

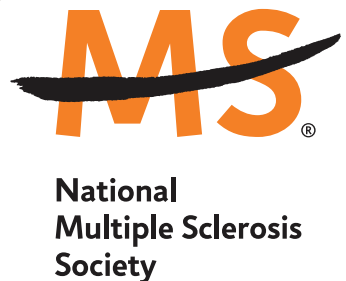
# SPONSORSHIP PROPOSAL

MSBikeFlorida.org



breakaway  
TO KEY LARGO

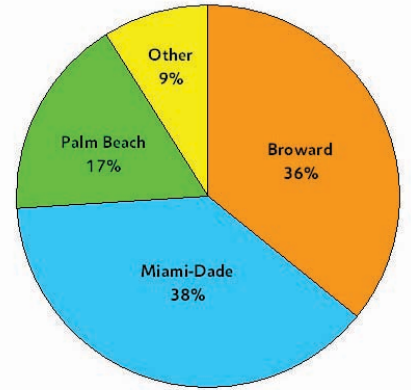
May 14 - 15, 2011





# Statistics

- Average Rider Age: 43 Years Old
- 71% Married, 29% Single
- 77% College Educated
- 45% Earn Over \$100K Annually



**Fun Fact:** We have riders from 29 different states and 6 different countries. Riders travel from around the US and from the Bahamas, Bermuda, Canada, Mexico and Puerto Rico just to participate in our Ride!

## What is the MS Bike Ride?

With over 100 extraordinary rides, the MS Bike Ride is the premier cycling series in the nation. The event invites all cyclists seeking a personal challenge and a world free of MS.

Florida's largest cycling event will mark its 25<sup>th</sup> Anniversary this year! In 2010, the Zimmerman MS Bike Ride Presented by Mack Cycle and Fitness raised nearly **\$1.9 million**, helping to move research forward and fund local programs for those affected by MS, including Self-Help Groups, Educational and Physical Therapy Programs, Women's Retreat, Men's Day, Kids' Coping Camp and YAMS (Youths Against MS).

## What is MS?

Multiple sclerosis interrupts the flow of information from the brain to the body and stops people from moving. Every hour of every day, someone in the United States 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 being diagnosed with the disease. MS affects more than 400,000 people in the U.S., and 2.5 million worldwide.

## Sharing the Vision and the Benefits

Every year thousands of companies join the movement to eradicate multiple sclerosis through corporate teams, sponsorship opportunities and direct contributions. Corporations that invest both human and financial resources to end MS become part of our corporate family. By supporting the National MS Society through cash and in-kind donations, corporate partners enable the Society to raise needed funds cost-effectively, underwrite important research, expand programs and promote community events.

## Benefits of Partnership

Through partnership with the National MS Society, your company can:

- Increase visibility and enhance customer loyalty
- Demonstrate community involvement
- Enhance employee team building
- Market directly to targeted audiences
- Associate with the excellent reputation of the Society

To meet our corporate partners, visit: [www.MSBikeFlorida.org](http://www.MSBikeFlorida.org)

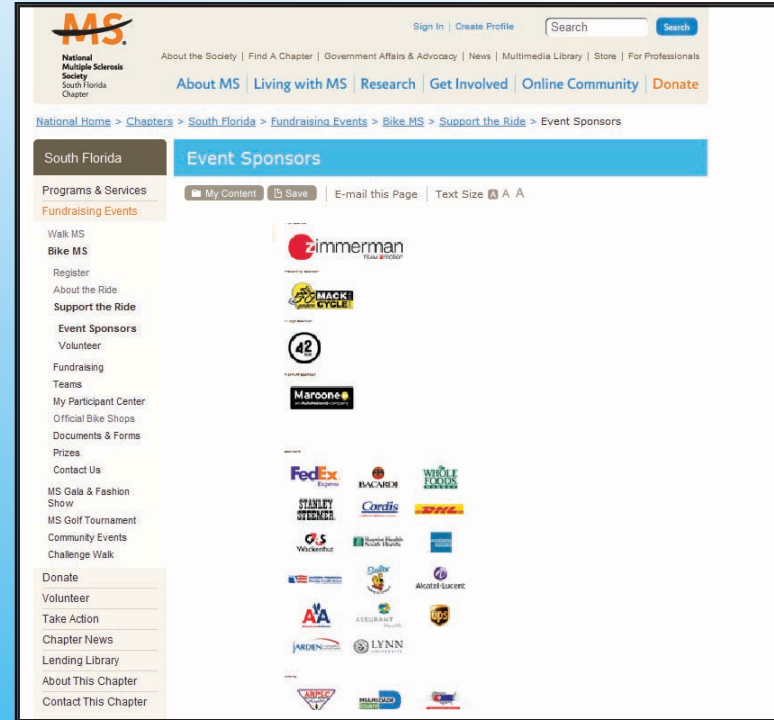
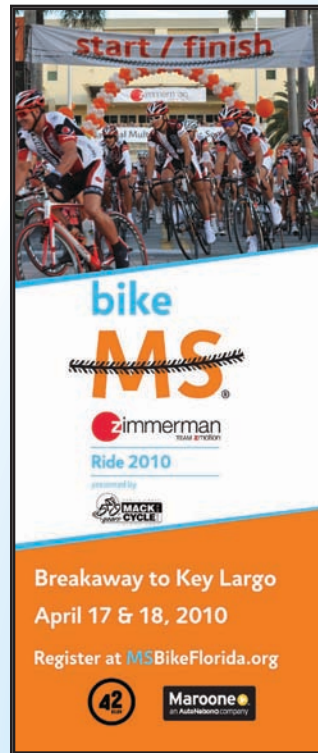


