providing programs and services designed to help people with MS and their families move their lives forward.

About the Southern California & Nevada Chapter

The Southern California & Nevada Chapter reaches out to more than 19,000 people living with MS and their 114,000 loved ones in Southern and Central California and Nevada. Approximately 80% of the Chapter's income is devoted to research for better treatments and a cure as well as programs and services to help our local MS communities; while 20% is invested in support services such as fundraising and administration.



About Walk MS

Six hundred walks. One destination. A world free of MS.

Walk MS has become a rallying point of the MS movement, creating a community of shared commitment determined to end MS. Walk MS is a day that allows people to come together and celebrate being part of a movement by and for the 400,000 Americans with MS.

Walk MS is the Southern California & Nevada Chapter's largest event both in participation and dollars raised. In 2011, we had more than 19,000 participants and raised \$2.4 million for education, advocacy, research and local programs that enhance the quality of life for people with MS and their families.

CALIFORNIA

04.15.12

Greater Los Angeles
Pasadena Rose Bowl

04.21.12

Conejo Valley
Conejo Creek Park

Desert Cities

Palm Desert
Civic Center Park

Fresno

Woodward Park

San Luis Obispo

Mission Plaza

04.28.12

Antelope Valley
Lancaster
Marketplace

Inland Empire

Quake Stadium

Long Beach

Belmont Pool

S.W. Riverside County

Town Square Park,
Murrieta

05.05.12

Big Bear
Alpine Pedal Path

Santa Barbara

Leadbetter Beach

October 2012

Bakersfield

Yokuts Park

NEVADA

05.05.12

Las Vegas
Town Square

Reno/Sparks

Idlewild Park Terrace

09.22.12

South Lake Tahoe
Camp Richardson

Multiple Sclerosis: The Facts

- Every hour in the United States, someone is newly diagnosed with MS.
- Most people with MS are diagnosed between the ages of 20 and 50, with more than twice as many women as men being diagnosed.
- MS is the #1 disabling disease among young adults in the U.S.

2012 Proposal

Why Become A Corporate Partner?

Partnering with the National Multiple Sclerosis Society, Southern California & Nevada Chapter, is not only a good community investment ... it is also a good business investment!

- Align yourself with a well-respected 501(c)(3) organization with a broad base of devoted consumers. 92% of our constituents say they choose to support a company because of their involvement in our cause.
- Create awareness of your corporate identity and portray a positive image to your current stakeholders and a new audience of potential employees and customers.
- Provide a great opportunity for employee involvement, whether it is team-building in a group, a volunteer experience, or training for an event.
- Activate your partnership with year-round promotional opportunities for your company and product.

Walk MS: The Facts

- \$2.4 million was raised by Walk MS Southern California & Nevada in 2011
- 19,000 participate in Walk MS Southern California & Nevada every year
- \$623 million has been raised nationwide since Walk MS inception in 1989

Demographics

- 75% female, mainly between the ages of 25 and 54 years old
- 48% college graduate or higher
- 79% walk because of a connection to MS
- \$90,000 average average household income of a Walk MS family

Partnership Opportunities

Sponsor Walk MS

By sponsoring Walk MS with a donation, you can help us keep our expenses low so that more money raised can support our mission. In return, you will be prominently promoted throughout the Chapter as an official partner. There are two ways you can sponsor Walk MS:

- Provide a **cash donation** to underwrite the expenses of the event.
- Provide **in-kind product**, such as food, supplies, vehicles, or media time, or **in-kind service**, such as truck drivers, medical personnel, communications staff or graphic designers.

Form a Team in a Walk MS event!

Teaming up is a fun, easy and cost-effective way to support a great cause while nurturing camaraderie among your co-workers, friends and family. Teams are made up of 6 or more members who fundraise for the event. You appoint a captain and pick a name...we take care of the rest!

Training and fundraising together foster stronger relationships, resulting in better teamwork and morale in the workplace. Contributing to a good cause and taking an active role in the community will instill company pride in your employees. Plus, training for and participating in Walk MS helps your employees get in shape and learn healthy habits, which translates to a more effective work force and health care savings.

Volunteer!

We are always looking for corporate groups who can give their time and talents to helping us reach our goals. Whether it is volunteering a day in the office, providing profession pro-bono expertise, or taking the leadership of a breakpoint on an event, we have a project that can work for any size group in a variety of locations and times.

Why get involved with a cause?

- 84% of adults believe that cause marketing creates a positive company image.
- 78% would be more likely to buy a product associated with a cause they care about.

Cone Roper Benchmark Study on Cause Related Marketing

As a sponsor of Walk MS, you are in good company. Recent corporate partners include:

- Wells Fargo
- Brutoco Engineering & Construction
- NBC Universal
- Clear Channel
- KOST 103.5 & 104.3 MYfm
- Northrop Grumman
- Ameriprise Financial
- Bruce's Gourmet Catering
- Louise's Trattoria
- Pure Protein
- Crystal Geysers
- Teva Neuroscience
- Thrivent Financial
- Accorda Therapeutics
- Chick-fil-A
- Eye-Q Cares
- SunMaid
- Hanger Prosthetics & Orthotics
- ...and many more!

