



SPONSORSHIP OPPORTUNITIES

Photo above: Great Lakes Breakaway Ride 2008
- West Michigan at Holland High School

bike

~~MS~~

Great Lakes
Breakaway
Ride 2009

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 need companies like yours to sponsor events like **Bike 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 **Bike 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

Since its founding in 1946, the National Multiple Sclerosis Society has been the leader in the fight against MS. The National Multiple Sclerosis Society supports more MS research, offers more services for people with MS, provides more professional educational programs, and furthers more MS advocacy efforts than any other MS organization in the world.

The Michigan Chapter is one of a 50-state network of chapters and branches that represent the National MS Society. The Chapter offers education, support, community and wellness programs to people living with MS across the state. We serve more than 18,000 people who live with MS as well as their families, friends, caregivers and healthcare providers.

From 2007 to 2008, the number of cases that were reported to the Michigan Chapter increased 12%. It is more important than ever to raise the funds needed so that we can effectively serve those living with MS here in Michigan.

EVENT DETAILS

Bike MS is the largest organized cycling event in the country. Over 100,000 cyclists participate in more than 100 Rides across the United States.

Celebrating our 23rd anniversary this year, the Great Lakes Breakaway Bike MS will host 2,000 cyclists and volunteers at three ride events.

Unlike a racing event, Bike MS is designed to provide a scenic, challenging ride for both the experienced cyclist and the energetic novice. Depending on which Ride location you choose, participants are offered a choice of fully-supported routes that vary between 30-100 miles over the two ride days.

Bike MS 2009 takes place in West Michigan in June in Holland, Michigan. The Mid-Michigan Bike MS Ride takes place in July where riders begin in Fenton, Michigan with the overnight location at Michigan State University in Lansing. The Mountain Bike MS Ride will be held on September 12th at the Island Lake State Recreation Area.

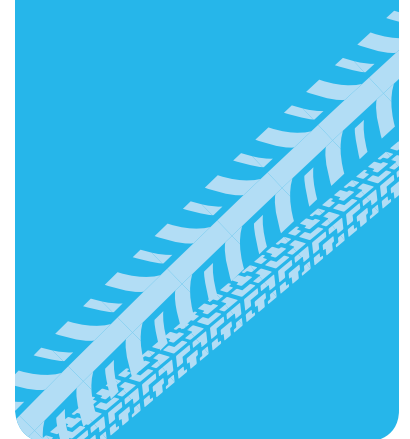
PARTICIPANT DEMOGRAPHICS

- **GENDER:** 63% Male
37% Female
- **AGE:** 4% under 18
82% between 18-50
14% over 50
- **MEDIAN SALARY:** \$45,000
- 200 volunteers putting in thousands of hours
- 200,000+ individuals who donate on the behalf of the cyclists

The Great Lakes contain the largest supply of fresh water on earth; 20% of the earth's total fresh water. Only the polar ice caps contain more fresh water. Hence the name Great Lakes Breakaway!

The Michigan Chapter covers **83 counties** with a population of **10,095,643 people** over a **56,803.82 square mile area.**

Bike MS rides have participants from **48 Michigan counties, 16 states and two other countries.**



84%

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

78%

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

66%

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

54%

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

Cone Roper Benchmark Study on Cause Related Marketing

SPONSORSHIP

Sponsors of Bike MS are visible, recognized, and celebrated for their partnership and commitment to achieving a world free of multiple sclerosis. MS research and programs are expensive, but community supported events such as Bike MS allows us to generate a significant amount of funding by engaging the community in a successful and inspiring way. Corporate sponsors partner with us in our relentless fight against multiple sclerosis.

Corporate sponsors receive benefits that include the following:

- Brand Exposure
- Media Exposure
- Name Recognition
- On-site Event Benefits
- Employee Volunteer Engagement Opportunities

We offer traditional sponsorships and signature sponsorship opportunities. Signature sponsors are featured as the exclusive sponsor of a specific component (list in back of packet) of Bike MS on the day of the event at one location.

Benefits for all levels of sponsorship are found on the following pages, but we will tailor a proposal to best fit your company's objectives and needs.