# 2010 Zimmerman MS Bike Ride Presented by Mack Cycle and Fitness

- Over 2,800 Registered Cyclists
- Over 700 Volunteers
- 100's of Friends and Family

## Great Exposure

Reach a great demographic base and show that your company is involved and a leader in the community.



Left: Sample of the 2010 brochure. Actual size is 9"x 3 3/4" (brochures displayed throughout South Florida locations).  
Right: The 2010 Sponsorship page on the MS Bike website with logo and links to sponsors' websites.



Left: Sample of 2010 poster. Actual size is 16"x 20" (posters displayed throughout South Florida locations).  
Right: Full color magazine advertisement.

## In Good "Company"

These are just some of our 2010 sponsors



### Corporate Teams

#### Teamwork and Team Building

Riding and fundraising promote stronger relationships resulting in enhanced teamwork and morale in the workplace.

#### Corporate Pride and Employee Retention

An exciting way to instill company pride in your employees by contributing to a worthy cause and having fun while doing it!

#### Community Involvement

By riding as a corporate team, your company can build upon a positive corporate image with your employees, clients and shareholders. You will be promoting your reputation as a civic-minded company.

#### Creating a Healthy Work Environment

Training provides employees the opportunity to release stress and improve their health through exercise. The event helps participants get fit and develop healthy living habits.

### A Few of Our Corporate Teams From the 2010 Ride

- ADT
- Advanced Roofing, Inc
- Alcatel - Lucent
- American Airlines
- American Express
- Assurant Health
- AT&T
- Bacardi
- Baptist Hospital
- Beckman Coulter
- Cordis, a Johnson & Johnson Company
- DHL
- Enterprise Rent-A-Car
- FedEx
- G4S Wackenhut
- Hewlett Packard
- Jarden Consumer Solutions
- Mack Cycle and Fitness
- Maroone, an AutoNation Company
- Miami-Dade County
- Microsoft
- Office Depot Foundation
- Ryder Transportation Services
- Salix
- Southern Wine & Spirits
- UPS
- Vitamin Shoppe
- Zimmerman Advertising



