

2013 MS BIKE RIDE : BREAKAWAY TO KEY LARGO
APRIL 20 & 21, 2013

SPONSORSHIP PROPOSAL



What is the MS Bike ride?

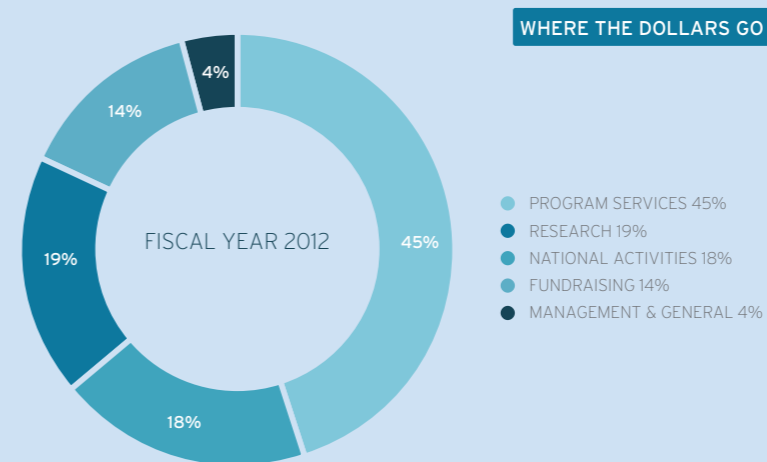
The best cycling event in Florida is going on its 27th year, and it just keeps getting better! Join us as we unveil new start and finish lines, an improved route and our new spectacular two-day Double Century challenge. Create your own journey by selecting the Fifty, Metric Century Plus or Century mile route option through the scenic backdrop of the Florida Keys. Saturday starts at FIU's Modesto Maidique Campus and ends at a beautiful resort finish in Key Largo. Expect the same top notch services and rest stops every 10 miles throughout our fully supported route!

What is MS?

