



walk to
create a world
free of MS

Sponsorship Opportunities

National Capital Chapter
Walk MS 2013



JOIN THE MOVEMENT



walk to
create a world
free of MS



For more information about sponsorship or other ways to get involved in **National MS Society** events, contact:

Betsy O'Brien Anderson
(202)375-5636
Betsy.Anderson@nmss.org

EVENT DETAILS

For nearly 25 years, Walk MS has been a nationwide event hosted by the National Multiple Sclerosis Society. Walk MS is our rallying point, a place for us to stand together and be together—to help raise critical funds that support cutting edge research, drive change through advocacy, facilitate professional education, and provide programs and services to help people with MS move their lives forward. In the Washington, D.C. metro area, Walk MS events take place in six communities with more than 7,250 walkers and volunteers in total.

SATURDAY, APRIL 13, 2013

Bowie, MD

Bowie Town Center
3.5 mile route

Manassas, VA

Loy E. Harris Pavilion
3 mile route

Rockville, MD

Rockville Town Square
3.5 mile route

Waldorf, MD

Wade Elementary School
3 mile route

SUNDAY, APRIL 14, 2013

Reston, VA

Reston Town Center
3.5 mile route

SATURDAY, APRIL 20, 2013

Washington, D.C.

3rd Street & Maryland Avenue, SW
3 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.



walk to
create a world
free of MS



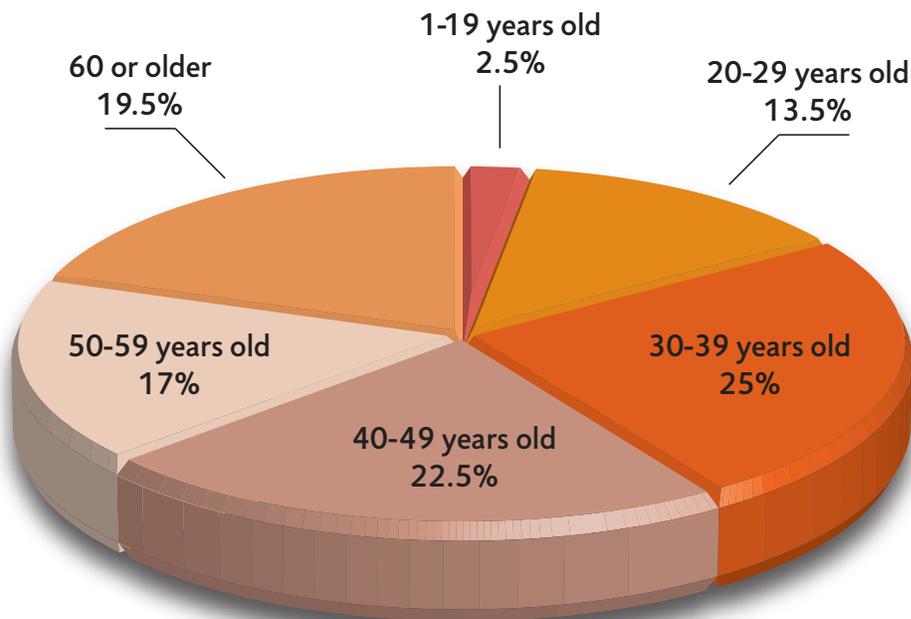
"Our sponsorship of Walk MS has been just one more way we have enjoyed partnering with the MS Society over the past few years. Our employees have appreciated our support for their efforts to move together toward a world free of multiple sclerosis, and we are grateful for the inordinate amount of time, energy and effort the MS Society has given to engage and inspire our volunteers to continue to make a difference in our community."

Joseph T.N. Suarez
Director, Community Relations
Booz Allen Hamilton

2012 WALK MS DEMOGRAPHICS

- More than 7,250 registrants raised more than \$1.2 million in 2012
- 81% of registrants were female, 19% were male
- 25% of registrants have children under the age of 18
- 93% of registrants had a college degree or had completed some college work; 35% of registrants had pursued post-graduate education
- 83% of registrants had a household income of \$50,000 or greater
- 41% of registrants had a household income of \$100,000 or greater

2012 Walk MS Registrants by Age



walk



walk to
create a world
free of MS

As a sponsor of Walk MS, you're in good company. Current and recent event sponsors include:

ABC7
Acorda Therapeutics
American Bankers Association
American Medical Association
Avanir Pharmaceuticals
Biogen Idec
Booz Allen Hamilton
Chick-fil-A
Clyde's
DrinkMore Water
EMD Serono
The Home Depot
Host Hotels and Resorts
GEICO
Giant
Novartis/ Gilenya
Paul Hastings
PopChips
Pulte Group
Questcor Pharmaceuticals
Safeway Foundation
The Secor Group
Security Storage Company
Seyfarth Shaw LLP
Starbucks
Subway
Teva Neuroscience
UnitedHealthcare
Utz
Wegmans