Sponsorship Type	Amount	Company Logo Incorporated into the MS Bike Logo	Company Name Incorporated into the MS Bike Logo	Company Logo on Cover of all Brochures	Company Logo on VIP Material	Company Name Mentioned in TV and Radio PSAs	Company Logo Featured in Advertising	Company Logo & Link on Local NMSS Website	Personal eBlast Ad Sent to NMSS Database	Company Logo inside all Brochures	Company Logo on 1,500 Posters	Sponsor of Village Title & Village Volunteer T-Shirts	Company Logo on Sleeve of 3,000 Rider T-Shirts	Company Logo on Sleeve of Rider Jerseys	Ownership of Lunch Stop Day 1 and Rest Stop Day 2	Ownership of Bike Lock-up at Overnight Village	Ownership of Lunch Stop Day 2 and Rest Stop Day 1	Ownership of Rest Stop Day 1 and Day 2	Company Logo on 3,000 Rider T-Shirts	Company Logo on 500 Volunteer T-Shirts	Company Logo on Pedal Partner Bandanas	Corporate Display at 2 Locations Start/ Finish and Overnight	Banner Placement at Start/ Finish and Overnight	Company Name/Logo on Rider Goodie Bag	Collateral Pieces or Product Samples in Rider Goodie Bags	Recognition in Spoke Notes Newsletter & E-Newsletter	Banner Placement on Start/Finish Scaffold
Title	\$50,000	X	X	X	X	X	X	X		X	X							X	X	X	X	X	X	X	X	X	X
Presenting	\$25,000		X	X	X	X	X	X		X	X							X	X	X	X	X	X	X	X	X	X
Village	\$15,000			X		X	X	X		X	X	X							X			X	X		X	X	
Champion	\$10,000			X			X	X	X (2 per year)	X	X							X	X			X	X		X	X	X
Partner	\$7,500						X	X	X (1 per year)	X	X							X	X			X	X		X	X	
Friend	\$5,000							X		X	X							X	X			X		X	X		
Rider T-Shirt	\$5,000							X		X	X		X						X			X		X	X		
Rider Jersey	\$5,000							X		X	X			X					X			X		X	X		
Bike Lock-up	\$5,000							X		X	X					X			X			X		X	X		
Lunch Rest Stop Day 1	\$5,000							X		X	X				X				X			X		X	X		
Lunch Rest Stop Day 2	\$4,000							X		X	X						X		X			X		X	X		
VIP Tent	\$3,500				X			X		X	X								X			X		X	X		
Entertainment	\$3,500							X		X	X								X			X		X	X		
Volunteer T-shirt	\$3,000							X		X	X								X	X		X		X	X		
Rest Stop	\$3,000							X		X	X							X	X			X		X	X		
First Aid Pavilion	\$3,000							X		X	X								X			X		X	X		
Massage Pavilion	\$3,000							X		X	X								X			X		X	X		
Volunteer Pavilion	\$3,000							X		X	X								X			X		X	X		
Pedal Partners	\$3,000							X		X	X								X		X	X		X	X		
Hydration Stations (2)	\$2,500							X	Logo Only										X			X		X	X		
Corporate Display	\$1,000																					X	X		X		
Rider Bag Placement	\$500																							X	X		
In-Kind Rider Goodie Bag	\$5,000+							X		X	X								X			X	X	X	X		
In-Kind	\$5,000+							X		X	X								X			X	X	X	X		
In-Kind	\$2,500 to \$4,999																					X		X	X		
In-Kind	\$1,000 to \$2,499																					X		X	X		
In-Kind	\$500 to \$999																							X	X		

# Explanation of Sponsorship Benefits

**MS Bike Logo** - The new MS Bike logo includes the Title Sponsor's company logo and the Presenting Sponsor's company name. This logo will be used on all 2011 MS Bike Ride printed materials.

**Brochures** - Title, Presenting, Village and Platinum Sponsor logos are featured on the cover and inside the brochure. Gold, Silver and \$5,000+ In-Kind Sponsor logos will also be displayed on the inside of the brochure.

**Posters** - Posters are displayed on store windows and in corporate locations to recruit riders and create awareness. Title, Presenting, Village, Platinum, Gold, Silver, Lunch Rest Stop and \$5,000+ In-Kind Sponsor logos will be printed on each poster.

**Advertising** - Title, Presenting, Village, Platinum and Gold Sponsor logos and/or name will be printed in publications such as Miami Herald, Sun-Sentinel, Palm Beach Post, Naples Daily News, Competitor Southeast Magazine and The Flyer. Title, Presenting and Village Sponsors will be mentioned in TV/Radio PSAs that will run on southeast and southwest radio stations and cable television outlets.

**Local NMSS Website** - \$2,500+ Cash Sponsor and \$5,000+ In-Kind Sponsor logos will receive a link to their company website via the MS Bike Sponsorship website page.

**E-Blast Advertisements** - Receive an e-blast(s) sent to the entire NMSS South Florida Chapter database. Information in the e-blast will include only the sponsors' promotional offers or advertisements requested.

**Rider T-Shirts** - Each rider receives a t-shirt for their participation. This "walking advertisement" includes all Sponsor logos printed on the back of each t-shirt. The Title and Presenting Sponsor logos will appear on the front of each t-shirt.

