



Maryland  
Walk 2015

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# WALK MS: MARYLAND 2015 SPONSORSHIP PROPOSAL

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BE INSPIRED. GET CONNECTED. WALK MS

walkMS.org or 443-641-1209



# WALK MS: 2015

## MISSION STATEMENT

We ensure people affected by MS live their best lives as we stop MS in its tracks, restore what has been lost and end MS forever.

## 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.

## WHAT THAT MEANS

- When you participate in Walk MS, you give hope to the 2.3 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 2014 to support MS and more than \$870 Million has been raised since its inception in 1989.
- There are nearly 550 walks across the country each year.
- Approximately 330,000 people participate in Walk MS events each year.



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# EVENT DETAILS

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Walk MS is the National MS Society, Maryland Chapter's signature event. Now entering its 27th year and raising over **\$1 million** last year alone, the event attracts more than **8,000 participants** and volunteers statewide. In 2015, 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 11 - <b>Ocean City</b> <i>Boardwalk Inlet</i>	600
April 11 - <b>Frederick</b> <i>Harry Grove Stadium</i>	750
April 12 - <b>Salisbury</b> <i>Salisbury Zoo</i>	250
April 12 - <b>Hunt Valley</b> <i>Hunt Valley Towne Centre</i>	1,200
April 18 - <b>Hagerstown</b> <i>Antietam Battlefield</i>	700
April 19 - <b>Annapolis</b> <i>Navy Marine Corps Stadium</i>	1,200
April 19 - <b>Bel Air</b> <i>Bel Air High School</i>	600
April 25 - <b>Columbia</b> <i>Howard Community College</i>	1,000
April 25 - <b>Cumberland</b> <i>Western Maryland Railway Station</i>	300
April 26 - <b>Baltimore City</b> <i>Power Plant Live!</i>	1,000
April 26 - <b>Westminster</b> <i>Carroll Community College</i>	525

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.
- 94% 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



Mile Marker Signs



Event Posters

# SPONSORSHIP LEVELS

	Presenting \$25,000	Platinum \$10,000	Gold \$5,000	Silver \$2,500	Bronze \$1,000	Supporting \$500	Local \$250
<b>PRESENTING SPONSOR RECOGNITION</b>							
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						
<b>MEDIA EXPOSURE</b>							
Inclusion in paid advertising campaign valued at a minimum of \$40,000	X						
Recognition in event emails	X	X					
Recognition in press releases	X	X					
1/4 Pg. ad in 4,000 Pre-Event Newsletters	X	X					
Ad in the MS Connection mailed to 7,000 members	X	X	X				
Logo and company recognition in Baltimore Business Journal	X	X	X	X			
<b>ON-SITE EXPOSURE</b>							
Opportunity for a company representative to speak during opening ceremonies	X						
Sponsor name on 8,000 walker bibs	X	X					
Display table to distribute company materials	11 sites	11 sites	11 sites	11 sites	1 site		
Recognition during opening ceremonies	X	X	X	X	X	X	X

# SPONSORSHIP LEVELS CONTINUED

	Presenting \$25,000	Platinum \$10,000	Gold \$5,000	Silver \$2,500	Bronze \$1,000	Supporting \$500	Local \$250
<b>BRAND EXPOSURE</b>							
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			
Insert included in 4,000 Pre-Event newsletters	X	X	X	X	X		
Logo included on Route Maps	11 sites	11 sites	11 sites	11 sites	1 site	1 site	
Company listed in 4,000 Pre-Event newsletters	X	X	X	X	X	X	
Logo included on Mile Marker	11 sites	11 sites	11 sites	11 sites	1 site	1 site	1 site
Logo included on Walk MS website	X	X	X	X	X	X	X

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

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

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

Pfizer  
 Questcor  
 Starbucks  
 Subway  
 Teva  
 Wegmans



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

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### 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 \$50 million to support 380 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](http://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
- \$250 Local Sponsorship

Site name: \_\_\_\_\_

## Submission:

Fax: 443-641-1201  
ATTN: Katie Amos or Rachel Guzman

Mail: National MS Society, Maryland Chapter  
2219 York Road, Suite 302  
Timonium, MD 21093  
ATTN: Katie Amos or Rachel Guzman

## Deadline:

- To be included on brochures, posters, paid advertising campaigns, newsletters - **January 31, 2015**
- To be included on event signage, t-shirts, website - **February 28, 2015**

## 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.*



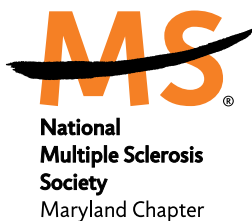
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PEOPLE AROUND THE WORLD WANT COMPANIES TO GO BEYOND MAKING A PROFIT, PAYING TAXES, EMPLOYING PEOPLE AND OBEYING ALL LAWS; THEY WANT COMPANIES TO CONTRIBUTE TO BROADER SOCIETAL GOALS...

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THE MILLENNIUM POLL CORPORATE RESPONSIBILITY

Conducted by environics international ltd.



CONTACT:

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