

National Multiple Sclerosis
Society
Arizona Chapter
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bike to
create a world
free of MS

24th Annual bike MS: Round Up Ride March 27-28, 2010 Sponsorship Proposal



JOIN THE MOVEMENT

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



**National
Multiple Sclerosis
Society**
Arizona Chapter

The National Multiple Sclerosis Society, Arizona Chapter is pleased to offer you the opportunity to be a sponsor for the **bike MS: Round Up Ride 2010**.

On March 27-28, 2010, the 24th Annual bike MS: Round Up Ride will host more than 1,000 participants as they ride over 150 miles in two days to make a difference in the lives of people living with multiple sclerosis. We invite you to join in that support as a sponsor for this premier fundraising event.

In March 2009, nearly 900 people cycled around Pinal County's scenic farmland, raising over \$550,000 for MS research and local programs for clients, family and caregivers.

The National Multiple Sclerosis Society, founded in 1946, is a voluntary health agency dedicated to mobilizing people and resources to drive research for a cure and to address the challenges of everyone affected by MS. With 62 Chapters across the country, the National MS Society is the leading source of unbiased information on multiple sclerosis and the largest private funder of MS research in the world.

Multiple sclerosis is a chronic, often disabling disease, of the central nervous system affecting the brain and spinal cord. MS impacts the lives of more than 2.8 million Americans. One new case of MS is diagnosed every hour. MS usually strikes adults in the prime of life – between the ages of 20 and 50 – and affects women twice as often as men. The progress, severity and specific symptoms of the disease cannot be predicted. This unpredictability leaves people to wonder, "Will I become paralyzed or blind? Will I be able to raise my children, care for my family, or continue my career?"

The Arizona Chapter provides programs that promote knowledge, health and independence for people with MS and their families throughout Arizona. Additionally, the Chapter contributes nearly \$400,000 each year toward national research efforts aimed at finding the cause and cure of MS. The Arizona Chapter was founded in 1951 and serves more than 40,000 people affected by MS.

Your support makes it possible for us to continue to provide hope and help to those who need us. With your help, one day, we will learn the cause and develop a cure for this devastating disease.

A handwritten signature in cursive script that reads "Sheryl Keeme". The ink is dark and the signature is fluid and legible.

Sheryl Keeme
Chapter President



Round Up
Ride 2010



EVENT DETAILS

Bike MS is the largest organized cycling series in the country. Over 100,000 cyclists participate in more than 100 rides across the United States. Now in its 24th year, the Arizona Bike MS event will host 1,500 cyclists and volunteers for this weekend-long celebration. Unlike a racing event, Bike MS is designed to provide a scenic, challenging ride for both the experienced cyclist and the energetic novice. Participants are offered a choice of fully-supported 35-, 75-, and 100-mile routes on day 1 and 30-, 50-, and 75- mile on day 2. The 2010 Bike MS Round Up Ride event takes place in historic Florence March 27-28 and is complemented by a schedule of training rides across the region that begin in the October.

BIKE MS DEMOGRAPHICS (national averages)

GENDER:

Male 66%
Female 34%

CONNECTION TO MS:

Have MS 2%
Family Member 18%
Friend 44%
No Connection 37%

HIGHEST EDUCATION LEVEL:

High School 9%
Some College 19%
College Graduate 40%
Post-Graduate work 9%
Post-Graduate Degree 24%

MARITAL STATUS:

Married 64%
Single/ Never Married 24%
Single/ Divorced 13%
Single/Widowed 1%

HOUSEHOLD INCOME:

Less than \$25K 5%
\$25-35K 5%
\$35-50K 15%
\$50-75K 18%
\$75-100K 22%
More than \$100K 38%

AGE:

18-24 6%
25-34 19%
35-44 35%
45-54 29%
55-64 10%
65+ 2%

CHILDREN IN THE HOME:

Yes 60%
No 40%

OCCUPATION:

