



Maryland
Walk 2014

WALK MS: MARYLAND 2014 SPONSORSHIP PROPOSAL

BE INSPIRED. GET CONNECTED. WALK MS

walkMSmaryland.org or 443-641-1228



WALK MS: 2014

VISION STATEMENT

Walk MS is the rallying point of the MS Movement, a community coming together to raise funds and celebrate hope for the future.

GOALS

Through national efforts and our 50-state network of chapters, Walk MS provides an opportunity to connect people living with MS and those that care about them. This community event raises critical funds to support life-changing programs and cutting-edge research. Nearly 340,000 people come together nationwide to show the power of our connections.

WHAT THAT MEANS

- When you participate in Walk MS, you give hope to the 2.1 million people living with MS worldwide.
- The dollars raised fuel critical MS research to stop the disease, restore function that has been lost and end MS forever.
- Fundraising dollars also support programs and services to help people affected by MS address the challenges and move their lives forward.

WALK MS: THE FACTS

- Walk MS raised nearly \$50 Million in 2013 to support MS and more than \$820 Million has been raised since its inception in 1989.
- There are nearly 550 walks across the country each year.
- Approximately 340,000 people participate in Walk MS events each year.



EVENT DETAILS

Walk MS is the National MS Society, Maryland Chapter's signature event. Now entering its 26th year and raising over **\$1 million** last year alone, the event attracts more than **8,000 participants** and volunteers statewide. In 2014, Walk MS will be held in **11 communities** across the state. All walks are approximately 3 miles and feature unique Maryland scenery.

Walk Dates and Locations

Attendance

April 5 - Salisbury <i>Salisbury Zoo</i>	250
April 6 - Aberdeen <i>Ripken Stadium</i>	600
April 6 - Annapolis <i>Navy Marine Corps Stadium</i>	1,000
April 12 - Frederick <i>Harry Grove Stadium</i>	750
April 12 - Cumberland <i>Western Maryland Railway Station</i>	300
April 13 - Towson <i>Goucher College</i>	1,200
April 26 - Columbia <i>Howard Community College</i>	1,000
April 26 - Hagerstown <i>Antietam Battlefield</i>	700
April 27 - Baltimore City <i>Power Plant Live!</i>	1,000
April 27 - Westminster <i>Carroll Community College</i>	525
May 10 - Ocean City <i>Hugh T. Cropper Inlet</i>	600

According to the *Baltimore Business Journal*, **Walk MS** is the sixth largest fundraising event in the Baltimore area.

Courtesy of the Baltimore Business Journal, March 2013



WALK MS DEMOGRAPHICS

- 82% of walkers are female
- 63% of walkers have children
- 61% have an undergraduate or higher degree
- Walking, Health and Fitness, Reading and Cooking are listed as interested and activities by over 50% of Walk MS participants
- Walk MS participants are technologically savvy; 88% gather event information through email and 57% use social media sites

WALK MS: THE FACTS

- 84% of all participants are on Friends and Family or Corporate Teams.
- There are more than 680 Corporate Teams across the country.
- 92% walk because of a connection to MS.
- 89% of Walk MS participants said they are more likely to support a company who sponsored Walk MS.

WALK MS EXPOSURE

As a corporate partner, we look forward to providing you with opportunities that best meet your company's goals and objectives.

Depending on the size and type of sponsorship, you can be promoted in the following ways:

Brand Exposure:

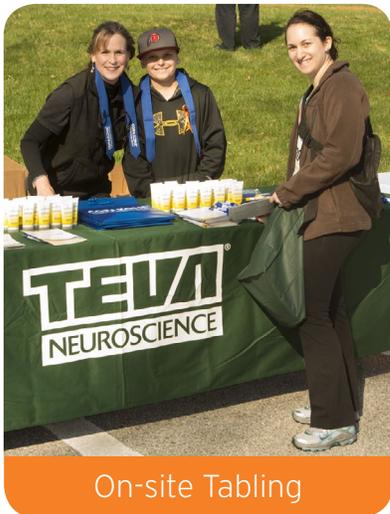
Sponsors have their logo displayed on printed materials and electronic communications. Printed materials may include brochures, posters, t-shirts, banners, mile markers, newsletters, and more. Electronic communications include Walk MS website, social media sites, e-newsletters and emails.

On-site Exposure:

Sponsors have the opportunity to interact with Walk MS participants and promote their business. Sponsors will receive a table at the event to hand out promotional materials.

Media Exposure:

Sponsors receive Walk MS media exposure in our paid advertising campaigns. This may include recognition in press releases, billboards, and inclusion in TV and radio ads.



