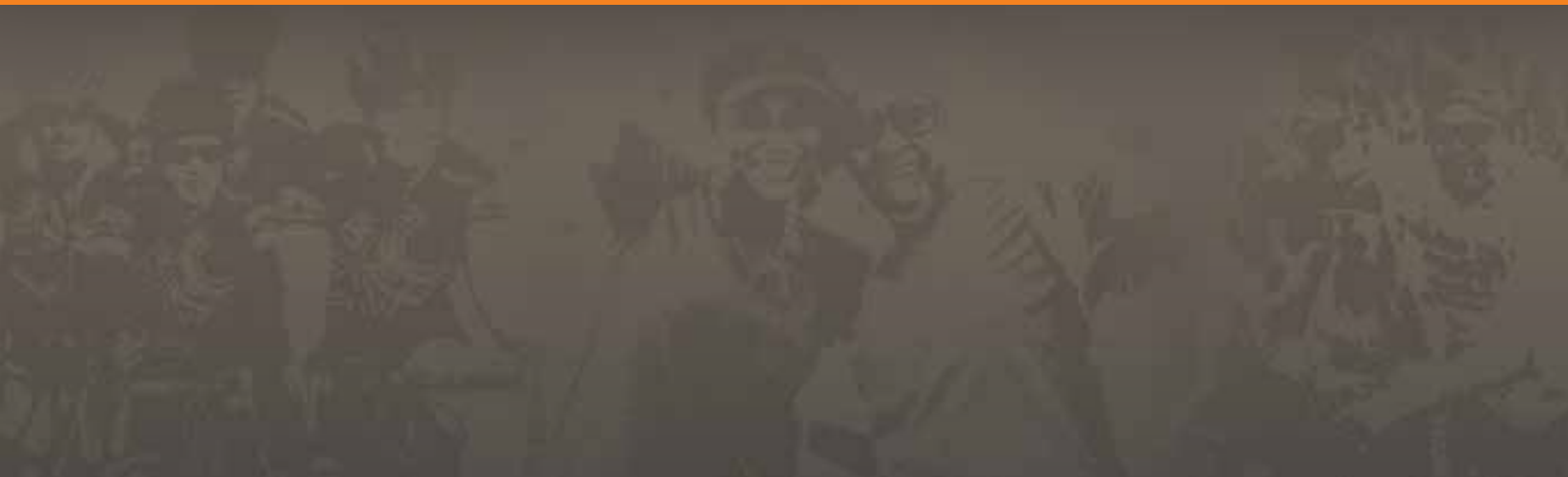




National  
Multiple Sclerosis  
Society  
Oregon Chapter

# CORPORATE PARTNER OPPORTUNITIES





National MS Society, Oregon Chapter  
defeatMS.com

1sec



1 billion likes ❤️ #de

#walkMSoregon #

Mitzas Team

endMS

#galaMS



# ABOUT MS & THE NATIONAL MULTIPLE SCLEROSIS SOCIETY

Multiple sclerosis (MS) 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.

The National MS Society is a collective of passionate individuals who want to do something about MS now—to move together toward a world free of multiple sclerosis. MS stops people from moving. We exist to make sure it doesn't.

We help each person address the challenges of living with MS through our 50-state network of chapters. The Society helps people affected by MS by funding cutting-edge research, driving change through advocacy, facilitating professional education, and providing programs and services that help people with MS and their families move their lives forward.

► We are moving research forward by relentlessly pursuing prevention, treatment and cure.

► We are moving to reach out and respond to individuals, families and communities living with multiple sclerosis.

► We are moving politicians and legislation to champion the needs of people with MS through activism, advocacy and influence.

► We are moving to mobilize the millions of people who want to do something about MS now.

# OUR CORPORATE PARTNERS

For years we have provided opportunities for corporations to demonstrate their commitment to the communities of Oregon and Southwest Washington. We work with you to develop a community engagement program that inspires employees, increases corporate visibility and allows your company to have a direct impact on the community that you work and live in.