Professional/Technical 50%
Management 14%
Sales/Marketing 9%
Clerical/Service Worker 2%
Tradesman/Machine Operator/Laborer 5%
Homemaker 2%
Retired 3%
Student 6%
Military 1%
Other 10%

MILES FROM EVENT SITE PARTICIPANTS RESIDE:

0-10 miles 12%
11-25 miles 17%
26-35 miles 14%
36-50 miles 18%
More than 50 miles 41%



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

ASSUMPTIONS USED IN DEVELOPING THIS PROPOSAL

The options presented within this proposal are based on the following assumptions. This proposal is a starting point for conversations between your company and Arizona Chapter of the National MS Society and can be modified to satisfy the business objectives of each organization.

Assumption 1

Company goal is to maximize exposure of their brand, products, and services to Bike MS participants and the public at large.

Assumption 2

Where possible, a Bike MS sponsorship should tie directly to company's corporate marketing messaging.

Assumption 3

Company hopes to use the Bike MS event to promote:

- Employee engagement
- Community involvement
- Client and business development
- Government relations

Assumption 4

Company is interested in being represented not only at Bike MS, but in key Chapter events that meet their specific business objectives.

Assumption 5

Factors such as Bike MS event size, demographics, associated cost, and impressions as a result of sponsorship have been taken into account when developing sponsorship benefits.





National
Multiple Sclerosis
Society
Arizona Chapter

Bike MS: Round Up Ride 2010 **March 27-28, 2010**

SPONSORSHIP OPPORTUNITY

The **National Multiple Sclerosis Society, Arizona Chapter** presents the Bike MS Round Up Ride 2010. We anticipate over 1,000 riders, 90 team captains and 300 volunteers to participate.

PRESENTING SPONSOR: \$50,000

Sponsor will receive:

Mass Marketing & Media Benefits

- Inclusion in television advertising & broadcasts as appropriate
- Company mentioned on all radio PSAs
- Logo on full-page color advertisement in local magazine issues, *12/11 deadline*
- Logo in full-page advertisement in one local magazine issue, *12/11 deadline*
- Inclusion in Bike MS press releases

Collateral, Direct Mail & Promotional Benefits

- Logo on 400 Event Posters, *12/11 deadline*
- Logo in 50,000 Event Trading Cards, *12/11 deadline*
- Logo in 1,500 Final Event Guides, *3/5 deadline*
- Logo on front of Bike MS websites with direct link to your website (opportunity to promote Bike MS on your website)
- Logo on all Shifting Gears email blast sent to 3,000+ bi-monthly
- Logo on Training Ride email blasts sent weekly
- Feature article in Bike MS eNewsletter
- Official Bike MS Trading Card distributor opportunity
- Logo on 500+ fax sheets spotlighting Bike MS
- Acknowledgement in chapter's *MSConnection* newsletter
- Logo on 400+ Bike MS bicycling jerseys, *12/11 deadline*
- Logo on 1,500 Bike MS rider bibs, *11/11 deadline*
- Logo on 1,500 Bike MS T-shirts, *3/5 deadline*

Pre-Event Benefits

- Opportunity to host the bike MS Kick Off Celebration
- Your company will be highlighted at the Kick-Off Celebration and at the Bike MS event along with the opportunity for a company spokesman to address attendees.

JOIN THE MOVEMENT

Arizona Chapter: 5025 E. Washington St, Suite 102 Phoenix, AZ 85034 tel+ 1 480 968 2488 fax+ 1 480 966 4049
1 800 344 4867 E-Mail: info@aza.nmss.org <http://aza.nationalMSSociety.org>

PRESENTING SPONSOR *continued...*

On-Site Benefits

- Banner at the Start/Finish Line, company supplied banners, *3/13 delivery deadline*
- Ten (10) banners throughout Bike MS company supplied banners, *3/13 delivery deadline*
- Product Spotlight Table in Vendor Row at event 3/27
- On-stage speaking opportunity at Start Line
- On-stage representation at the Bike MS Overnight Celebration
- 20 x 20 exposition booth at overnight location
- 20 x 20 corporate team tent at overnight location
- Ten (10) admissions to VIP & Top Fundraiser Tent
- Ten (10) entries in the 2010 Bike MS (fundraising minimum applies)
- Ten (10) VIP parking passes for Bike MS

