



Eastern North Carolina  
Walk 2009

## Sponsorship Opportunities



**Walk to create a world  
free of MS.**

**JOIN THE MOVEMENT**



Thank you for considering a sponsorship of Walk MS 2009. I hope you will choose to enter into a partnership with us and that the event will be a positive experience for you and your company. As you evaluate the Walk MS 2009 Sponsorship Proposal, I wanted to provide you with some additional information about how your sponsorship commitment can be a win-win proposition.

In tough economic times, the services of non-profit organizations like the National MS Society are needed more than ever. Here in eastern North Carolina, we have seen a notable increase in requests for direct financial assistance in October and November over the same period last year. Corporate partners like you play a huge role in allowing us to continue to fulfill our mission of achieving a world free of multiple sclerosis. While I am optimistic that MS will be eradicated in my lifetime, this can only be done if we continue to make investments in research and, in the meantime, provide programs and services that improve the quality of life of those impacted by the disease. As you evaluate the Walk MS sponsorship offerings, I encourage you to consider the following information.

In their book *Special Events: Inside and Out*, authors Schmader and Jackson say sponsorship can offer the possibility of achieving multiple goals at once, including:

- Enhancing company image and shaping consumer attitudes
- Driving sales
- Creating positive publicity and heightened visibility
- Differentiating your organization from competitors
- Creating the perception of a good "Corporate Citizen"
- Enhancing business, consumer, and VIP relations

Your sponsorship of Walk MS also falls into a category known as cause-related marketing, where for-profit and non-profit organizations partner to promote a company's product or service and to raise money for the non-profit. Cause-related marketing gives customers an additional reason to do business with you over product and price. A recent article in Advertising Age magazine says that companies are actually increasing their cause-related marketing, and it names Sears, Target, OfficeMax, General Mills, and Proctor & Gamble as companies that believe in the approach as a means to encourage consumers to spend on their products. Bob Thacker, the chief marketer for OfficeMax, says:

"It's easy when things are tough for [marketers] to just fold up their tents and go home....[but] These times demand even more of a focus on contributing and giving and saying thank you....Cause marketing, I think, will become even more important."

Duke University's Fuqua School of Business and Cone, a research firm, recently partnered on a cause marketing study. The results, which were just released in October, affirmed the positive impact cause marketing can have on a company's sales and image. The 2008 Cone Cause Evolution Study revealed:

- 52% of Americans feel companies should maintain their level of financial support of causes and non-profit organizations
- 26% expect companies to give even more during bad economic times

The research also showed that consumers are more receptive to cause messages than ever before. They will reward companies that give back both with their goodwill and their wallets:

- 85% of Americans say they have a more positive image of a product or company when it supports a cause they care about (remains unchanged from 1993)
- 85% feel it is acceptable for companies to involve a cause in their marketing (compared to 66% in 1993)
- 79% say they would be likely to switch from one brand to another, when price and quality are about equal, if the other brand is associated with a good cause (compared to 66% in 1993)
- 38% percent have bought a product associated with a cause in the last 12 months (compared to 20% in 1993)

I hope this information gives you some insight into why sponsoring Walk MS is a great option for your company, even in today's economic climate. If you have any questions, please do not hesitate to contact me at [staci.barfield@nct.nmss.org](mailto:staci.barfield@nct.nmss.org) or 919.792.1002.

Best wishes,

Staci Barfield  
Director of Development  
Eastern North Carolina Chapter



walk to  
create a world  
free of MS



Multiple sclerosis stops people from moving. We exist to make sure it doesn't.

The National MS Society believes that moving is not just something you can or can't do, but rather is who you are. This is why we events like **Walk MS** — to raise funds for research, as well as comprehensive programs and services for people with MS — moving closer to a world free of MS.

When you join a **Walk MS** event, you become part of the powerful movement that will end MS forever.

## WHAT IS MULTIPLE SCLEROSIS?

Multiple sclerosis (MS) interrupts the flow of information from the brain to the body and stops people from moving. Every hour in the United States, someone is newly diagnosed with MS, 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.

Most people with MS are diagnosed between the ages of 20 and 50, with more than twice as many women as men contracting the disease. MS affects more than 400,000 people in the United States, and 2.5 million worldwide.