The generous support of companies and individuals like you makes its mark: 83% of last year's Walk MS participants are either somewhat or very likely to support a company BECAUSE they sponsored Walk MS.





walk to
create a world
free of MS



GREAT EXPOSURE

As a corporate partner, we will match you with the program or event that provides the best demographic base for meeting your goals and objectives. Depending on the size and type of partnership, you may be promoted in the following ways:

- Logo or name prominently displayed in printed materials related to the sponsored event or program. Materials include trading cards, posters, invitations, postcards, banners, t-shirts, participant newsletters, and more.
- Potential for online exposure including a logo and link to your company Website from ours and/or eNewsletter. Our eNewsletters and other electronic communications efforts have substantially higher open and click-through rates than standard commercial email, allowing you to reach an engaged and responsive audience with your message.
- A partnership with the National MS Society offers potential for media exposure, either by partnering with one of our media sponsors or by adding tags to your current ad buys.

FUNDRAISING

WALK MS 2012 PRESENTED BY BOOZ ALLEN HAMILTON

More than 7,000 people came together to raise \$1.2 million to create a world free of MS.

Team Inspire excitement finish line!

Team Booz Allen Hamilton did the honors of cutting the ceremonial ribbon for the group start in Washington, D.C. Booz Allen Hamilton was the presenting sponsor, the top fundraising team and had the second largest team with 100 participants.

Walk MS is a great event for all ages, with celebration of food and fun for the whole family.

walk MS 2012
REGISTER TODAY!
MSandYOU.org/walk
202-296-5363, option 2

Booz | Allen | Hamilton

walk MS 2012
DOLLAR BY DOLLAR, WALK MS IS CHANGING LIVES.

Team Inspire excitement finish line!

REGISTER & START FUNDRAISING TODAY!
MSandYOU.org/walk or 202-296-5363, option 2

SATURDAY 4.14.12 Bowie, MD Manassas, VA Rockville, MD Waldorf, MD	SUNDAY 4.15.12 Reston, VA	SATURDAY 4.21.12 Washington, D.C.
--	---------------------------------	---

THANK YOU TO OUR SPONSORS!

Booz | Allen | Hamilton | EMD SERONO | Pfizer | GEICO | recordgroup | SUBWAY | Chick-fil-A | Inland

For more information about Walk MS and our efforts, please contact:

MSandYOU.org/Walk

walk MS
is a simple but incredibly powerful way for you to share in the hope for the future.

Come together with your family, friends, neighbors and co-workers at Walk MS and declare: **We are the movement to end MS.**

Walk MS is our rallying point, a time and a place for us to stand together and to be together — to help raise critical funds that support cutting edge research, drive change through advocacy, facilitate professional education, and provide programs and services to help people with MS move their lives forward.

Join the Walk MS Movement. Register Today at www.MSandYOU.org/walk! Be there. Because every movement you make and every dollar you raise supports the mission to create a world free of MS.

Join us next April at six area Walk sites:

Saturday, April 14 Bowie, MD (NOW on Saturday!) Manassas, VA Rockville, MD Waldorf, MD	Sunday, April 15 Reston, VA
--	--------------------------------

Saturday, April 21
REGISTER TODAY!

Weekend in Review 2012
THANK YOU!

Dear walkers, volunteers, and sponsors,

Walk MS is about all of us rallying together to raise funds and celebrate hope for a future free of multiple sclerosis. THANK YOU for being a part of the movement toward a world free of MS. Dollar by dollar, step by step, Walk MS is changing lives.

Thank you to our sponsors

Booz | Allen | Hamilton | GEICO | EMD SERONO | Pfizer | NEWS CHANNEL 7
AMA | Duke | NOVARTIS | QUESTCOR | ACORBA | Wegmans
DODD | SCOTT AND BROWN ROTHROCK | SEVENSEARCH SERVIC | TELVA
recordgroup | SUBWAY | Chick-fil-A | Colgate