PRINT DEADLINES*

- Brochure – December 1, 2008
- Poster – December 1, 2008
- Team Captain Materials – December 1, 2008
- Rider Registration Materials – December 1, 2008
- In-Training Socks – December 1, 2008
- Tyveks – January 15, 2009
- T-Shirt – February 1, 2009
- Top Fundraiser Jersey – February 1, 2009
- Veteran Jersey – February 1, 2009
- Prize Jersey – July 1, 2009

In the event that **print deadlines have passed for a benefit for your desired level of sponsorship, we are happy to work with you to develop a new benefit that meets your needs.*

AS A SPONSOR OF **BIKE MS**, YOU ARE IN GOOD COMPANY. RECENT EVENT SPONSORS INCLUDE:

- | | |
|--------------------------|------------------|
| Comcast | Pure Protein |
| The Dow Chemical Company | Priority Health |
| General Motors | Quicken Loans |
| Pepsi | Stiles Machinery |

Add your name to this list of good corporate citizens. Sign up to sponsor Bike MS 2009 today!

JOIN THE MOVEMENT

Additional sponsorship opportunities exist for the following events:

Walk MS

MS Longest Day of Golf

The da Vinci Awards

Making Strides Against MS

SPONSORSHIP LEVELS	Presenting \$50,000	Platinum \$30,000	Gold \$20,000	Silver \$10,000	Regional \$7,500	Site \$5,000	Signature \$3,000	Rest Stop \$1,000	Hope \$500
BRAND EXPOSURE CON'T									
Company logo on 140 top fundraiser rider jerseys	X								
Company logo on 500 in-traning socks.	X								
Company logo on promo piece in minimum ten bike shops	X								
Company event logo on rider numbers (2,200)	X								
Company event logo on welcome letter for riders at the venues (2,000)	X								
Company event logo on prize form (2,000)	X								
Company event logo on the final details packets (2,000)	X								
Company logo placed on 2,000 "Ticket to Ride" tickets distributed throughout Michigan	X	X	X						
Opportunity to include promotional flyer in final details packets	X	X	X						
Business card size ad placed in Seatpost and Team Talk newsletters	X 3 ads	X 2 ads	X 1 ad						
ON-SITE EVENT EXPOSURE									
Opportunity for company representative to speak during the overnight program	X	X	X						
Corporate tent provided	X	X	X						
Booth space in the Expo event (both Bike MS locations)	X	X	X	X	X				
Company recognition from the stage during overnight program	X	X	X	X	X	X			
Opportunity to include a company supplied promotional piece (2,000) in the Bike MS participant completer bags.	X 3 locations	X 3 locations	X 3 locations	X 3 locations	X 2 locations	X 1 location	X 1 location		
Company logo displayed on start/finish line banner	X XL logo	X XL logo	X XL logo	X Large logo	X Med. logo	X Med. logo	X Small logo		
Ownership of a specified area during the Bike MS event, with license to display banners and distribute promotional materials							X At Signature Location	X At Rest Stop Location	



YES! We would like to be a part of the effort to achieve a world free of MS by sponsoring **Bike MS 2009** at the following level(s):

- Presenting (\$50,000)
- Platinum (\$30,000)
- Gold (\$20,000)
- Silver (\$10,000)
- Regional (\$7,500)
- Site (\$5,000)
- Signature (\$3,000)

Choose from below:

- President's Reception
 - Dinner
 - Entertainment
 - First Aid Pavilion
 - Information Pavilion
 - Massage Pavilion
 - Registration Area
 - Team Photo Area
 - Team Village (tent row)
 - Volunteer Pavilion
 - Wall of Hope
 - Overnight Location
 - Mission Pavilion
- Rest Stop (\$1,000)
- Hope (\$500)
- Please contact me to schedule a meeting to discuss my sponsorship opportunities further**

Company: _____

Contact Name: _____

Address: _____

City, State, Zip: _____

Phone: _____ Fax: _____

Email: _____

PLEASE MAIL, E-MAIL OR FAX THIS FORM TO:

Kim Streich
National MS Society, Michigan Chapter • 21311 Civic Center Drive • Southfield, MI 48076
kimberly.streich@mig.nmss.org • Fax: 248.350.0029 • Ph: 248.351.2190 ext. 204

“People around the world want companies to go beyond making a profit, paying taxes, employing people and obeying all laws; they want companies to contribute to broader societal goals...”

The Millennium Poll Corporate Responsibility
conducted by Environics International Ltd.



National
Multiple Sclerosis
Society
Michigan Chapter

nationalMSsociety.org/mig

For information about Bike MS sponsorship or involvement, contact Kim Streich at 248.936.0340 or at kimberly.streich@mig.nmss.org.