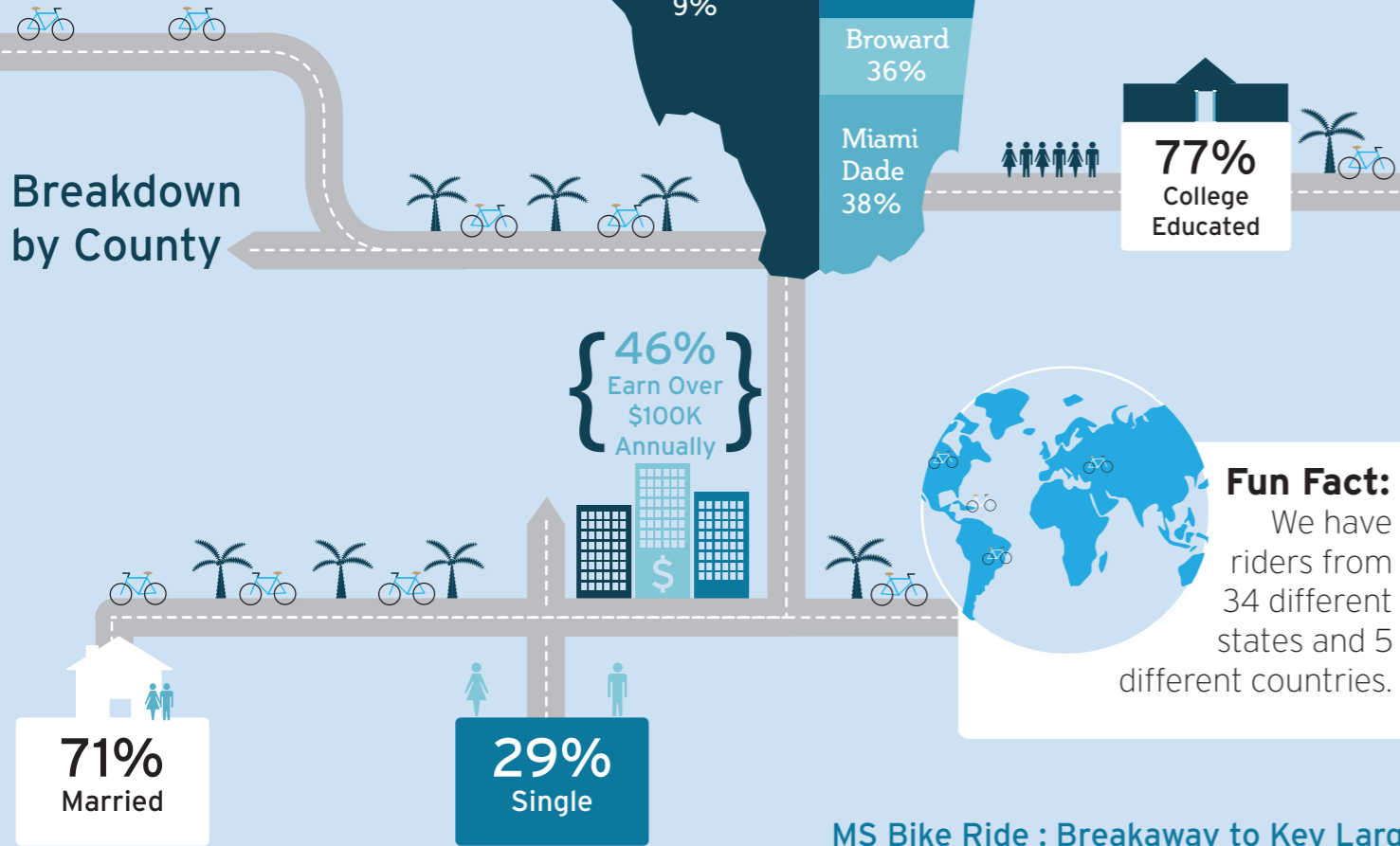
Multiple sclerosis interrupts the flow of information from the brain to the body and stops people from moving. Every hour of every day, someone in the United States is newly diagnosed with MS, an unpredictable, often disabling disease of the central nervous system. Symptoms range from numbness and tingling 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 team, 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.



MS Bike Demographics



MS Bike Ride : Breakaway to Key Largo

PAST CORPORATE PARTNERS



Sponsorship Type	Amount	Company Logo Incorporated into the MS Bike Logo	Company Logo on Cover of all Brochures	Company Name Mentioned in TV and Radio PSAs	Company Info Featured in Advertising	Company Logo & Link on NMSS Bike Ride Website	Banner Placement on Overnight Stop Arch	Company Logo on Promotional Flyer& Posters	Banner Placement at Start/ Finish and Overnight	Ownership of Rest Stop Day 1 and Day 2	Company Logo on Rider T-Shirts	Corporate Display at 2 Locations Start/ Finish and Overnight	Collateral Pieces or Product Samples in Rider Goodie Bag or at MS Bike Events	Recognition in Spoke Notes Newsletter
Title	\$50,000	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
Village (Limit 2)	\$15,000		X	X	X	X	X	X	X		X		X	X
Champion	\$10,000		X		X	X	X	X	X	X	X		X	X
Partner	\$7,500				X	X		X	X	X	X		X	X
Lunch Rest Stop Day 1 (Limit 1)	\$5,000				x	X		X	X	X	X		X	X
Lunch Rest Stop Day 2 (Limit 1)	\$4,000					X		X	X	X	X			X
VIP Tent	\$3,500							X	X					X
Rest Stop	\$3,000							X	X	X				X
Volunteer T Shirt (Limit 1)	\$3,000							X	X					X
Pedal Partner (Limit 1)	\$3,000							X	X					X
Corporate Display	\$1,000								X			X		X

Title - As a Title Sponsor, the ride becomes identified by your company's name with a combined MS Bike Ride/company logo. The Title Sponsor receives brand association with the values of the MS Society, multi-channel marketing opportunities, unparalleled relationship building opportunities, substantial public relations coverage, positive community impact and VIP access to the event.

