



Wisconsin
2015

WALK MS: 2015 SPONSORSHIP PROPOSAL

Presented to: Open Pantry



WALK MS: 2015

VISION STATEMENT

Walk MS is a 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 in local communities, Walk MS provides an opportunity to connect people living with MS and those who care about them. This community event raises critical funds to support life-changing programs and cutting-edge research. Nearly 340,000 people come together nationwide to show the power of our connections.

WHAT THAT MEANS

- When you participate in Walk MS, funds raised give hope to the more than 400,000 people living with MS in the United States.
- The dollars raised support promising research to stop the disease, restore function that has been lost and to end MS forever.
- Fundraising dollars also support local programs to help people living with MS move their lives forward.

WALK MS: THE FACTS

WALK MS RAISED NEARLY
\$50 MILLION
IN 2014 TO SUPPORT MS,



AND HAS RAISED MORE THAN
\$820 MILLION
SINCE ITS INCEPTION IN 1989



THERE ARE NEARLY
550 WALKS ACROSS
THE COUNTRY
EACH YEAR



APPROXIMATELY
340,000 PEOPLE
PARTICIPATE IN WALK MS EVENTS EACH YEAR

*National MS Society 2014

WALK MS: 2015 OVERVIEW

Twenty walks. One destination. A world free of MS.

NEARLY 12,000 ARE EXPECTED TO PARTICIPATE IN WISCONSIN WALKS

From Milwaukee to Rhinelander, Wisconsin Will Host 20 Walk MS Events

Wisconsin's Walk MS series will feature 20 events in 2015; 16 will be held in April and May and four in September. Most locations feature a three-mile course. **Nearly 12,000 individuals are expected to support this year's events.** That's not surprising when you consider that Wisconsin has one of the higher prevalence rates of MS in the nation, with more than 11,000 children, women and men diagnosed.

Wisconsin's 2015 Walk MS Events:

- Walk MS: Appleton **Sunday, April 26**
- Walk MS: Cedarburg **Sunday, May 2**
- Walk MS: De Pere **Sunday, April 19**
- Walk MS: Eau Claire **Saturday, April 25**
- Walk MS: Fond du lac **Sunday, May 2**
- Walk MS: Janesville **Sunday, May 3**
- Walk MS: Kenosha Racine **Saturday, May 9**
- Walk MS: La Crosse **Saturday, April 25**
 - Walk MS: Madison **Sunday, May 2**
 - Walk MS: Marshfield **Sunday, April 25**
- Walk MS: Menomonee Falls **Saturday, May 2**
 - Walk MS: Milwaukee **Sunday, May 3**
- Walk MS: Oconomowoc **Saturday, May 9**
- Walk MS: Oshkosh **Saturday, September 13**
 - Walk MS: Platteville **Sunday, May 3**
- Walk MS: Rhinelander **Sunday, September 20**
 - Walk MS: Sheboygan **Sunday, April 26**
- Walk MS: Stevens Point **Saturday, September 20**
- Walk MS: Waukesha **Saturday, September 13**
 - Walk MS: Wausau **Saturday, May 2**

Partnership Opportunities

CORPORATE TEAMS

Every year hundreds of companies – from small businesses to leading corporations – enter teams in Walk MS and Bike MS events. In addition to supporting a worthy local cause, getting involved as a company can supplement employee wellness initiatives, strengthen team building and generate positive morale.

- 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 1,000 executives surveyed by Cornell University called team-building the most important skill of successful business leaders.
- More than 90% of large employers surveyed by Deloitte Consulting offered wellness programs to help reduce health-care costs.

Open Pantry Corporate Walk MS Team: An Example of an Exceptional Partnership

Open Pantry has been a long-time supporter of the MS Movement in Wisconsin with in-store Pin Up sales



and recruiting a large Walk MS: Milwaukee team each year. **A number of employees have a personal connection to MS**, including company President and CEO Robert A. Buhler, whose mother was diagnosed with MS.

For the company, Buhler says, getting employees involved “is easy: We ask them and **they emotionally dive in to help.**” Each year the company's leadership teams meet to set their stores' fundraising goals and discuss how to get associates and customers involved. The company provides jackets to team participants featuring the Open Pantry and National MS Society logos; the jackets are then worn both at the walk and throughout the year.

“As Open Pantry is a close knit family company, **we feel it is our duty to be fully involved in finding a cure,**” explains Vice President of People Assets Jim Schutz.