On-site Tabling



Start/Finish Banner



Event T-Shirts



Event Brochures



Event Billboards



Event Posters

SPONSORSHIP LEVELS

	Presenting \$25,000	Platinum \$10,000	Gold \$5,000	Silver \$2,500	Bronze \$1,000	Supporting \$500
PRESENTING SPONSOR RECOGNITION						
All marketing materials will contain the phrase "Presented by 'Sponsor Name'"	X					
Product exclusivity: No other company in your industry may sponsor the event	X					
MEDIA EXPOSURE						
Inclusion in a minimum of \$50,000 paid advertising campaign (TV, radio, billboards)	X					
Recognition in event emails	X	X				
Recognition in press releases	X	X				
Ad in 4,000 Pre-Event Newsletters	X	X				
Ad in the MS Connection mailed to 7,000 members	X	X	X			
ON-SITE EXPOSURE						
Opportunity for a company representative to speak during opening ceremonies	X					
Sponsor name on 8,000 walker bibs	X	X				
Recognition during opening ceremonies	X	X	X	X		
Display table to distribute company materials	11 sites	11 sites	11 sites	11 sites	1 site	

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SPONSORSHIP LEVELS CONTINUED

	Presenting \$25,000	Platinum \$10,000	Gold \$5,000	Silver \$2,500	Bronze \$1,000	Supporting \$500
BRAND EXPOSURE						
Logo on finish line giveaway prize	X					
Logo placement on 1,000 event posters	X	X				
Company featured on Society Facebook page for a week	X	X				
Logo placement on 30,000 brochures	X	X	X			
Logo placement on Start/Finish banners	11 sites	11 sites	11 sites			
Logo placement on Wall of Hope banners	11 sites	11 sites	11 sites			
Logo placement on 5,000 event t-shirts	X	X	X	X		
Logo included on Walk MS website	X	X	X	X	X	
Logo included on Route Maps	11 sites	11 sites	11 sites	11 sites	1 site	1 site
Logo included on Mile Marker	11 sites	11 sites	11 sites	11 sites	1 site	1 site

You'll be in good company with our featured sponsors:

Acorda
 ANCILE Solutions, Inc.
 Advanced Radiology
 Applebee's
 Bertucci's
 BGE, an Exelon Company

Chili's
 Genzyme
 Harford Mutual
 H&S Bakery
 Novartis
 Panera Bread

Pfizer
 Questcor
 Shoppers
 Starbucks
 Teva
 Wegmans



WE ARE PEOPLE WHO WANT TO DO SOMETHING ABOUT MS NOW.

ABOUT MS

Multiple sclerosis, an unpredictable, often disabling disease of the central nervous system, interrupts the flow of information within the brain, and between the brain and body. 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. Most people with MS are diagnosed between the ages of 20 and 50, with at least two to three times more women than men being diagnosed with the disease. MS affects more than 2.3 million people worldwide.

ABOUT THE NATIONAL MS SOCIETY

The National MS Society addresses the challenges of each person affected by MS. To fulfill this mission, the Society funds cutting-edge research, drives change through advocacy, facilitates professional education, collaborates with MS organizations around the world, and provides programs and services designed to help people with MS and their families move forward with their lives. In 2013 alone, the Society invested \$48 million to support 350 research projects around the world while providing programs and services that assisted more than one million people. The Society is dedicated to achieving a world free of MS. Join the movement at nationalMSSociety.org.

YES, I WANT TO SPONSOR WALK MS!

Company Name: _____

Contact Person(s): _____

Address: _____

City/State/Zip: _____

Phone: _____

Fax: _____

Email: _____

Please select your statewide sponsorship level:

Company exposure provided at all 11 Walk sites

- \$25,000 Presenting Sponsorship
- \$10,000 Platinum Sponsorship
- \$5,000 Gold Sponsorship
- \$2,500 Silver Sponsorship

Please select your single site sponsorship level:

Company exposure at the Walk site of your choice

- \$1,000 Bronze Sponsorship
- \$500 Supporting Sponsorship

Site name: _____

Submission:

Fax: 443-641-1201
ATTN: Shelbi Bivons or Mark Roeder

Mail: National MS Society, Maryland Chapter
2219 York Road, Suite 302
Timonium, MD 21093
ATTN: Shelbi Bivons or Mark Roeder

Deadlines:

- To be included on brochures, posters, paid advertising campaigns, newsletters - **January 31, 2014**
- To be included on event signage, t-shirts, website - **February 28, 2014**

Method of Payment:

- Check enclosed (*please make payable to National MS Society, Maryland Chapter and write the site name in the memo section of the check*)
- Send electronic invoice
- VISA American Express
- Mastercard Discover

Amount: _____

Card Number: _____

Expiration Date: _____

CCV: _____ Billing Zip Code: _____

Name as it appears on card:

Signature: _____

**By signing this agreement, we wish to become a sponsor for the event(s) indicated and agree to provide payment within 30 days. We understand that in return for our sponsorship payment, our company will receive all the benefits listed in this package for the event indicated.*



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 envionics international ltd.



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