**Village Sponsors** - Two Village Options: a) Start/Finish Village at Homestead-Miami Speedway or b) Village at John Pennekamp Park in Key Largo. The Village Sponsor's logo will appear on the front of all brochures and specially designed volunteer t-shirts for the sponsored venue. Corporate colors and logo will be incorporated into the Village designs.

**Rider T-Shirt Sponsor** - Your company logo will be featured on the sleeve of all rider t-shirts, distributed to all MS Bike Riders. This "walking advertisement" offers prime exposure for your company!

**Rider Jersey Sponsor** - Your company logo will be featured on the sleeve of all MS Bike Top Fundraiser jerseys, offering prime exposure to your company around the state!

**Rider Goodie Bag Sponsor (In-Kind)** - Your company provides goodie bags, containing giveaways, coupons, literature, etc., to distribute to all registered MS Bike riders. Goodie bags must include your company logo and the 2011 MS Bike logo. Goodie bags are a rider favorite and a long-standing marketing tool for the MS Bike Ride and associated sponsors.

**Bike Lock-Up Sponsor** - Your company logo will be included in the Bike Lock-Up design at the Village at John Pennekamp Park. The majority of the participants utilize Bike Lock-Up, maximizing your company's exposure all day Saturday and Sunday morning of the ride.



**Entertainment Sponsor** - Your company logo will be included in the Entertainment design at the Village at John Pennekamp Park. Entertainment (i.e. DJ, band, etc.) is located at the heart of the Village for prime exposure to all event participants!

**Corporate Display** - 10' X 10' tents with display tables are available at the Start/Finish and overnight locations. Sponsors can display and distribute product samples, literature and promotional giveaways at their table.



# Explanation of Sponsorship Benefits

**VIP/Club 151 Tent (Day 1)** - Top Fundraisers and Top Level Sponsors are invited to the VIP/Club 151 Tent, located in the Village at John Pennekamp Park in Key Largo. The VIP/Club 151 Sponsor receives prime exposure and excellent networking opportunities along with the finest refreshments, beverages and hors d'oeuvres.

**Rest Stops** - Located every 4-10 miles along the route, Rest Stops provide snacks, drinks, medical care, bike mechanics and port-o-lets. Sponsoring a Rest Stop offers great opportunities for hands-on goodwill and corporate team building.

**Lunch Rest Stop (Day 1) & Rest Stop (Day 2)** - All Rest Stop amenities will be provided including a full lunch on Day 1 while providing the sponsor with maximum exposure.

**Lunch Rest Stop (Day 2) & Rest Stop (Day 1)** - All Rest Stop amenities will be provided including a full lunch on Day 2 while providing the sponsor with maximum exposure.

**Volunteer T-Shirts** - All Volunteers receive a Volunteer T-Shirt. The Volunteer T-Shirt Sponsor has exclusive logo placement on the back of these shirts. The Title and Presenting Sponsors' logos will appear on the front as part of the MS Bike Logo.

**Pedal Partner Bandanas** - Designed to connect cyclists with a person living with MS. Each rider in the Pedal Partner Program will either receive a bandana signed by a person with MS or a blank bandana for someone they may know with MS to sign. The Pedal Partner Sponsor's logo will be printed on each bandana.

**Hydration Stations** - Located at the start/finish lines in both Homestead and Key Largo, providing essential hydration as cyclists begin and end their MS Bike Ride.

**Rider Bag Placement** - Opportunity to place your coupons, promo items, print materials, etc. in each of the rider goodie bags distributed to all MS Bike riders.

**First Aid Tent** - Your company logo will be included in the First Aid tent design at the Village at John Pennekamp Park and the Village at the Homestead-Miami Speedway. First Aid is at the heart of both Villages for prime exposure to all event participants.

**Massage Tent** - Your company logo will be included in the Massage tent(s) design at the Village at John Pennekamp Park and the Village at the Homestead-Miami Speedway. The Massage tents are the most frequented areas of our entire event.

**Volunteer Tent** - Your company logo will be included in the Volunteer tent design at the Village at John Pennekamp Park and the Village at the Homestead-Miami Speedway. Sponsor the tent to support our volunteers.

All cash and in-kind donors are recognized for their contributions.



# In-Kind Sponsorship

Our in-kind sponsors donate products or services in lieu of or in conjunction with cash donations.

Businesses that provide in-kind support allow us to reduce the cost of the event, thereby allocating funds where it is needed most, in programs, services and research.

