



MISSY, DIAGNOSED IN 2014

**WALK MS.** TOGETHER  
WE ARE STRONGER.



BILL, DIAGNOSED IN 2010



LATIAH (R), DIAGNOSED IN 2014



GIGI (CENTER), DIAGNOSED IN 2010



## SPONSORSHIP PROPOSAL

## OUR PURPOSE

Walk MS® mobilizes a community of passionate individuals to connect and raise funds to change the world for everyone affected by MS.

## ABOUT WALK MS

Walk MS connects people living with MS and those who care about them. We've been walking since 1988 and to date have raised more than \$920 million to support life changing services and cutting-edge research.

In 2016 alone, more than 315,000 people in nearly 550 locations across the country walked to create a world free of MS, raising nearly \$50 million to fund critical research and help people address the challenges of MS.

## WHAT THAT MEANS

- Each person with MS can live their best life with more connections to information, resources, and others with shared experiences.
- The dollars raised support promising research to stop the disease, restore function that has been lost and end MS forever.
- Fundraising dollars also support local services to help people living with MS move their lives forward.

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### WALK MS: THE FACTS

WALK MS RAISED NEARLY  
**\$50 MILLION**  
IN 2016 TO SUPPORT MS



AND HAS RAISED MORE THAN  
**\$970 MILLION**  
SINCE ITS INCEPTION IN 1988



THERE ARE MORE THAN  
**500 WALKS**  
ACROSS THE COUNTRY  
EACH YEAR

APPROXIMATELY  
**315,000 PEOPLE**  
PARTICIPATE IN WALK MS  
EACH YEAR



## STRATEGIC PARTNERSHIP OPPORTUNITIES

- Utilize Walk MS® marketing channels to build brand awareness among Walk MS participants and volunteers.
- Connect with event participants as they prepare for and participate in a powerful day of connection and celebration.
- Contribute rich content to Walk MS social media and traditional communication channels to educate participants on company's community involvement.
- Interact with participants onsite at event to meet marketing objectives.

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### WALK MS: THE FACTS

**85%**  
**OF PARTICIPANTS**  
**ARE ON FRIENDS &**  
**FAMILY OR CORPORATE**  
**TEAMS**



**92%**  
**WALK BECAUSE OF**  
**A CONNECTION TO MS**



THERE ARE MORE THAN  
**680**  
**CORPORATE TEAMS**  
**ACROSS THE COUNTRY**







TOGETHER  
WE ARE STRONGER.



HAYLEY (L), DIAGNOSED IN 2015; LYNNE (R), DIAGNOSED IN 2008

## WALK MS® HIGHLIGHTS

We are pleased to invite you to be a part of this extraordinary event. Each year, more than 8,000 people participate in this event and hundreds of dedicated individuals volunteer their time and enthusiasm to help us create an unforgettable experience. Thousands of people living with MS participate in our event every year. Sponsors have the opportunity to interact with attendees both before and after the Walk in the festival area.

Walk MS will connect your company with individuals who are passionate about achieving the National Multiple Sclerosis Society's vision of a world free of MS. What's more, activation elements will offer exposure to individuals living with MS, plus those who love and care for them.

## SPONSORSHIP IS A SMART BUSINESS INVESTMENT

Partnering with the National Multiple Sclerosis Society isn't only a great way to support the community, it's also a smart business investment. As a sponsor, you'll align your company with a well-respected organization that has a broad base of passionate supporters. You'll not only create valuable awareness for your company, you'll also connect your employees with a quality organization and worthy cause.

- When asked if a sponsor's support of the National MS Society would have an **impact on their future purchases**, nearly half of all participants said yes.
- When asked about their general **perception of sponsors**, nearly 60 percent of participants said it was more positive because of the company's support of the National MS Society.

## CORPORATE PARTNERSHIP OPPORTUNITIES

SPONSORSHIP BENEFITS	\$15,000	\$10,000	\$5,000	\$3,000	\$1,000
Sponsor name included in Walk MS® press releases	<input checked="" type="checkbox"/>				
Opportunity to place promotional item in registration packets	<input checked="" type="checkbox"/>				
Opportunity to provide additional onsite signage	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>			
Inclusion in all Elite Feet (VIP) printed and digital promotions		<input checked="" type="checkbox"/>			
Logo placement on Walk MS t-shirt	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>		
1/4 page ad in MS Connections newsletter (additional sizes available)	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>			
Entrance to Top VIP tent at the event	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>			
Company logo and link featured in Walk MS emails	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>		
Logo placement on Walk MS posters	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>			
Social media	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>		
Logo placement on Walk MS brochure, post-event newsletter	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	
Naming rights of designated area at Walk MS		<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>		<input checked="" type="checkbox"/>
Recognition as a sponsor at the opening ceremony	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>		
Logo and link on Walk MS webpage	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	
Recognition in MS Connection newsletter (approx. distribution: 20,000)	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>		
Invitation to corporate networking event (available in limited markets)	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	
Use of Walk MS logo on your company's promotional materials	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	
VIP passes where available	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	
Corporate banners displayed at event	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	
Sponsor booth space	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>

