



**2010 Walk MS
and Bike MS
Partnership
Opportunities**



**National
Multiple Sclerosis
Society**
Ohio Valley
Chapter



THE NATIONAL MULTIPLE SCLEROSIS SOCIETY

Ohio Valley Chapter

ABOUT MULTIPLE SCLEROSIS

Multiple sclerosis interrupts the flow of information between the brain and the body and it 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 being diagnosed with the disease. MS affects more than 400,000 people in the U.S. and 2.5 million worldwide.

THE NATIONAL MS SOCIETY

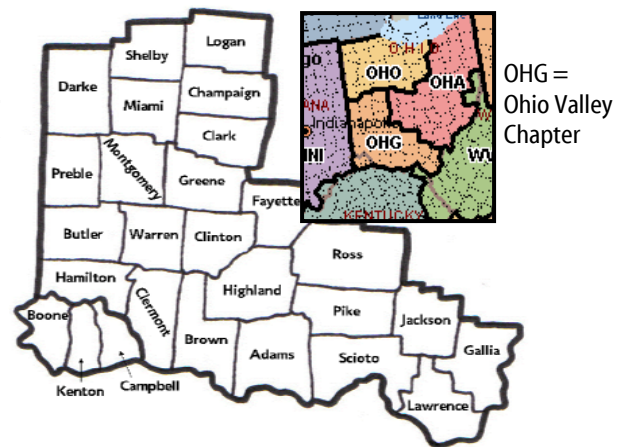
Multiple sclerosis (MS) stops people from moving. The National MS Society exists to make sure it doesn't. We do this through our home office and 50 state network of chapters by funding more MS research, providing more services to people with MS, offering more professional education and furthering advocacy efforts any other MS organization in the world. We are people who want to do something about MS NOW.

We offer information, education and services to address the wide range of challenges facing those living with MS. The National MS Society is committed to ensuring that people with MS have the information and quality care they need to live healthy, productive and independent lives and partners with the health care community to promote quality health care. The Society is the only national multiple sclerosis voluntary health organization that meets the standards of all major agencies that rate non-profit groups.

THE OHIO VALLEY CHAPTER

The Ohio Valley Chapter of the National MS Society, founded in 1952, serves more than 6,000 people with multiple sclerosis and their families in 24 Ohio counties and the three Northern Kentucky counties of Boone, Kenton and Campbell. We are committed to ensuring that people living with MS across our chapter territory have the information and quality care they need to live healthy, productive and independent lives. To meet these needs, we provide a variety of programs and services that span a spectrum of needs.

Ohio Valley Chapter Territory



RELATIONSHIP MATTERS: EIGHT HOURS TO A LIFETIME OF SATISFACTION -

Couples who are living with MS often find it difficult to make their relationship a priority. These workshops are designed to address the needs of couples living with MS.



JOURNEY CLUB DAY CAMP - Children with a parent or other loved one living with MS are invited to Journey Club Day Camp, a guided tour through the world of multiple sclerosis. By exploring different "lands" including the "The Land of Change", "The Land of Support", "The Land of Fun and Relaxation" and "What is MS?" children have the opportunity to understand multiple sclerosis better by participating in hands-on activities which simulate MS symptoms.

JOIN THE MOVEMENT

WALK MS: OHIO VALLEY

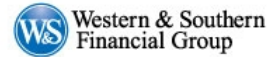
BIKE MS: VENTURE THE VALLEY

WALK MS

Celebrating 21 years in 2010, Walk MS: Ohio Valley is one of the area's most visible and inspirational series of fundraising events. The chapter's Signature Walk, held each spring in Cincinnati, draws more than 3,200 people who want to do something about multiple sclerosis by raising awareness and funds for the movement to create a world free of MS. Eight community walks—held in Adams County*, Butler County,



Cincinnati North, Dayton, Gallipolis, Miami County, Northern Kentucky and in Shelby County*—mobilize the talents and resources of another 3,000 participants to generate public knowledge about MS and bring attention to the fact that we are moving research forward by relentlessly pursuing prevention, treatment and a cure.



Ohio Valley
Walk 2010

Walk MS is one of the Society's largest fundraising events, bringing together companies, civic and faith groups, coworkers, friends and neighbors in a hope-filled and fun atmosphere. Each spring, more than 200,000 people at over 600 sites nationwide participate in the event. More than \$436 million has been raised since 1989 to fund critical research and advocacy efforts and to provide vital services and programs for people living with MS. In 2009, the Ohio Valley Chapter's series of walks generated more than \$582,000 to help more than 6,000 people living with MS in our chapter service area. **We're moving to increase this amount in 2010 and with your help, we can achieve our goal of \$650,000 together.**

BIKE MS

Bike MS is the largest organized cycling event in the United States, consisting of 100 rides in 48 states. Since its inception in 1980, Bike MS has raised more than \$684 million to bring us closer to a world free of MS.