Post-Event Benefits

- Recognition at the Annual Meeting Awards Celebration
- Exposition Booth at the Annual Meeting Awards Celebration
- On-stage speaking opportunity at the Annual Meeting Awards Celebration
- Category exclusivity and first right of renewal for 2011

The National MS Society will receive:

- \$50,000 cash sponsorship
- Opportunities to promote the Bike MS Round Up Ride 2010 through tagging of print advertising and radio media buys, and link on company website
- Host the 2010 Bike MS Kick Off in February 27, 2010



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Arizona Chapter

Bike MS: Round Up Ride 2010 March 27-28, 2010

SPONSORSHIP OPPORTUNITY

The **National Multiple Sclerosis Society, Arizona Chapter** presents the Bike MS Round Up Ride 2010. We anticipate over 1,000 riders, 90 team captains and 300 volunteers to participate.

OVERNIGHT SPONSOR: \$25,000

The Overnight area is where all of the action takes place! Participants enjoy food, festivities, entertainment, camping and much more!

Sponsor will receive:

Mass Marketing & Media Benefits

- Inclusion in television advertising & broadcasts as appropriate
- Company mentioned on all radio PSAs

Collateral, Direct Mail & Promotional Benefits

- Logo on 400 Event Posters, *12/11 deadline*
- Logo in 50,000 Event Trading Cards, *12/11 deadline*
- Logo on front of Bike MS websites with direct link to your website (opportunity to promote Bike MS on your website)
- Logo on all Shifting Gears email blast sent to 3,000+ bi-monthly
- Logo on Training Ride email blasts sent weekly
- Official Bike MS Trading Card distributor opportunity
- Acknowledgement in chapter's *MSConnection* newsletter
- Logo on 400+ Bike MS bicycling jerseys, *12/11 deadline*
- Logo on 1,500 Bike MS T-shirts, *3/5 deadline*

Pre-Event Benefits

- Your company will be highlighted at the Kick-Off Celebration and at the Bike along with the opportunity for a company spokesman to address attendees

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OVERNIGHT SPONSOR continued...

On-Site Benefits

- Banner at the Start/Finish Line, company supplied banners, *3/13 delivery deadline*
- Five (5) banners throughout Bike MS company supplied banners, *3/13 delivery deadline*
- Product Spotlight Table in Vendor Row at event 3/27
- On-stage representation at the Bike MS Overnight Celebration
- 20 x 20 corporate team tent at overnight location
- Five (5) admissions to VIP & Top Fundraiser Tent
- Five (5) entries in the 2010 Bike MS (fundraising minimum applies)
- Five (5) VIP parking passes for Bike MS

Post-Event Benefits

- Recognition at the Annual Meeting Awards Celebration
- Exposition Booth at the Annual Meeting Awards Celebration
- On-stage speaking opportunity at the Annual Meeting Awards Celebration
- Category exclusivity and first right of renewal for 2011

The National MS Society will receive:

- \$25,000 cash sponsorship or combination of in-kind and cash
- Opportunities to promote the Bike MS: Round Up Ride 2010 through tagging of print advertising and radio media buys, and link on company website



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Bike MS: Round Up Ride 2010 March 27-28, 2010

SPONSORSHIP OPPORTUNITY

The **National Multiple Sclerosis Society, Arizona Chapter** presents the Bike MS Round Up Ride 2010. We anticipate 1,000 riders, 90 team captains and 300 volunteers to participate.

DINNER SPONSOR: \$20,000

Dinner is where all cyclists, supporters and volunteers gather after the ride to celebrate their accomplishments, eat and enjoy our Program and Awards Ceremony.