**MS is the #1 disabling disease among young adults in the United States.**

## NATIONAL MS SOCIETY, EASTERN NC CHAPTER

Since its founding in 1946, the National Multiple Sclerosis Society has been the leader in the fight against MS. The National Multiple Sclerosis Society supports more MS research, offers more services for people with MS, provides more professional education programs, and furthers more MS advocacy efforts than any other MS organization in the world.

The Eastern North Carolina Chapter is one of a 50-state network of chapters and branches that represent the National MS Society. The Chapter offers education, support, and wellness programs to people living in a 49-county area from the Triangle and Sandhills to the coast, and serves more than 4,500 people who live with MS as well as their families, friends, caregivers, and health care providers.



**The number of people identified with MS in Eastern NC has increased by 65% since 2001.**



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"We entered into the MS Walk as a company team-building event. What it has evolved into is an offering of love."

Dwight Williams  
American Farm Bureau  
Insurance Services, Inc.



For more information about sponsorship or other ways to get involved in **National MS Society** events, contact Staci Barfield at 919-792-1002, 1-800-344-4867, or [staci.barfield@nct.nmss.org](mailto:staci.barfield@nct.nmss.org).

## EVENT DETAILS

For over 19 years, Walk MS has been a nationwide event hosted by the National Multiple Sclerosis Society and its local chapters. Each Walk MS event is an opportunity for people to come together, create awareness of MS, celebrate hope for a cure, and support those who are challenged by the disease. In Eastern North Carolina, Walk MS events take place in five communities.

### Fayetteville Walk

April 4, 2009

Honeycutt Park, Fayetteville, NC

5 mile route

### Triangle Walk

April 25, 2009

RBC Center, Raleigh, NC

1, 3, and 5 mile routes

### Greenville Walk

May 2, 2009

ECU Stadium Complex, Greenville, NC

1 and 4 mile route

### Plymouth Walk

May 2, 2009

Flowers Park, Plymouth, NC

5 mile route

### Wilmington Walk

May 2, 2009

Greenfield Lake Park, Wilmington, NC

5 mile route

More than just a fundraising event, Walk MS is a celebration for the entire community. The event itself creates a hope-filled and fun atmosphere for everyone affected by multiple sclerosis while generating a greater awareness of MS in the public at large. Families are drawn closer together, co-workers are united for a greater good, and people gain a better understanding of what MS is and how close we are coming to achieving a world free of this disease.



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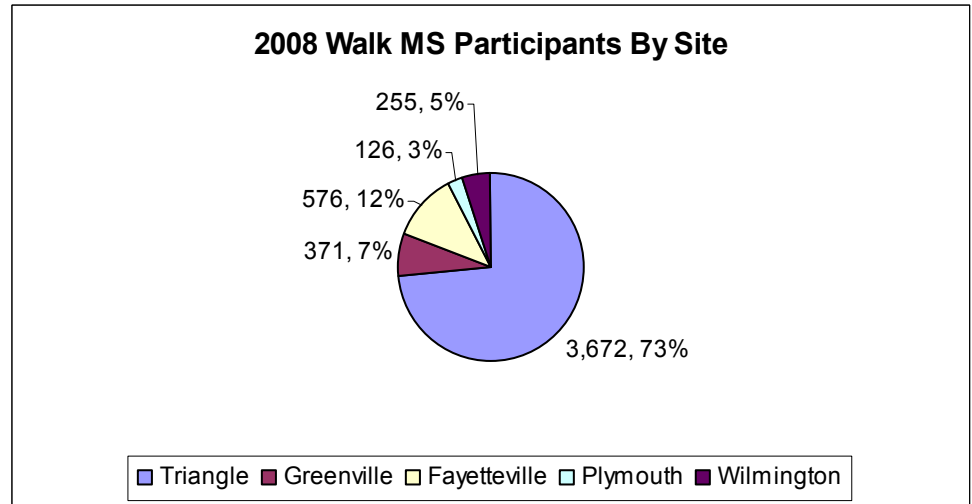
“As a sponsor of the MS Walk, not only were we able to partner with the MS Society in the fight against MS, we were able to cheer on and encourage the participants as they walked. We were honored to be a part of an extremely worthy cause, and it gave us valuable face time with hundreds of prospects, which resulted in the development of numerous client relationships.”