Bike MS: Venture the Valley is a two-day cycling event through some of southwest Ohio's most beautiful countryside and small towns. More than 1,000 cyclists of all ages and abilities ride either a 50-, 100- or 150-mile route beginning on Saturday morning with a fun-filled overnight stay and finishing on Sunday afternoon. A fully-supported and safe ride, Bike MS: Venture the Valley has frequent rest stops, bike repair experts and plenty of support vehicles along the route. Each day also culminates with festivities to celebrate everyone's energy, dedication and commitment to doing something about MS now.



Strong corporate and community teams comprised of cyclists from Cincinnati, Dayton, Northern Kentucky and surrounding communities contribute to the success of this event. Bike MS: Venture the Valley 2009 raised nearly \$700,000. **Bike MS is expected to raise more than \$695,000 in 2010!**

FOR MORE INFORMATION ABOUT WALK MS OR BIKE MS VISIT FIGHTMSTODAY.ORG.

JOIN THE MOVEMENT

PARTNERSHIP BENEFITS

Presenting Sponsor Recognition and Media Exposure



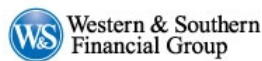
**National
Multiple Sclerosis
Society
Ohio Valley
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In exchange for your partnership, we will provide your organization with exciting marketing benefits that may include:

- Presenting Sponsor Recognition
- Media Exposure
- Brand Exposure
- On-Site Event Benefits
- Chapter Benefits

These benefits are in addition to the customized interactive, multi-media marketing campaign designed specifically for Humana.

	Presenting (\$50,000) (N/A)	Diamond (\$25,000) (Bike Only)	Platinum (\$15,000)	Gold (\$10,000)	Silver (\$7,000)	Bronze (\$5,000)	Supporting (\$2,500)	Community (\$1,000)
Presenting Sponsor Recognition								
Company logo and name included in event logo and title	X							
No other company in your industry sector may sponsor the event	X	X						
Media Exposure								
Company name associated with each mention of event in media campaign	X							
Company name included in pre- and post-event press releases	X	X	X					