Our corporate partners are changing the world for people affected by MS in a number of ways:

- Corporate Teams
- Corporate Sponsorships
- Employee Engagement Programs
- Workplace Health and Wellness Initiatives
- Matching Gifts
- Employee Volunteerism
- Workplace Annual Giving
- Underwriting & Grants

## EMPLOYEE BENEFITS



### **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

A signature series of one day events with one common mission — to free the world of multiple sclerosis. Walk MS is held in 9 communities throughout Oregon and Southwest Washington and engages more than 5,000 participants. Because of the valuable support of our sponsors, the Chapter is better able to provide vital resources to fund promising research as well as critical programs.

Walk MS in Oregon and Southwest Washington raises over \$700,000 annually. Nationally, Walk MS raises more than \$50 million and hosts over 400,000 participants each year.

- **BEND, EUGENE, SALEM:** April 16
- **PORTLAND, HEPPNER, MERRILL:** April 23
- **CENTRAL POINT:** April 30
- **VANCOUVER, WA:** May 1
- **CORVALLIS:** May 7

## Walk MS Facts



71% FEMALE  
60% HAVE COMPUTERS  
64% AGED 20-39



75% EXERCISE TWICE A WEEK  
50% HAVE CHILDREN  
77% COLLEGE EDUCATED

**500** VOLUNTEERS  
AND STAFF



## Walk MS Sponsorship Benefits

<b>SPONSORSHIP LEVELS</b>	<b>Presenter \$15,000</b>	<b>Leader \$10,000</b>	<b>Advocate \$5,000</b>	<b>Supporter \$2,500</b>	<b>Partner* \$1,000</b>	<b>Display** \$500</b>	<b>In-Kind</b>
<b>ADVERTISING + MARKETING + PR</b>							
Radio, TV, Print as determined	Logo						
2016 Summer MS Connection newsletter	Logo	Logo	Logo	Name	Name	Name	Name
Pre- & post-event postcards, email	Logo						
Walk MS webpage with link	Logo	Logo	Logo	Logo	Name	Name	Name
Walk MS press releases	Name						
<b>COLLATERAL</b>							
10,000 brochures	Logo	Logo	Logo	Logo			
1,000 posters	Logo	Logo	Logo	Logo			
1,200 Walker and Top Fundraiser T-Shirts	Logo	Logo	Logo	Logo	Name	Name	Name
<b>ON-SITE EVENT EXPOSURE</b>							
Sponsor booth at event (10x10 tent, table, chairs)	All sites	6 sites	4 sites	2 sites	1 site	1 site	Varies
Recognition from stage	Name	Name	Name				
Walk MS sponsor signage	Logo	Logo	Logo	Logo	Name	Name	Name
<b>VOLUNTEER ENGAGEMENT OPPORTUNITIES</b>							
Corporate Team	✓	✓	✓	✓	✓	✓	✓
Rest stop support	✓	✓	✓	✓	✓	✓	✓
Brown Bag Talk at your company	✓	✓	✓	✓	✓	✓	✓
Event: set up/tear down, registration	✓	✓	✓	✓	✓	✓	✓

**Logo Placement Deadlines**    **Print Materials:** January 31, 2016  
**T-Shirt:** February 29, 2016

\* Partner Sponsorship available ONLY in Bend, Corvallis, Eugene, Portland, Salem and Vancouver, WA

\*\* Display Sponsorship available ONLY in Central Point, Heppner and Merrill.





# BIKE MS

OREGON

Friday, August 5 – Sunday, August 7

For cyclists and all those seeking a personal challenge and a world free of MS, Bike MS is the premier fundraising cycling series in the nation. Bike MS raises funds to support research, programs, financial assistance and services for more than 8,100 people affected by multiple sclerosis in Oregon and Southwest Washington.