Hunter Muse  
Ameriprise Financial

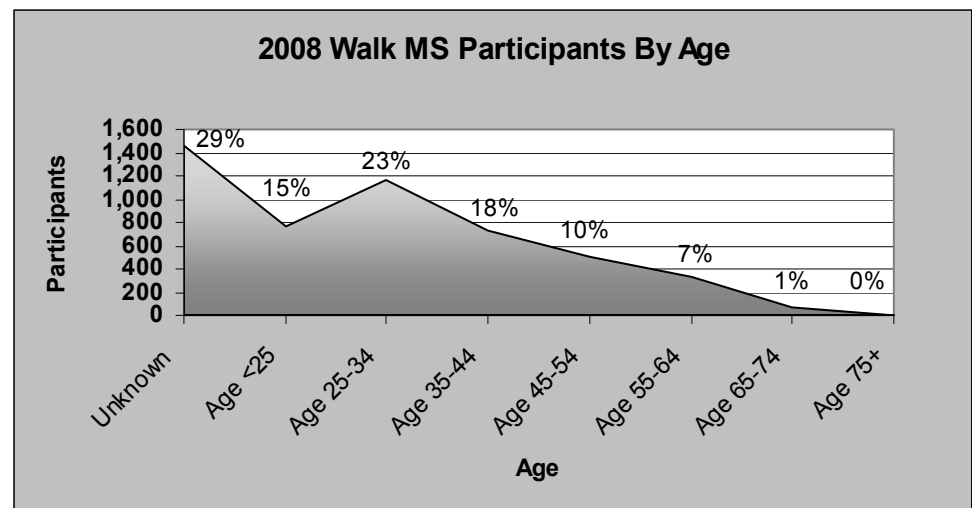


## PARTICIPANT DEMOGRAPHICS

- Approximately 5,000 participants raised \$798,867 in 2008, a 9% increase over 2007



- 70% of participants are female, 30% are male
- The average participant age is 35 years old



- 47% of participants are married
- 62% of participants have children
- 74% of participants have a college degree or completed some college work; of those, 14% have pursued post-graduate education
- 50% of participants have a household income of \$50,000 or greater
- Nationally, 60% of participants are Caucasian, 32% African-American, 4% Asian, and 3% other ethnicity
- 58% of participants work in professional/technical, management, and sales/marketing occupations; 14% of participants are students
- 78% of participants make purchases online
- 71% of participants have a personal connection to MS



The cash sponsorship benefits listed here are representative of the benefits we provide to our in-kind product and service sponsors.

We want to work with you to tailor a sponsorship package that meets your specific business objectives.



## SPONSORSHIP OPPORTUNITIES

Sponsorship opportunities range from Exclusive Presenting Sponsor (\$35,000) to Rest Stop Sponsor (\$1,000).

Sponsors of Walk MS are visible, recognized, and celebrated for their partnership and commitment to achieving a world free of multiple sclerosis. MS research and programs are expensive, but community-supported events such as Walk MS allow us to generate a significant amount of funding and give us the opportunity to engage the community in a successful and inspiring way. You have the opportunity to show support for the community, be a good neighbor, and join the National MS Society in our relentless fight against multiple sclerosis.

In exchange for your sponsorship, we will provide your organization with exciting marketing benefits that may include:

- Presenting Sponsor Recognition
- Media Exposure
- Brand Exposure
- On-Site Event Benefits
- Chapter Benefits

The charts on the following pages indicate the benefits associated with each sponsorship level.