“Our customers are very appreciative of our efforts. Many positive comments come our way on how Open Pantry will be **their convenience store of choice because of our involvement** in MS,” Schutz says, adding that the stores' participation proves to be a great team building opportunity. “It is one common goal each and every Open Pantry associate can get involved in. Because MS has touched many of our lives, **it is something all of us can relate to.**”

Partnership Opportunities

VOLUNTEERISM PAYS

Many corporations acknowledge and reward their employees through Volunteer Grant Programs – 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. In turn, often times these grant donations can be put toward your team or individual fundraising total.



Sam's Club not only created corporate teams in their local communities, but also tasked each club to committing 250 volunteer service hours through their Volunteer Grant Program. Through their corporate team fundraising efforts and Volunteer Grant Program, Sam's Club has raised more than \$4.7 million for the National MS Society.

EMPLOYER MATCHING GIFT

Many companies have matching gift and volunteer incentive programs to maximize their financial contributions to non-profit organizations. This means they will match their employees' donations to the National MS Society, increasing individual and team fundraising totals and bringing us all closer to a world free of MS. Search for your employer now by visiting www.nationalMSSociety.org/Employermatch.



84%

of adults believe that cause marketing creates a positive company image.

78%

of adults would be more likely to buy a product associated with a cause they care about.

66%

of adults would switch brands and 62% would switch retailers to support a cause they cared about.

54%

of adults would pay more for a product that supports a cause they care about.

* National MS Society
2014

WALK MS 2015 SPONSORSHIP OPPORTUNITIES

CREATE IMPACTFUL AND EXPERIENTIAL CONNECTIONS

Walk MS will connect your organization 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 statewide exposure to **more than 11,000 individuals** living in Wisconsin and diagnosed with MS, as well as those who love and care for them.

ADDITIONAL WAYS TO SUPPORT WALK MS

- In addition to cash sponsorships, combinations of cash, Pin Up sales revenue and **budget-relieving in-kind partnerships** are also welcome.
- If you prefer to **form a Walk MS team** in addition to, or instead of, purchasing a sponsorship – and your organization reaches certain fundraising levels – you can earn select sponsorship benefits to help market your company.
- If you don't see a sponsorship package that's right for your company, let's talk. We're **excited to customize a proposal** especially to meet the needs of your organization.



WALK MS: SPONSORSHIP LEVELS AND BENEFITS

CREATE UNIQUE ENGAGEMENT ACTIVITIES AND ON-SITE EXPERIENCES

\$10,000 – PRESENTING SPONSOR

- **Information table** at one Walk MS site
- Logo and hyperlink featured on **Walk MS website**
- Logo and hyperlink featured in at least **six e-blasts** distributed statewide (database of 40,000 emails)
- Sponsor recognition and thank you in at least **six Chapter Facebook posts** (more than 5,400 likes)
- Logo featured on **official Walk MS T-shirt** distributed to individuals raising \$125 or more (and children raising \$25 or more)
- Recognition at one Walk MS site (first-come, first-served) as the **official Rest Stop sponsor**. Includes the opportunity to brand your Rest Stop with additional signage, promotional giveaways, games and more. Volunteers to be provided by the Walk MS committee or staff the Rest Stop with your own employees.
- Recognition at one Walk MS site as the **official Presenting Sponsor of the site**. All collateral and Chapter-produced promotion to include recognition as follows: **Walk MS: Eau Claire presented by Mayo Clinic Health System in Eau Claire (with logo)**.
- **IWWMS Program Sponsor:** Get up close and personal with participants who have MS through the Chapter's "I Walk with MS" program. This program is directed towards individuals who self-identify to the Chapter as living with MS. They receive special benefits such as a gift bag and a **special "I Walk with MS" T-shirt**. More than 600 individuals participated in this program in 2014.
- Quarter-page, full color advertisement to appear in one issue of **MS Connection magazine, distributed to 30,000 households**. Advertisement to be placed within one year of completion of Walk MS event.

\$7,500 – SUPPORTING SPONSOR

- **Information table** at one Walk MS site
- Logo and hyperlink featured on **Walk MS website**
- Logo and hyperlink featured in at least **four e-blasts** distributed statewide (database of 40,000 emails)
- Sponsor recognition and thank you in at least **four Chapter Facebook posts** (more than 5,400 likes)
- Logo featured on **official Walk MS T-shirt** distributed to individuals raising \$125 or more (and children raising \$25 or more)
- Recognition at one Walk MS site (first come, first served) as the **official Rest Stop sponsor**. Includes the opportunity to brand your Rest Stop with additional signage, promotional giveaways, games and more. Volunteers to be provided by the Walk MS committee or staff the Rest Stop with your own employees.