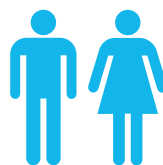
## Bike MS Facts



BIKE MS IS THE  
LARGEST  
ORGANIZED CYCLING  
SERIES IN THE COUNTRY



550 RIDERS IN  
BIKE MS OR



60% MALE  
56% MARRIED  
62% OWN A HOME  
60% COLLEGEGRAD

300+ FRIENDS, FAMILY, MEDIA  
AND STAFF SUPPORTERS

250 VOLUNTEERS  
AND STAFF



## Bike MS Sponsorship Benefits

SPONSORSHIP LEVELS	Gold \$15,000	Titanium \$10,000	Carbon \$5,000	Aluminum \$2,500	Partner \$1,000	In-Kind
<b>ADVERTISING + MARKETING + PR</b>						
TV, Print as determined	Logo					
2016 Fall MS Connection newsletter	Logo	Logo	Logo	Name	Name	Name
Pre- & post-event postcards, email	Logo					
Bike MS webpage with link	Logo	Logo	Logo	Name	Name	Name
7,500 brochures	Logo	Logo	Logo	Name		
1,000 posters	Logo	Logo	Logo	Name		
700 Rider/Top Fundraiser Shirts	Logo	Logo	Logo	Name	Name	Name
400 Rider/Top Fundraiser Jerseys	Logo					
Rider and Team Captain E-Guides	Logo					
Opportunity to place small promo in rider registration packet	✓	✓	✓	✓	✓	✓
<b>ON-SITE EVENT EXPOSURE</b>						
Booth at Bike MS Expo: Saturday, August 6, 2016 (10x10 tent, table, chairs)	✓	✓	✓	✓	✓	✓
Recognition from stage	Name	Name	Name			
Company banner at event	✓	✓	✓	✓	✓	✓
Bike MS sponsor signage	Logo	Logo	Logo	Logo	Logo	Logo
<b>VOLUNTEER ENGAGEMENT OPPORTUNITIES</b>						
Rest stop support	✓	✓	✓	✓	✓	✓
MS Awareness Week in March, World MS Day in May	✓	✓	✓	✓	✓	✓
Brown Bag Talk at your company	✓	✓	✓	✓	✓	✓
Event: set up/tear down, registration, housing, etc.	✓	✓	✓	✓	✓	✓

**Logo Placement Deadlines**   **Print Materials:** January 31, 2016  
**T-Shirt:** May 31, 2016

If you don't see the perfect sponsorship opportunity let us know and we will customize a specific package to leverage your brand in the most impactful way possible.

# ADDITIONAL OPPORTUNITIES

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 find the right package to fit with your business goals and reach new audiences by customizing sponsorships to meet your needs.



## DIY

Do It Yourself (DIY) Fundraising speaks to the growing trend in the nonprofit world where donors and event participants want a customized fundraising experience to match their lifestyle and passion. Each year, thousands of people come to the Society with creative ideas to raise funds that go far beyond the Society's signature fundraising events. | [doityourselfMS.org](http://doityourselfMS.org)

## FINISH MS

Finish MS offers runners, cyclists, swimmers and endurance athletes of all types and abilities the chance to create a world free of MS while pushing their own personal limits. | [finishMS.org](http://finishMS.org)

## VOLUNTEER

We are always looking for corporate groups who can give their time and talent to help us reach our goals. Whether volunteering a day in the office or taking leadership at an event site, we have a variety of projects that work for any size group. | [volunteerMS.org](http://volunteerMS.org)

# IN GOOD COMPANY


Thank you to all of our dedicated corporate friends. Here is a sample of our valued partners.





## **Sponsorship Opportunities**

Dana Voelker  
Director of Development  
503-445-8358 Direct  
dana.voelker@nmss.org

 [www.defeatMS.com](http://www.defeatMS.com)

 **1-800-FIGHT-MS (344-4867)**

5331 SW Macadam Avenue, Suite 290 • Portland, OR 97239



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