BOWIE TOWN CENTER | RESTON TOWN CENTER

MSandYOU.org/walk
The National Multiple Sclerosis Society
National Capital Chapter



walk to
create a world
free of MS

Sponsorship Benefits

Presenting Sponsor Recognition, Media & Brand Exposure

	Presenting Sponsorship \$50,000	\$25,000	\$10,000	\$5,000	\$2,500	\$1,000
PRESENTING SPONSOR RECOGNITION						
Product exclusivity at the Presenting Sponsorship level for Walk MS	x					
All marketing materials prepared for Walk MS will contain the phrase "presented by Sponsor Name"	x					
MEDIA EXPOSURE						
Recognition in one or all of the following mediums promoting Walk MS, including:						
Paid Radio Spots	x					
TV Advertisements	x					
Print Advertisements	x	x				
Online Advertisements	x	x				
Press Releases	x	x	x			
BRAND EXPOSURE						
Recognition in one or all of the following printed or online Walk MS materials, including:						
Posters (750)	x Logo	x	x	x		
Trading Cards (6,000)	x Logo					
Walk MS "Weekend in Review" (7,000)	x Logo	x Logo	x Logo	x Logo	x	x
Monthly eNewsletter (7,000)	x Logo	x	x	x	x	x
eCoupon in one monthly eNewsletter (7,000)	x	x	x			
Sponsor Name and/or Logo on front and/or back of Walk MS t-shirts (4,500)	x Front & Back	x Back	x Back	x Back	x Back	
Social Media Exposure	x	x	x	x	x	



walk to
create a world
free of MS

Sponsorship Benefits

On-Site Event Benefits

	Presenting Sponsorship \$50,000	\$25,000	\$10,000	\$5,000	\$2,500	\$1,000
ON-SITE EVENT BENEFITS						
Sponsor name on all walker bibs	x					
Banners displayed at sponsored site (sponsor provides banners)	x All Sites	x 4 Sites	x 3 Sites	x 1 Site	x 1 Site	
Opportunity for company representative to speak at event	x	x				
Host table at start/finish locations in Washington, D.C.; Rockville, Bowie & Waldorf, MD; and Manassas & Reston, VA	x	x	x	x		
Mentioned during special presentations at the start and finish locations	x	x	x	x	x	
Corporate tent provided for you	x 3 Sites	x 2 Sites				

Please make note of the following print deadlines as they relate to sponsorship benefits:
Poster, Trading Cards - November 1, 2012





walk to
create a world
free of MS

Sponsorship Benefits

Chapter Benefits, Sponsor Participation Benefits & Future Options

	Presenting Sponsorship \$50,000	\$25,000	\$10,000	\$5,000	\$2,500	\$1,000
CHAPTER BENEFITS						
Company featured on the Walk MS website	x Logo & Link	x Logo & Link	x Logo & Link	x Logo & Link	x Logo & Link	x Listing & Link
Sponsor to receive special recognition at post-event awards party	x	x	x	x	x	
Company recognized in Chapter newsletter	x Company Profile	x Company Profile	x			
Company recognized with an appreciation award	x Large plaque	x Large plaque	x Medium plaque	x Small plaque	x Small plaque	
SPONSOR PARTICIPATION BENEFITS						
Host a corporate team kick-off and/or informational meeting	x	x	x			
Form a Walk MS team	x	x	x	x	x	x
Include questions in the post-event survey to all Walk MS participants	x 3 Questions	x 2 Questions	x 1 Question			
Provide a Sponsor incentive prize for a top Walk MS team or top Walk MS fundraisers	x	x	x	x	x	x
FUTURE OPTIONS						
Sponsor has the first right of refusal for Presenting Sponsor of 2014 Walk MS	x					





walk to
create a world
free of MS



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 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!

walk



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 host 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 NATIONAL CAPITAL CHAPTER

Since its founding in 1946, the National Multiple Sclerosis Society has been the leader in the MS movement. 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 National Capital Chapter, which was founded in 1957, provides programs and services to people in the District of Columbia; Calvert, Charles, Montgomery, Prince George's and St. Mary's counties in Maryland; and Alexandria, Arlington, Fairfax, Fauquier, Loudoun, and Prince William counties in Virginia. The chapter walks hand-in-hand with many of the approximately 6,500 people living with MS in the Washington, D.C. metropolitan area.



walk



walk to
create a world
free of MS

Company Name:

Contact Name:

Address:

City, State, Zip:

Telephone:

Fax:

Email:

Website:

____ YES! We would like to become part of the effort to achieve a world free of MS by becoming a Walk MS 2013 sponsor at the following level:

SPONSORSHIP LEVELS

____ \$50,000

____ \$25,000

____ \$10,000

____ \$5,000

____ \$2,500

____ \$1,000

____ YES! We would like to be part of the effort to achieve a world free of MS by becoming a Walk MS 2013 sponsor by providing the following product/service valued at \$_____.

Description of product/ service: _____.

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 Signature

NMSS Signature

Title

Title

Date

Date

Please email logo in high resolution (EPS, JPEG, PNG or TIFF format) that you wish to appear on our website and print materials to Betsy.Anderson@nmss.org.

Return to:

National Multiple Sclerosis Society

National Capital Chapter

1800 M Street, NW

Suite 750 South

Washington, DC 20036

Fax: (202) 296-3425

E-mail: Betsy.Anderson@nmss.org