In the Triangle, additional Signature (\$3,000) sponsorship opportunities are available. Signature Sponsors are featured as the exclusive sponsor of a component of Triangle Walk MS on the day of the event. Benefits associated with this level can also be found on the following pages. Available Signature sponsorships are:

- Entertainment (Stage 1)
- Entertainment (Stage 2)
- First Aid Pavilion
- Food Court
- Gold Club
- Kids Zone
- Parking Area
- Registration Pavilion
- Team Photo Area
- Team Village
- VIP Pavilion
- Volunteer Pavilion
- Wall of Hope



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# Sponsorship Benefits

	Exclusive Presenting (\$35,000)	Shared Presenting (\$20,000)	Hope (\$15,000)	Champion (\$10,000)	Partner (\$7,500)	Patron (\$5,000)	Signature (\$3,000) (Triangle only)	Rest Stop (\$1,000)
<b>Presenting Sponsor Recognition</b>								
Company logo and name included in event logo and title	√ Exclusively	√ With one additional sponsor						
No other company in your industry sector may sponsor the event	√	√ At the same level						
<b>Media Exposure</b>								
Company name associated with each mention of Walk MS 2008 in media campaign (radio, television, print)	√	√						
Company name included in pre- and post-event press releases sent to media outlets	√	√						
Quotes from company representatives included in press releases and participant emails	√	√						
Company included in special post-event thank you ad placed in Walk MS site newspapers	√ Logo	√ Logo	√ Logo	√ Logo	√ Logo	√ Listing	√ Listing	√ Listing

Please make note of the following deadlines as they relate to sponsorship benefits:

To be included on the event brochure and poster, a signed sponsorship commitment form must be received prior to December 31, 2008.

To be included in TV and radio advertising, a signed sponsorship commitment form must be received prior to January 31, 2008.

To be included on the event t-shirts, a signed sponsorship commitment form must be received prior to February 28, 2008.



Presented by

**YOUR LOGO HERE**



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<b>Brand Exposure</b>								
Opportunity to include promotional flyer in registration packets	√	√	√					
Company logo placed on 75,000 brochures distributed throughout Eastern NC	√ Cover	√ Cover						
Company logo placed on 2,000 posters distributed throughout Eastern NC	√	√	√	√				
Company logo on 2,700 event t-shirts	√ Front and back	√ Front and back	√ Back	√ Back	√ Back	√ Back		
Company logo and link to website included in emails sent at least monthly to participants	√ All emails	√ All emails	√ 6 emails	√ 4 emails	√ 3 emails	√ 2 emails		
Company included in post-event participant newsletter	√ Company profile	√ Company profile	√	√	√	√	√	√



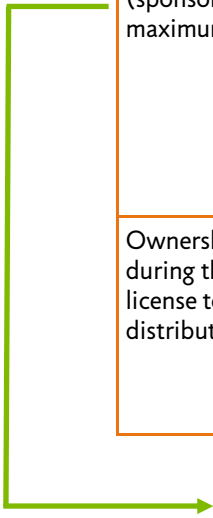




# Sponsorship Benefits

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<b>On-Site Event Benefits</b>								
Opportunity for company representative to speak from stage at the event	√	√						
Corporate tent provided for you	√ At all sites	√ At all sites	√ At 1 site					
Company recognition from the stage	√	√	√	√	√	√		
Space in the sponsor area to display/distribute promotional materials	√ Centerpiece of sponsor area	√ Premiere space in sponsor area	√	√	√	√		
Access to VIP areas (Triangle only)	√ 16 passes	√ 12 passes	√ 10 passes	√ 8 passes	√ 6 passes	√ 4 passes	√ 2 passes	
Company logo displayed on start/finish line banner	√ X-Large logo	√ X-Large logo	√ Large logo	√ Large logo	√ Medium logo	√ Medium logo	√ Small logo	
Onsite signage during event (sponsor provides banners; maximum banner size—28 sq ft)	√ Up to 6 banners	√ Up to 4 banners	√ Up to 2 banners,	√ 1 banner	√ 1 banner	√ 1 banner	√ At Signature location; NMSS will also provide a banner	√ At rest stop
Ownership of a specified area during the Walk MS event, with license to display banners and distribute promotional materials							√ Signature location at start/finish area	√ Rest stop on route at one Walk MS site





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<b>Chapter Benefits</b>								
Company recognized in Chapter newsletter (circ. 5,000)	√ Company profile	√ Company profile	√	√	√			
Company featured on Walk MS event website	√ Logo and link	√ Logo and link	√ Logo and link	√ Logo and link	√ Logo and link	√ Logo and link	√ Logo and link	√ Listing and link
Company recognized with an appreciation award	√ Large plaque	√ Large plaque	√ Medium plaque	√ Medium plaque	√ Medium plaque	√ Medium plaque	√ Small plaque	√ Certificate
Permission to use National MS Society and Walk MS logos on web and print materials	√	√	√	√	√	√	√	√
Company recognized at post-event party	√	√	√	√	√	√	√	√

**NEW IN 2009!**

Exclusive **Gold Club Signature Sponsorship** now available!