The majority of our riders tell us they are more likely to purchase from a sponsor than from a non-sponsor, proving that sponsorship is a win-win partnership.



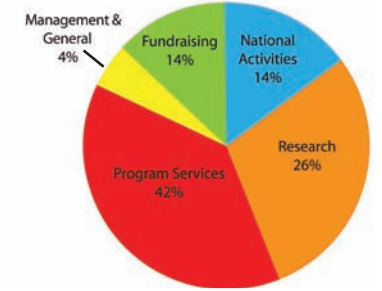
## What It Takes...

- 1,280 4-gallon bottles of water
- 6,000 individual water bottles
- 24,000 pounds of ice
- 6,000 cans of soda
- 70 cases of powdered sports drink
- 70 cases of fruit juice
- 100 cases of oranges
- 85 cases of bananas
- 4,000 energy bars
- 4,000 granola bars
- 5,000 servings of coffee
- 300 loaves of bread
- 5,000 pounds of poultry and beef
- 40 cases of cookies
- 40 cases of fruit bars
- 650 volunteer lunch packs
- 9 emergency response vehicles
- 30 HAM radio operators
- 25 bike shop mechanics
- 25 motorcycle escorts
- 32 SAG vehicles
- 120 police officers

## Partner with the National MS Society and Join the Movement



# Where the Dollars Go



## Who is the National MS Society?

- The National MS Society is committed to building a movement by and for people with MS that will move us closer to a world free of this disease.
- We are a driving force of MS research, relentlessly pursuing prevention, treatment and a cure.
- We address the challenges of each person whose life is affected by MS.
- We mobilize the talents and resources of the millions of people who want to do something about MS.
- We are activists.
- We will raise a total of \$1.25 billion by the end of 2010 to be used in the fight against MS.

## What does the National MS Society do?

- We fund more MS research than any other MS organization in the world, and sponsor MS-related research in the U.S. and abroad.
- Cumulatively, the National MS Society has infused over half a billion dollars into its research efforts.
- The Society has invested nearly \$36 million to support 375 research projects around the world.
- We trained or funded many of the leading MS researchers making breakthroughs today.
- We funded basic and clinical research that helped lead to the development of each of the approved disease-modifying drugs for MS.
- In 2006, the National MS Society opened the first six Pediatric MS Centers of Excellence nation wide to treat children with MS and other demyelinating disorders.
- The National MS Society serves as the premier advocate for those with MS and their families on issues pertaining to health care, insurance, disability and increased research funding to local, state and federal legislators.

## What does the South Florida Chapter do?

- We funded over \$5.3 million dollars towards research in the last 5 years.
- We provide direct programs and services to more than 6,000 people with MS and their families.
- We provide referrals to other community resources and its affiliated comprehensive facilities:
  - MS Center of Fort Lauderdale
  - The South Broward MS Clinic
  - Neuroscience Consultants Comprehensive MS Center
  - Lee Memorial Wellness Program
  - Naples Community Hospital Wellness Program
- We organize the Women's Retreat, Men's Day and Kids' Camp.
- We coordinate educational programs featuring clinical experts, emotional and physical health programs such as support groups, aquatics, tai chi and yoga.
- We offer an extensive case management program, crisis financial assistance and vocational rehabilitation services inclusive of ADA, disability and vocational counseling.
- We provide durable medical equipment and assistive devices to those in need.
- We offer most programs and services at no charge.

Studies show that early and ongoing treatment with an FDA-approved therapy can reduce future disease activity and improve quality of life for many people with multiple sclerosis. Talk to your health care professional and contact the National MS Society at [www.nationalmssociety.org](http://www.nationalmssociety.org) or 1-800-344-4867 to learn about ways to help manage multiple sclerosis and about current research that may one day reveal a cure.

The National MS Society Mission: We mobilize people and resources to drive research for a cure and to address the challenges of everyone affected by MS.



Kim, diagnosed in 2000



MS STOPS PEOPLE  
FROM MOVING

WE EXIST  
TO MAKE SURE  
IT DOESN'T

Multiple sclerosis interrupts the flow of information between the brain and the body and stops people from moving. With the help of people like you, the National MS Society addresses the challenges of each person whose life is affected by MS and helps them stay connected to the great big moving world.

**JOIN THE MOVEMENT**  
[jointhemovement.org](http://jointhemovement.org)



**National  
Multiple Sclerosis  
Society**

National Multiple Sclerosis Society  
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