Presenting - Company will have Presenting Sponsor status and will be referred to as such in all event materials and promotions with a combined MS Bike Ride/company name. Presenting Sponsor will receive brand association with the values of the MS Society, multi-channel marketing opportunities, unparalleled relationship building opportunities, substantial public relations coverage, positive community impact and VIP access to the event.

Village Sponsors - One of two premier levels at the Start/Finish venues - Florida International University's Modesto Maidique Campus or the MS Village at the Key Largo Resorts in Key Largo. The Village Sponsor is the exclusive sponsor of the venue. Corporate colors and logo will be incorporated into the village designs. Village sponsorship receives brand association with the values of the MS Society, unparalleled relationship building opportunities, substantial public relations coverage, positive community impact and VIP access to the event.

Champion - Be a Champion in the fight against MS! This sponsorship level positions itself to gain exposure and advertising of your company vision while supporting a worthwhile cause. The Champion Sponsor will receive multi-channel marketing opportunities, unparalleled relationship building opportunities, substantial public relations coverage, positive community impact and VIP access to the event.

Partner - Be a Partner to those who have MS! A Partner Sponsor gains exposure and advertising through posters, brochures, and banner placement while supporting a worthwhile cause. Partners and sponsors also receive unparalleled relationship building opportunities, substantial public relations coverage, positive community impact and VIP access to the event.

Lunch Rest Stop (Day 1) - Premier rest stop sponsorship level that captures a cultivated audience of cyclists, volunteers, and corporate partners while creating maximum exposure. The MS Society will provide the rest stop with lunch, snacks, drinks, medical care, bike mechanics and port-o-lets. Sponsors provide volunteers to work the stop. A rest stop sponsorship offers great opportunities for hands-on goodwill and corporate team building.

Lunch Rest Stop (Day 2) - This rest stop sponsorship level also captures cyclists, volunteers, and corporate partners while creating maximum exposure. The MS Society will provide the rest stop with a lunch, snacks, drinks, medical care, bike mechanics and port-o-lets. Rest stop sponsors provide volunteers to work the stop. A rest stop sponsorship offers great opportunities for hands-on goodwill and corporate team building.

VIP / Club 151 (Day 1) - Be the exclusive sponsor of the 2013 VIP / Club 151 experience. Top fundraisers and top level sponsors are invited to enjoy the VIP/ Club 151 experience located in the Village at the Key Largo Resorts in Key Largo. The VIP / Club 151 Sponsor receives prime exposure and excellent networking opportunities along with the finest refreshments and hors d'oeuvres.

Rest Stops – Enjoy site sponsorship as a rest stop along our route. Rest stops are located every 10 miles. The MS Society provides each rest stop with snacks, drinks, medical care, bike mechanics and port-o-lets. Sponsors provide volunteers to work the stop. A rest stop offers great opportunities for hands-on goodwill and corporate team building.

Volunteer T-Shirts – Exclusive sponsorship of the 2013 Volunteer T-Shirts. Sponsor has exclusive logo placement on the back of these shirts.

Pedal Partner Bandanas – This exclusive sponsorship of the 2013 Pedal Partner Bandana connects cyclists with our mission. The Pedal Partner Sponsor's logo will be printed on each bandana designed to allow cyclists to wear a personal message or remembrance of 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.

Corporate Display – A sponsorship opportunity to interact with over 2,500 cyclists, volunteers, and corporate partners. Display and distribute product samples, literature and promotional giveaways. A 10' x 10' tent with a display table and chairs are provided at the Start/Finish and/or overnight location.

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.

A FEW OF OUR 2012 IN-KIND SPONSORS



Testimonials

Lanny Carrero



“I’m riding in the MS BIKE 150 Breakaway to Key Largo, because I STILL CAN. I have Secondary Progressive MS going on 24 years now. It’s no longer what I can’t do, that I focus on; it’s what I CAN DO that matters. If what WE do in this fundraising helps the South Florida Chapter of The National MS Society in their mission to help others and their families, like they’ve done for me in years past; that would be a major motivation boost in my ride.”