"Our company participates every year and we are proud to be associated with an organization that provides services to the community as well as money towards research and one day a cure for MS."

– Don Fracchia, Executive Vice President, Wells Fargo Bank.

"Participation in Walk MS raises awareness of MS to those that were not aware, and the unfortunate reality that MS affects many of our employees, their family and friends."

– Debbie Speckmeyer, Executive Assistant, Northrop Grumman

Why get involved with a cause?

- 66% of adults would switch brands and 62% would switch retailers to support a cause they care about.
- 54% would pay more for a product that supports a cause that they care about

Cone Roper Benchmark Study on Cause Related Marketing

Great Exposure

As a corporate partner, we will match you up with the program that provides the best demographic base for meeting your goals and objectives. Depending on the size and type of partnership, you may be promoted in the following ways:

- **Logo or Name prominently displayed** in all printed materials related to the sponsored event or program. Materials may include brochures, invitations, postcards, banners, T-shirts, table tents, and more.
- **Potential for online exposure**, utilizing Web site, e-communication, or social networking opportunities. On average our web sites receive 10,000 or more hits per day. Each month, we send out 3 e-newsletters to various target audiences. Typically, our emails have a 32% open rate, making them a very effective form of promotions. We also have the capability to send out single-message e-blasts to a database of 60,000 unique emails.
- **Potential for media exposure**, either by partnering with one of our media sponsors, or by adding tags to your current ad buys.



SPONSORSHIP LEVELS	Presenting \$25,000	Platinum \$15,000	Gold \$10,000	Silver \$5,000
PROMOTION & VISIBILITY				
Recognition on bus ads (Deadline 12/9/11)	✓			
Dedicated sponsor emails (c. 19,000)	✓			
Recognition in Chapter email blasts (c. 60,000)	✓	✓		
Recognition in LA Times & other major print media	✓	✓	✓	
Recognition in local print publications	✓	✓	✓	✓
Recognition in Chapter publications (c. 30,000)	TWICE	TWICE	TWICE	ONCE
Recognition in Walk MS email blasts and e-newsletters (c. 10,000)	✓	✓	✓	
Recognition on all event collateral (c. 100,000) (deadline 1/20/12)	✓	✓	✓	✓
Logo on 10,000 t-shirts	✓	✓	✓	✓
Logo/link on Walk MS website	Logo with link	Logo with link	Logo only	Logo only
Advertise as a sponsor of Walk MS	✓	✓	✓	✓
Walk MS logo use for promotional opportunity	✓	✓	✓	✓
EVENT DAY RECOGNITION				
Company logo at start and finish location	✓	✓	✓	
Passes to VIP tent (<i>Select locations</i>)	4	2	1	
10x10 tent provided at event with opportunity for product sampling	Tents available at up to 4 Walk sites	Tents available at up to 2 Walk sites	Tent available at 1 Walk site	Tent available at 1 Walk site
Banner display on route	✓	✓	✓	✓
COMPANY PARTICIPATION				
On-site team check-in	✓	✓	✓	
Corporate team captain VIP parking	✓	✓	✓	✓
Multi-year lock-in agreement available	✓	✓		
Invitation to Dinner of Champions fundraising gala (2 tickets)	✓			

Additional Events

Throughout the year, the National MS Society hosts a number of fundraising events and educational programs. A sampling is listed below. If you are interested in learning more about partnership opportunities for any of our events, please call 310.479.4456, or visit our website at www.nationalMSSociety.org/CAL.

Bike MS www.bikeMSSocal.org or www.bikeMSnevada.org

The Bike MS Ride is the Southern California & Nevada Chapter's premier cycling event. We have route options for every level of cyclist—from 30 miles to 160 miles over 2 days you will surely find a route fit for you. Cyclists will pedal along beautiful scenery either in Ventura & Santa Barbara County, CA or Las Vegas, NV, while they enjoy a fully-supported, fun and truly inspirational experience.

Challenge Walk MS www.mymchallenge.org

Challenge Walk MS 2012 is a three-day walk benefiting the National MS Society. Nearly 300 participants walk 3 days and 50 miles from Carlsbad to San Diego to make an important difference for people living with MS. United for one cause, they take over 100,000 steps in one of the most rewarding journeys of their lives, filled with friendship, unforgettable moments and, most of all, hope.

Dinner of Champions www.dinnerofchampions.com

The Dinner of Champions is one of the most highly visible fundraising events in Los Angeles. The event honors a philanthropist each year who has made a significant contribution to create a world free of multiple sclerosis as well as a person living with MS for his/her Spirit of Life. The Los Angeles Dinner is heavily supported by the entertainment industry. We also have a Dinner of Champions in Reno, Nevada. For more details go to MSEvents.com.





“People around the world want companies to go beyond making a profit, paying taxes, employing people and obeying all laws; they want companies to contribute to broader societal goals...”

*The Millennium Poll Corporate Responsibility
conducted by Environics International Ltd.*



**National
Multiple Sclerosis
Society**
Southern California
& Nevada Chapter

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