## OTHER CORPORATE PARTNERSHIP OPPORTUNITIES

### FORM A CORPORATE TEAM

- Every year, hundreds of companies participate as teams in Walk MS® events.
- 77% of potential employees say that a company's charitable activity plays a role in their employment decisions (Cone Corporate Citizenship Study).
- A majority of Fortune 1000 executives surveyed by Cornell University called team building the most important skill of successful business leaders.

### WHY START A TEAM?

#### Teamwork and Team Building

- Training and fundraising together helps foster and strengthen relationships, resulting in better teamwork and morale in the workplace.

#### Corporate Pride and Employee Retention

- Contributing to a good cause and taking an active role in the community instills company pride in your employees. After working together to meet goals and seeing the success they achieve as a team, they'll look forward to building on that success year after year.

#### Creating a Health-Conscious Work Environment

- Training for and participating in a Society event provides your employees with a challenging and life changing athletic goal. Events help participants get in shape and learn healthy habits, which can translate to a more effective work force and health care savings.

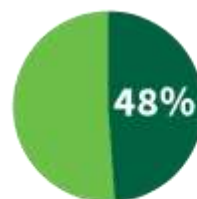
## WALK MS: THE FACTS



**65% HAVE A  
HOUSEHOLD  
INCOME OF  
\$50K+**



**75% OF  
PARTICIPANTS ARE  
FEMALE**



**48% ARE  
COLLEGE  
GRADUATES  
OR HIGHER**





**TOGETHER  
WE ARE STRONGER.**



ANGELA, DIAGNOSED IN 2007

## **VOLUNTEERISM PAYS**

We invite you to volunteer before, during, or after Walk MS®!

Many corporations acknowledge and reward their employees for volunteering through Volunteer Grant Programs. Volunteer Grant Programs are corporate giving programs created to encourage volunteerism in communities where employees live and work. Through these programs, companies provide monetary grants to organizations where employees volunteer on a regular basis. Often times these grant donations can be put toward a team or individual fundraising total.

Volunteer Grant Programs are fairly common, especially at medium to large companies. For instance, 40% of Fortune 500 companies offer volunteer grant programs. Contact your Human Resources Department to see if your company has a Volunteer Grant program.

## **EMPLOYER MATCHING GIFTS**

Many companies have matching gift program to maximize their financial contributions to non-profit organizations. Matching gift programs significantly increase Walk MS participant's fundraising totals. The matching gift donations that we receive move us closer to our vision, creating a world free of MS.

## **ADDITIONAL WAYS TO SUPPORT WALK MS**

We will work with you to develop a community engagement program that inspires your employees, increases your corporate visibility, and allows your company to have a direct impact on the community that you work and live in. Let us create the right package to fit with your business goals and reach new audiences by customizing a sponsorship to meet your needs.



TOGETHER  
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LAURA (CENTER), DIAGNOSED IN 2012

## TOP LOCAL CORPORATE TEAMS AND SPONSORS

By being a part of Walk MS®, your company will join many other local companies who support the National MS Society.





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

### **ABOUT THE NATIONAL MS SOCIETY**

The Society mobilizes people and resources so that everyone affected by multiple sclerosis can live their best lives as we stop MS in its tracks, restore what has been lost and end MS forever. Last year alone, through our comprehensive nationwide network of services, the Society devoted \$122.2 million to connect more than one million individuals to the people, information and resources they need. To move closer to a world free of MS, the Society also invested \$54 million to support more than 380 new and ongoing research projects around the world. We are united in our collective power to do something about MS now and end this disease forever. Learn more at [nationalMSSociety.org](http://nationalMSSociety.org).

### **ABOUT MS**

Multiple sclerosis is an unpredictable, often disabling disease of the central nervous system that disrupts 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 leading to better understanding and 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 worldwide.



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MS: E. Andrus, MS: Steward & Seitz

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BECAUSE OF A  
CONNECTION TO MS



National  
Multiple Sclerosis  
Society

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