Who is the National MS Society?
- We are a driving force of MS research and treatment to stop disease progression, restore function and end MS forever.
- We develop, deliver and leverage resources to enhance care for people with MS and quality of life for those affected by the disease.
- We are leaders in the worldwide MS movement, mobilizing millions of people to do something about MS now.
- We develop and align human, business and financial resources to achieve breakthrough results.
- We are activists.

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 $37 million to support 325 new and ongoing research projects around the world.
- In 2010 alone, through the national office and 50 state network of chapters, $159 million was devoted to programs and services that assisted more than a million people.
- We have 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 nationwide 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 healthcare, insurance, disability and increased research funding to local, state and federal legislators.

What does the South Florida Chapter do?
- We funded nearly $5.4 million dollars towards research over the last 5 years.
- We provide direct programs and services to more than 6,000 people with MS and their families.
- The Chapter provides referrals to other community resources and its affiliated comprehensive facilities:
  - Lee Memorial Wellness Program
  - MS Center of Fort Lauderdale
  - Naples Community Hospital Wellness Program
  - Neuroscience Consultants Comprehensive Multiple Sclerosis Center
  - The South Broward MS Clinic
  - University of Miami MS Center of Excellence
- We organize Women’s Retreat, Men’s Day and Kids’ Camp.
- The Chapter coordinates educational programs featuring clinical experts, and emotional and physical health programs such as support groups, tai chi, yoga and aquatics.
- The South Florida Chapter offers an extensive case management program, scholarships, 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 healthcare professional and contact the National MS Society at 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.

Printed courtesy of PRINT DYNAMICS
What is the MS Walk?

One of the largest walk events in the nation, the MS Walk takes place each year in over 400 cities across the United States. The 23rd annual South Florida MS Walk offers seven locations: Aventura, Boca Raton, Coral Gables, Fort Lauderdale, Lee County, Naples and The Palm Beaches. We invite companies from these areas to get involved by becoming an official MS Walk sponsor. We also have our 6th annual Virtual MS Walk where participants can determine their own distance and location.

Companies are able to increase community visibility in their target markets and are provided with direct exposure to over 4,000 walkers and volunteers who take part in the MS Walk. Additionally, through our publications and marketing tools we reach tens of thousands of people throughout South Florida.

Your involvement and commitment to the Society will help over 6,000 people with MS and their families in the South Florida area. The MS Walk is one of the South Florida Chapter’s largest fundraisers, raising close to $700,000 in 2011. These dollars fund much needed research into the cause and treatment of MS and are critical to continue the persistent search for a cure.

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.

What is MS?

Multiple sclerosis is a chronic, unpredictable, neurological disease. MS can cause blurred vision, loss of balance, poor condition, slurred speech, tremors, numbness, extreme fatigue, problems with memory and concentration, paralysis and blindness. These problems may be permanent, or they may come and go.

Most people with MS are diagnosed between the ages of 15 and 50. The unpredictable physical and emotional effects continue the rest of their lives. The progress, severity and specific symptoms of MS in any one person cannot be predicted, but new treatments and advances in research offer hope to everyone affected by the disease.

Why Become a Sponsor?

• To help fund research for a cure. Finding a cure for MS is in the best interest of everyone.
• To help provide programs and services that enhance the lives of people with MS and their families.
• To create awareness of corporate identity.
• It's a great opportunity for employee involvement.
• Potential category for exclusivity for brand(s).
• Possible year-round promotional opportunities.
• Opportunity for special promotion(s).
• Exposure to high-income, highly educated participants.

In Good “Company”

These are just some of the 2011 MS Walk Sponsors...

Corporate Teams

Many of our teams are formed by businesses. What are the benefits of forming a team?

Teamwork and Team Building

Walking and fundraising together fosters stronger 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 will instill company pride in your employees. After working together to meet their goals and seeing the success they can create as a team, they will look forward to building on the success year after year.

Community Involvement

By walking together as a team, your company will build a positive corporate image. Not only will you develop a stronger reputation with your employees, clients and stakeholders, but also with a new audience of potential employees and customers.

Why Become a Sponsor?