**Ohio Valley
Walk 2010**



KROGER BRAND

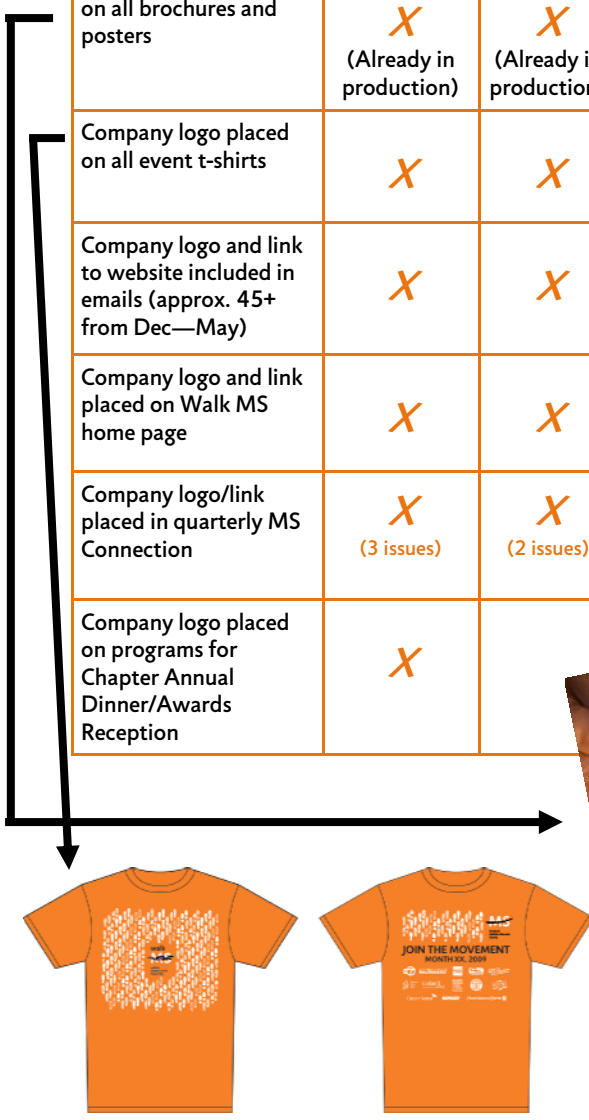
**Venture the
Valley 2010**

JOIN THE MOVEMENT

PARTNERSHIP BENEFITS

Brand Exposure

	Presenting (\$50,000) (N/A)	Diamond (\$25,000) (Bike Only)	Platinum (\$15,000)	Gold (\$10,000)	Silver (\$7,000)	Bronze (\$5,000)	Supporting (\$2,500)	Community (\$1,000)
Brand Exposure								
Booth space available at event sites	X	X						
Company logo placed on all brochures and posters	X (Already in production)	X (Already in production)	X (Already in production)	X (Already in production)	X (Already in production)	X (Already in production)		
Company logo placed on all event t-shirts	X	X	X	X	X	X	X	
Company logo and link to website included in emails (approx. 45+ from Dec—May)	X	X	X	X	X	X	X	X
Company logo and link placed on Walk MS home page	X	X	X	X	X	X	X	X
Company logo/link placed in quarterly MS Connection	X (3 issues)	X (2 issues)	X (2 issues)	X (1 issue)	X (1 issue)	X (1 issue)	X (1 issue)	X (1 issue)
Company logo placed on programs for Chapter Annual Dinner/Awards Reception	X							



PARTNERSHIP BENEFITS

Walk MS and Bike MS On-Site Event Benefits & Chapter Benefits

	Presenting (\$50,000)	Diamond (\$25,000)	Platinum (\$15,000)	Gold (\$10,000)	Silver (\$7,000)	Bronze (\$5,000)	Supporting (\$2,500)	Community (\$1,000)
On-Site Event Benefits								
Opportunity for company rep. to speak from stage at event	X							
Corporate booth space provided	X	X	X					
Company recognition from stage	X	X						
Company banner displayed on site (provided by Humana)	X	X	X					
On-site signage during event	X	X	X	X	X	X	X	X
Ownership of specified area during the Walk MS event, with license to display banners and distribute promotional materials	X	X						
Chapter Benefits								
Your company recognized at the Annual Dinner/ Awards Reception	X	X	X	X	X	X	X	X
Permission for you to use the National MS Society name and event logo on web and printed materials	X	X	X	X	X	X	X	X



JOIN THE MOVEMENT

MAKE YOUR MARK ON MS

Create your own partnership package

KIDS ZONE

Walk MS and Bike MS - \$1,750 (includes up to \$500 in expense related costs)

- Available at all Walk MS sites.
- Company will bring volunteers to 'man' this area.
- The area can be anything "kid related" (i.e., face painting, inflatable bouncy, clown, etc.).

ENTERTAINMENT

Walk MS and Bike MS - \$1,250 (includes up to \$250 in expense related costs)

- Available at all Walk MS sites.
- The chapter and the company would work together to choose from the many options available at each site.

LUNCH

Varies by site

- Available at all Walk MS sites.
- The company will donate product and any necessary paper supplies and/or condiments to accompany product.

WALL OF HOPE

Walk MS and Bike MS - \$750

- Available at all Walk MS sites.
- Company has ability to promote their community support.
- Company name would be placed in front of area (i.e. *NAME HERE* Wall of Hope).

REST STOP

Walk MS - \$750, Bike MS - \$1,000

- Available at all Walk MS sites.
- Company has ability to pass out promotional products and/or literature (at company expense).

REGISTRATION

Walk MS - \$500, Bike MS - \$1,000

- Available at all Walk MS sites.
- Company has ability to pass out promotional products and/or literature (at company expense).

TEAM PHOTOS

Walk MS and Bike MS - \$300

- Available at all Walk MS sites.
- Company has ability to pass out promotional products and/or literature (at company expense).

VOLUNTEER BOOTH

Walk MS and Bike MS - \$300

- Available at all Walk MS sites.
- Company would provide all snacks and beverages for all volunteers working the Walk MS site of choice.
- Company has ability to pass out promotional products and/or literature (at company expense).

CREATE YOUR OWN MARK ON MS WITH A CUSTOM PARTNERSHIP THAT BEST FITS YOUR COMPANY NEEDS.

FIND OUT HOW YOUR MARK CAN BE UNIQUE TO YOUR PRODUCTS, SERVICES OR BRAND ON OUR THINK OUTSIDE THE BOX PAGE.



JOIN THE MOVEMENT



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think outside

the box

We believe that a partnership 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 these costs low.

We want to tailor a sponsorship package to meet your business objectives. The following opportunities can also be of value to you and worked into your sponsorship, increasing exposure and the direct publicity your business will receive:

- 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!

For more information please contact:

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