



challenge
walk



SPONSORSHIP PROPOSAL

JOIN A COMMUNITY OF SPIRIT AND STRENGTH

OUR PURPOSE

Challenge Walk MS® brings together a community of passionate individuals to connect and raise funds to change the world for everyone affected by MS. With each mile you walk and every dollar you raise you'll be helping us reach our goal—a world free of MS.

ABOUT CHALLENGE WALK MS

Challenge Walk MS is more than an endurance event. It's an experience grounded in camaraderie and marked by passion, inspiration, determination and pure enjoyment. Through national efforts and our nationwide network of chapters, Challenge Walk MS events attract individuals deeply connected to our mission and share a love of physical fitness and helping others. Each Challenge Walk raises critical funds to drive groundbreaking research, provide life-changing services and guarantee a supportive community for those who need it most. Thousands of walkers and volunteers come together annually in seven cities to help ensure no one ever has to be diagnosed again.

WHAT THAT MEANS

Each event in the Challenge Walk MS series offers unique local flavor, while maintaining a consistently well-organized, fully-supported and extraordinary experience. The National MS Society offers fundraising and training assistance, as well as an incredibly high level of safety and support on the walk.

Challenge Walk MS brings people together as individuals and as teams to share an unforgettable experience with friends, family and coworkers—while raising money to make a difference in the lives of people affected by MS. The camaraderie created by Challenge Walk MS makes it a team-building event of choice for corporations and organizations, and gives them a unique opportunity to move forward together toward a world free of MS.

The dollars raised drive promising research to stop the disease, restore lost function and end MS forever. Additionally, fundraising dollars support local programs to help people living with MS move their lives forward.

CHALLENGE WALK MS — THE FACTS

CHALLENGE WALK MS RAISED NEARLY
\$3.5 MILLION
IN 2015 TO SUPPORT MS



AND HAS RAISED MORE THAN
\$73 MILLION
SINCE ITS INCEPTION IN 2001



THERE ARE
7 WALKS
ACROSS THE COUNTRY
EACH YEAR

APPROXIMATELY
2,000 PEOPLE
PARTICIPATE IN
CHALLENGE WALK MS
EACH YEAR



CHALLENGE WALK MS STRATEGIC PARTNERSHIP OPPORTUNITIES

- Utilize Challenge Walk MS marketing channels to build brand awareness among Challenge Walk MS participants, volunteers, and spectators.
- Connect with new and seasoned participants as they prepare for and participate in their life-changing journey.
- Contribute rich content to Challenge Walk MS social media and traditional communication channels to educate participants on how you serve the St. Louis area and surrounding communities.
- Interact with participants onsite at event to meet marketing objectives.
- Demonstrate philanthropic commitment to the community and to people affected by multiple sclerosis through partnership with one of the first long distance walking events of its kind.

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.

CHALLENGE WALK MS — THE FACTS

90%
OF PARTICIPANTS
**ARE ON FRIENDS & FAMILY
OR CORPORATE TEAMS**



90%
WALK BECAUSE OF
A CONNECTION TO MS





CHALLENGE WALK MS: ST. LOUIS HIGHLIGHTS

We are pleased to invite you to be a part of this extraordinary event. Challenge Walk MS: St. Louis is a 2-day, 50k fundraising endurance walk, taking participants through many of St. Louis' best hotspots, historic landmarks, and beautiful photo-ops.

Each year, over 120 people participate in this event and 200 dedicated individuals volunteer their time and enthusiasm to help us create an unforgettable experience and cheer on our walkers as they complete one of the toughest physical challenges of their lives. Approximately 20 people living with MS participate in our event every year. Sponsors have the opportunity to interact with attendees at the overnight locations and at the finish line celebration.

Challenge Walk MS: St. Louis 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 more than 8,000 individuals living with MS in the Gateway Area, plus those who love and care for them.

In 2018, Challenge Walk MS: St. Louis is hitting the city streets! Walkers will spend two days seeing the sites:

- The Gateway Arch
- Laclede's Landing
- Busch Stadium
- Forest Park (St. Louis Zoo, Missouri History Museum, The Muny,etc.)
- Delmar Loop
- The Grove
- Historic Maplewood
- and much, much more!

CORPORATE PARTNERSHIP OPPORTUNITIES

SPONSORSHIP BENEFITS	\$7,500	\$5,000	\$2,500	\$1,000	\$500	\$250
Presenting sponsor with rights to have company name included in event title	<input checked="" type="checkbox"/>					
Sponsor name included in Challenge Walk MS press releases	<input checked="" type="checkbox"/>					
Logo inclusion in official Challenge Walk MS emails	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>				
Logo placement on Challenge Walk MS posters and event guide	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>				
Logo placement on event T-shirts	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>				
Recognition on Chapter Facebook page (7,800 likes) Up to 4 posts for \$7.5k+ and 2 posts for \$5k+.	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>				
Invitation to Chapter's annual Thank You party for top fundraisers, team captains, and sponsors.	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>			
Recognition as a sponsor at the opening, closing, and Circle of Strength ceremonies	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>			
Logo and link on Challenge Walk MS webpage	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>		
Invitation to pre-finish line celebration, a walkers-only event	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>		
Use of Challenge 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"/>		
Corporate banners displayed at event	<input checked="" type="checkbox"/>					
Sponsor booth space (expo, start line, finish line, etc.)	<input checked="" type="checkbox"/>					
Rest Stop Sponsor (must provide volunteers)	<input checked="" type="checkbox"/>					

OTHER CORPORATE PARTNERSHIP OPPORTUNITIES

FORM A CORPORATE TEAM

- 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.

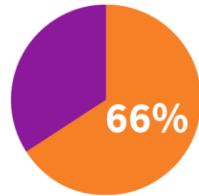
Corporate Pride and Employee Retention

- 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.

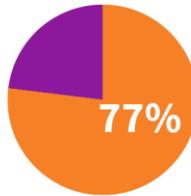
Creating a Health Conscious Work Environment

- 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.

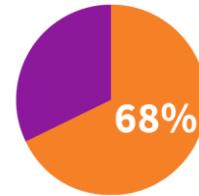
CHALLENGE WALK MS — THE FACTS



66% HAVE A
HOUSEHOLD
INCOME OF
\$75K+



77% OF
PARTICIPANTS ARE
FEMALE



68% ARE
**COLLEGE
GRADUATES
OR HIGHER**



VOLUNTEERISM PAYS

We invite you to support Challenge Walk MS: St. Louis by volunteering!

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 a matching gift program to maximize their financial contributions to non-profit organizations. Matching gift programs significantly increase Challenge 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 CHALLENGE WALK MS: ST. LOUIS

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.



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 more than \$100 million to connect approximately one million individuals to the people, information and resources they need. To move closer to a world free of MS, the Society also invested \$42 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.

ABOUT MS

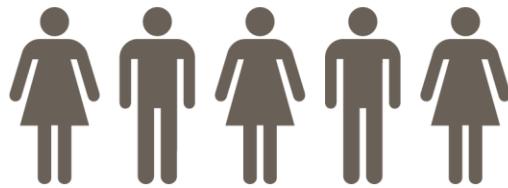
Multiple sclerosis is an unpredictable, often disabling disease of the central nervous system that disrupts the flow of information within the brain, and between the brain and body.

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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