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Corporate Teams

2011 MS Walk

A-Village-It-Takes.com
CDC Builders
Century Team
Citco Supports MS
Disney Stores
Florida Linen
Gazit Group USA
Greenberg Traurig
Health Jems
Kathy’s Sole Mates
Meadows & Osborne PA
MDS for MS
M&I Wealth Management
NCCI
NEW LIMECO, LLC
NSE
PURE
SUPPORT PLUS MEDICAL
Team B&P
Team Franklin Templeton

Team IBG KOs MS
Team ICG
Team GT South
Team Vitas
The Breakers
THE MARC MS ANGELS
The Rehabilitation Hospital
Toyota of South Florida
Turnberry Bank
United Technologies - West Palm Beach
Walgreens

The Original Pancake House – MS Walk Coral Gables
Great Exposure

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

Thank you to our Sponsors:

MS Walk / 5K Run
to create a world free of MS

register today! MSwalksouthflorida.org runtostopMSflorida.org call 1 800 344 4867 or 954 731 4224

Programs & Services 42%
Research 26%
National Activities 14%
Fundraising 14%
Management & General 4%

Where the Dollars Go

MS Walk Demographics
• 94% have a close personal connection
• 82% of all walkers are female
• 64% are married
• Average walker is 37 years old
• More than half of walkers have children

2011 MS Walk Participation
• 3,000 walkers
• 300 volunteers
• 2,000 family members
• 300 teams

View of the 2011 MS Walk Website.
**Explanation of Benefits**

Brochures: 375,000 printed MS Walk brochures are distributed to approximately 14,000 locations in South Florida. Presenting and VIP sponsors are featured on the front of the brochure. Sponsors in the $3,500 to $5,000 range will be displayed inside of the brochure.

Posters: are distributed to businesses and to walkers. 5,000 posters are produced and displayed on store windows and in corporate locations by team captains to recruit walkers. Sponsors at the $3,500 level and above will have their logo displayed on the poster.

Public Service Advertisements: appear in publications such as The Miami Herald, The Sun-Sentinel, The Palm Beach Post and The Naples Daily News. Sponsors at the $10,000 level and above will have their logo in the ad. PSAs run on local radio stations and on local and cable television outlets. Sponsors at the $15,000 level and above are mentioned in the PSAs.

Footnotes: Our quarterly newsletter, is mailed to walkers, volunteers and sponsors. The Footnotes Sponsor will have its name/logo printed on the front cover with a sponsor highlight. All cash and in-kind donors are recognized inside the newsletter.

Volunteer T-Shirts: MS Walk volunteers receive a special Volunteer T-Shirt. The Volunteer T-Shirt sponsor has exclusive logo placement on the back of the T-Shirts at a walk site of their choice. Presenting sponsor appears on the front as part of the MS Walk logo.

Banner Placement: The MS Walk provides space for banner placement at the Start/Finish area at each walk site. Sponsors are responsible for providing company banners.

Rest Stops: are located every other mile. MS Walk rest stops provide refreshments, snacks, and medical care. Most are visible to motor vehicle traffic and the walkers are always happy to see you. Rest stop sponsors develop goodwill among walkers. We can provide happy, smiling, experienced volunteers to man your stop, or you can staff it with your own team of volunteers.

Directional Route Signs: are placed along the 3.1 mile route at a Walk site of your choice and display your company’s name/logo on each sign.

Route Maps: are distributed to all Walkers and Volunteers. Your company’s name/logo and coupon opportunity will be placed on the front of all route maps as part of your route sponsorship commitment.

Display Areas: are available at the Start/Finish Line. Sponsors can use their space to display products, and/or to hand out literature, product samples and promotional items. 6’ table provided. Presenting sponsor will have a 10x10 tent at the start/finish of all Walk sites.

**Linkage:** from the South Florida Chapter’s MS Walk Web site will be available to sponsors at the $5,000 level and above.

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**Sponsorship Levels**

<table>
<thead>
<tr>
<th>Sponsorship Levels</th>
<th>Presenting</th>
<th>Champion</th>
<th>Partner</th>
<th>Hope</th>
<th>Route</th>
<th>Footnotes</th>
<th>Volunteer T-Shirt</th>
<th>Rest Stop</th>
<th>Display Table</th>
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**Footnotes Sponsorship**

- Name/logo printed on the front cover with a sponsor highlight.
- All cash and in-kind donors are recognized inside the newsletter.

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**Company Name/Logo**

- Incorporated into the MS Walk logo.
- Ownership of the Start/Finish Village (all walk sites).
- Ownership of E-Blasts to National MS Society Walk Database.

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**Logo Placement**

- Logo on cover of the Brochure.
- Logo inside Brochure.
- Logo on Poster.
- Logo on Walker T-Shirt.
- Logo on Volunteer T-Shirt.

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**Media & Promotions**

- Company Name/Logo in Radio and TV Media PSAs.
- Company Name/Logo in Newspaper and Magazine Media PSAs.
- Logo placement on cover of MS Walk Footnotes (newsletter).
- Recognition in MS Walk Footnotes (newsletter).
- Ownership of a post on NMSS Walk Facebook Page.

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**Event Sponsorship**

- Company Name/Logo Displayed on Route Map.
- Company Name/Logo Displayed on all Route Signage.
- Ownership of Rest Stop on Route.
- Ownership of Display Table at Start/Finish Venue.
- Banner Placement at Start/Finish Venue.