Rafael & Ana Lara



“The Microsoft cycling team began with 5 people, today we’ve been able to expand to about 50 riders, increasing the amount of the donations year after year. Our thinking has changed through the years as we not only ride on behalf of our good friend, now we ride on behalf of every family that is affected by MS. We are connected now and have better insight on how our efforts support programs and research to improve lives.”



MS Kids' Camp

Kids' Camp is held each year for children between the ages of 7-12 who have a parent or grandparent with MS. They enjoy a weekend at camp and meet other children with similar experiences, creating memories and building hope for the future.

MS Women's Retreat

The annual Women's Retreat gives women with MS an opportunity to be a part of an exciting and fun-filled weekend. Throughout their stay the ladies enjoy pampering, entertainment, MS education and exercise for better physical health.

MS Wellness Programs

The Society offers classes in wellness including gentle exercise, tai chi, yoga and aquatics for people with MS.

MS Research

The Society spends more money on MS research than any other voluntary health agency in the world. The South Florida Chapter has funded over \$5.4 million dollars towards research in the last 5 years.



**National
Multiple Sclerosis
Society**

National MS Society
South Florida Chapter
3201 West Commercial Boulevard Suite 127
Fort Lauderdale, FL 33309
nationalMSSociety.org/fls
+1 954 731 4224

CREATE A WORLD FREE OF MS

Early and ongoing treatment with an FDA-approved therapy can make a difference for people with multiple sclerosis. Learn about your options by talking to your health care professional and contacting the National MS Society at nationalMSSociety.org or 1-800-344-4867.



MS Bike Ride April 20 & 21, 2013

Premier Sponsorship

- Title \$50,000
- Presenting \$25,000
- Village *(Limit 2)* \$15,000
- Champion \$10,000
- Partner \$7,500

Signature Sponsorship

- Lunch Rest Stop *(Day 1)* \$5,000
- Lunch Rest Stop *(Day 2)* \$4,000
- Rest Stop \$3,000
- VIP Tent *(Overnight)* \$3,500

Commemorative Sponsorship

- Volunteer T-Shirt \$3,000
- Pedal Partner Bandana \$3,000

Featured Sponsorship

- Corporate Display \$1,000

CONTACT INFORMATION

Company: _____

Contact Person: _____

Title: _____

Address: _____

_____ City _____ State _____ Zip

Email: _____

Tel: (____) _____

Fax: (____) _____

Signature: _____

Date: _____

PAYMENT INFORMATION

\$ _____ Check enclosed (payable to the National MS Society)

AMEX Discover MasterCard Visa

Cardholder Name: _____

Credit Card #: _____ Amount: _____

Expiration Date: _____ Security Code: _____

Cardholders Signature: _____ Date: _____

PAYMENT IS DUE BY JANUARY 31, 2013

Please return this form to the National Multiple Sclerosis Society
3201 W. Commercial Blvd, Ste 127 | Fort Lauderdale, FL 33309 or via fax (954) 739-1398



**MS Bike Ride
In-Kind Sponsorship
Commitment Form
April 20 & 21, 2013**

Company Name: _____

Company will provide the following:

Fair Market Value \$ _____

- Delivery Available (Location TBD)
- Unfortunately, we can not deliver. Pick up date _____

Pick Up Location: _____

Please provide any required details for Pick Up/ Delivery (i.e. dates, times, required transportation, etc.):

Name: _____

Signature: _____



Contact Person: _____ Title: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Fax: _____ Cell: _____

Email: _____ Date: _____

Please E-mail, Mail or fax to:
National Multiple Sclerosis Society
3201 West Commercial Blvd, Suite 127, Fort Lauderdale, FL 33309
Tel: (954) 731-4224 Fax: (954) 739-1398
msbike@fls.nmss.org