Includes all benefits of a Signature Sponsorship, plus:

Your organization identified as the sponsor of Gold Club on:

- Gold Club Wall of Fame web page
- Mailings and emails targeting Gold Club membership
- Gold Club print promotions
- Signage at Walk MS
- Commemorative apparel

**Take advantage of this opportunity to be at the forefront of Walk MS promotion for just \$7,500!**



Gold Club is an exclusive group of individuals who raise \$500 or more in their Walk MS effort.

Gold Club is our premiere fundraising push, and Gold Club members receive special recognition, VIP perks and commemorative apparel.



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# think outside

## the box

We believe that a sponsorship relationship should be **mutually** beneficial. We really do. So help us help you. Think of ways we can partner together to forward both of our missions in creative, engaging ways.

Cash sponsorships allow us to underwrite the cost of the event, putting more of the money raised toward our goal of achieving a world free of multiple sclerosis. In-kind product and service donations allow us to keep these costs low.

We want to tailor a sponsorship package to meet your business objectives. The following opportunities can also count toward the value of your sponsorship, increasing your exposure and the direct publicity you receive.

### A few ideas:

- Team participation
- Web promotion
- Partnership/recognition at external events
- MS Awareness Week involvement
- Publicity stunts

These are just a few ideas. We are excited to talk with you about further opportunities to make your sponsorship more beneficial for you. Please share your thoughts with us!



Company Name:

\_\_\_\_\_

Contact Name:

\_\_\_\_\_

Street/PO Address:

\_\_\_\_\_

\_\_\_\_\_

City, State, Zip:

\_\_\_\_\_

Telephone:

\_\_\_\_\_

Fax:

\_\_\_\_\_

Email:

\_\_\_\_\_

Website:

\_\_\_\_\_

\_\_\_ YES! We would like to be part of the effort to achieve a world free of MS by becoming a **Walk MS 2009** sponsor at the following level:

- Exclusive Presenting (\$35,000)
- Shared Presenting (\$25,000)
- Hope (\$15,000)
- Champion (\$10,000)
- Partner (\$7,500)
- Patron (\$5,000)
- Rest Stop (\$1,000)

- Signature (\$3,000) *Choose one from list below.*
- |                                                  |                                                  |
|--------------------------------------------------|--------------------------------------------------|
| <input type="checkbox"/> Entertainment (Stage 1) | <input type="checkbox"/> Entertainment (Stage 2) |
| <input type="checkbox"/> First Aid Pavilion      | <input type="checkbox"/> Food Court              |
| <input type="checkbox"/> Kids Zone               | <input type="checkbox"/> Parking Area            |
| <input type="checkbox"/> Registration Pavilion   | <input type="checkbox"/> Team Photo Area         |
| <input type="checkbox"/> Team Village            | <input type="checkbox"/> Volunteer Pavilion      |
| <input type="checkbox"/> Wall of Hope            |                                                  |

\_\_\_ YES! We want to sponsor GOLD CLUB (\$7,500)!

\_\_\_ YES! We would like to be part of the effort to achieve a world free of MS by becoming a **Walk MS 2009** sponsor by providing the following product/service valued at \$\_\_\_\_\_:

The National MS Society agrees to honor the benefits for your sponsorship level as set forth in this agreement, or as mutually agreed by both parties.

_____ Company Rep Signature	_____ NMSS Rep Signature
_____ Title	_____ Title
_____ Date	_____ Date

Please email logo (in .eps, .jpg, .png and/or .tif) that you wish to appear on our website and print material to [staci.barfield@nct.nmss.org](mailto:staci.barfield@nct.nmss.org).