Sponsor will receive:

Mass Marketing & Media Benefits

- Company mentioned on all radio PSAs

Collateral, Direct Mail & Promotional Benefits

- Logo on 400 Event Posters, *12/11 deadline*
- Logo in 50,000 Event Trading Cards, *12/11 deadline*
- Logo on front of Bike MS websites with direct link to your website (opportunity to promote Bike MS on your website)
- Logo on all Shifting Gears email blast sent to 3,000+ bi-monthly
- Logo on Training Ride email blasts sent weekly
- Official Bike MS Trading Card distributor opportunity
- Acknowledgement in chapter's *MSConnection* newsletter
- Logo on 400+ Bike MS bicycling jerseys, *12/11 deadline*
- Logo on 1,500 Bike MS T-shirts, *3/5 deadline*

On-Site Benefits

- Banner at the Start/Finish Line, company supplied banners, *3/13 delivery deadline*
- Four (4) banners throughout Bike MS company supplied banners, *3/13 delivery deadline*
- Product Spotlight Table in Vendor Row at event 3/27
- On-stage representation at the Bike MS Overnight Celebration

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DINNER SPONSOR continued...

On-Site Benefits continued

- 10 x 10 Corporate Team Tent at overnight location
- Four (4) admissions to VIP & Top Fundraiser Tent
- Four (4) entries in the 2010 Bike MS (fundraising minimum applies)
- Four (4) VIP parking passes for Bike MS

Post-Event Benefits

- Recognition at the Annual Meeting Awards Celebration
- Exposition Booth at the Annual Meeting Awards Celebration
- On-stage speaking opportunity at the Annual Meeting Awards Celebration
- Category exclusivity and first right of renewal for 2011

The National MS Society will receive:

- \$20,000 cash sponsorship or combination of in-kind items and cash
- Opportunities to promote the Bike MS: Round Up Ride 2010 through tagging of print advertising and radio media buys, and link on company website along with in restaurant advertising.



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Bike MS: Round Up Ride 2010 March 27-28, 2010

SPONSORSHIP OPPORTUNITY

The **National Multiple Sclerosis Society, Arizona Chapter** presents the Bike MS Round Up Ride 2010. We anticipate 1,000 riders, 90 team captains and 300 volunteers to participate.

LUNCH SPONSOR: \$12,000

Lunch is provided to all cyclists and volunteers at a Rest Stop on the route. Lunch is an essential component to our ride.

Sponsor will receive:

Collateral, Direct Mail & Promotional Benefits

- Medium Logo on 400 Event Posters, *12/11 deadline*
- Logo on front of Bike MS websites with direct link to your website (opportunity to promote Bike MS on your website)
- Logo on all Shifting Gears email blast sent to 3,000+ bi-monthly
- Logo on Training Ride email blasts sent weekly
- Official Bike MS Trading Card distributor opportunity
- Acknowledgement in chapter's *MSConnection* newsletter
- Logo on 400+ Bike MS bicycling jerseys, *12/11 deadline*
- Logo on 1,500 Bike MS T-shirts, *3/5 deadline*

On-Site Benefits

- Three (3) banners throughout Bike MS lunch Rest Stop company supplied banners, *3/13 delivery deadline*
- Two (2) admissions to VIP & Top Fundraiser Tent
- Two (2) entries in the 2010 Bike MS (fundraising minimum applies)
- Four (4) VIP parking passes for Bike MS

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LUNCH SPONSOR continued...

Pre-Event Benefits

- Restaurant promotional coupons placed in Rider Packets
- Coupon email blast sent to cyclists prior to the ride

Post-Event Benefits

- Recognition at the Annual Meeting Awards Celebration
- Category exclusivity and first right of renewal for 2011

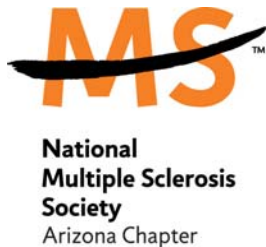
The National MS Society will receive:

- \$12,000 cash sponsorship or combination of in-kind items and cash
- Opportunities to promote the Bike MS: Round Up Ride 2010 through tagging of print advertising and radio media buys, and link on company website along with in restaurant advertising.