\$5,000 – CHAMPION SPONSOR

- **Information table** at one Walk MS site
- Logo and hyperlink featured on **Walk MS website**
- Logo and hyperlink featured in at least **three e-blasts** distributed statewide (database of 40,000 emails)
- Sponsor recognition and thank you in at least **three Chapter Facebook posts** (more than 5,400 likes)
- Logo featured on **official Walk MS T-shirt** distributed to individuals raising \$125 or more (and children raising \$25 or more)
- Additional website recognition as a **Big Cheese Club sponsor**. Members of the Big Cheese Club represent Wisconsin's overall Top 100 fundraisers.

WALK MS: SPONSORSHIP LEVELS AND BENEFITS

\$2,500 – INSPIRATIONAL SPONSOR

- **Information table** at one Walk MS site
- Logo and hyperlink featured on **Walk MS website**
- Logo and hyperlink featured in at least **two e-blasts** distributed statewide (database of 40,000 emails)
- Sponsor recognition and thank you in at least **two Chapter Facebook posts** (more than 5,400 likes)
- Logo featured on **official Walk MS T-shirt** distributed to individuals raising \$125 or more (and children raising \$25 or more)
- Additional website recognition as a **Mission First Club sponsor**. Mission First Club members donate the cost of their earned fundraising prizes back to the Society to reduce event expenses.

\$1,500 – COMMUNITY SPONSOR

- **Information table** at one Walk MS site
- Logo and hyperlink featured on **Walk MS website**
- Logo and hyperlink featured in **one e-blast** distributed statewide (database of 40,000 emails)
- Sponsor recognition and thank you in **one Chapter Facebook post** (more than 5,400 likes)
- Logo featured on **official Walk MS T-shirt** distributed to individuals raising \$125 or more (and children raising \$25 or more)

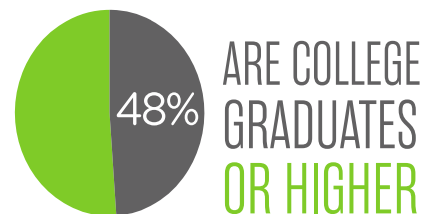
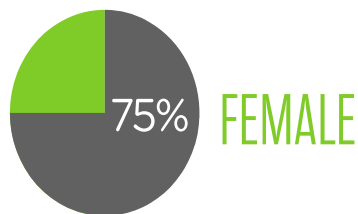
\$1,000 – ENCOURAGING SPONSOR

- **Information table** at one Walk MS site
- Logo and hyperlink featured on **Walk MS website**
- Logo and hyperlink featured in **one e-blast** distributed statewide (database of 40,000 emails)
- Sponsor recognition and thank you in **one Chapter Facebook post** (more than 5,400 likes)

\$500 – MOTIVATIONAL SPONSOR

- **Information table** at one Walk MS site
- Logo and hyperlink featured on **Walk MS website**
- Logo and hyperlink featured in **one e-blast** distributed statewide (database of 40,000 emails)

WALK MS: THE FACTS



*National MS Society 2014

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

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.

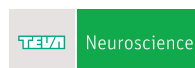
ABOUT THE NATIONAL MS SOCIETY

The Society mobilizes people and resources to drive research for a cure and to address the challenges of everyone 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 their lives forward. In 2014 alone, through its home office and 50-state network of chapters, the Society devoted \$145.2 million to programs and services that assisted more than one million people. To move us closer to a world free of MS, the Society also invested over \$48 million to support more than 380 new and ongoing research projects around the world. The Society is dedicated to achieving a world free of MS. Join the Movement® at www.nationalMSSociety.org.



SOCIETY CORPORATE PARTNERS

AS A SUPPORTER OF THE NATIONAL MS SOCIETY, YOU ARE
IN GOOD COMPANY. SOCIETY CORPORATE PARTNERS INCLUDE:





THERE ARE NEARLY **550** WALKS ACROSS THE COUNTRY EACH YEAR



APPROXIMATELY **340,000** PEOPLE PARTICIPATE IN WALK MS EVENTS EACH YEAR

92% WALK BECAUSE OF A CONNECTION TO MS



*National MS Society 2014



**National
Multiple Sclerosis
Society**
Wisconsin
Chapter

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