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Bike MS: Round Up Ride 2010 March 27-28, 2010

SPONSORSHIP OPPORTUNITY

The **National Multiple Sclerosis Society, Arizona Chapter** presents the Bike MS Round Up Ride 2010. We anticipate 1,000 riders, 90 team captains and 300 volunteers to participate.

100 MILE CENTURY ROUTE SPONSOR: \$10,000

Our Century Route is our MOST popular route!
Place your name in front of this route to get continuous recognition throughout the event.

Sponsor will receive:

Collateral, Direct Mail & Promotional Benefits

- Logo on 400 Event Posters, *12/11 deadline*
- Logo on front of Bike MS websites with direct link to your website (opportunity to promote Bike MS on your website)
- Logo on all Shifting Gears email blast sent to 3,000+ bi-monthly
- Logo on Training Ride email blasts sent weekly
- Official Bike MS Trading Card distributor opportunity
- Naming rights over 100 mile Century Route
- Logo on Century Route Congratulation Cyclists Stickers
- Acknowledgement in chapter's *MSConnection* newsletter
- Logo on 1,500 Bike MS T-shirts, *3/5 deadline*

On-Site Benefits

- One (1) banner throughout Bike MS Event Site, *3/13 delivery deadline*
- Two (2) banners on the 100 Mile Century Route
- Two (2) entries in the 2010 Bike MS (fundraising minimum applies)
- Two (2) VIP parking passes for Bike MS

Pre-Event Benefits

- Promotional coupons / or flier placed in Rider Packets

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100 MILE CENTURY ROUTE SPONSOR continued...

Post-Event Benefits

- Recognition at the Annual Meeting Awards Celebration
- Category exclusivity and first right of renewal for 2011

The National MS Society will receive:

- \$10,000 cash or combination of in-kind items and cash
- Information about Bike MS at point of sale locations, on website, and in other marketing materials if applicable



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Arizona Chapter

**Bike MS: Round Up Ride 2010
March 27-28, 2010**

SPONSORSHIP OPPORTUNITY

The **National Multiple Sclerosis Society, Arizona Chapter** presents the Bike MS Round Up Ride 2010. We anticipate over 1,000 riders, 90 team captains and 300 volunteers to participate

POWER THE MOVEMENT SPONSOR: \$5,000

Help Us Power The Movement 2 Wheels At A Time!
Sponsor A Part of the Front or Back Wheel and
Roll With Us!

Front Wheel
Tire = \$5,000
Rim = \$5,000
Spoke = \$5,000
Hub = \$5,000

Back Wheel
Tire = \$5,000
Rim = \$5,000
Spoke = \$5,000
Hub = \$5,000

Sponsor will receive:

Collateral, Direct Mail & Promotional Benefits

- Logo on 400 Event Posters *12/11 deadline*
- Logo in 1,500 Final Event Guides *3/5 deadline*
- Logo on front of Bike MS websites with direct link to your website (opportunity to promote Bike MS on your website)
- Logo on all Shifting Gears email blast sent to 3,000+ bi-monthly
- Logo on Training Ride email blasts sent weekly
- Official Bike MS Trading Card distributor opportunity
- Logo on 1,500 Bike MS T-shirts *3/5 deadline*

On-Site Benefits

- Logo at the Start/Finish Line, company supplied banners *3/13 delivery deadline*
- Two (2) banners throughout Bike MS company supplied banners *3/13 delivery deadline*
- Product Spotlight Table in Vendor Row at event 3/27
- Two (2) admissions to VIP & Top Fundraiser Tent
- Two (2) entries in the 2010 Bike MS (fundraising minimum applies)
- Two (2) VIP parking passes for Bike MS

Post-Event Benefits

- Recognition at the Annual Meeting Awards Celebration
 - Exposition Booth at the Annual Meeting Awards Celebration
 - On-stage speaking opportunity at the Annual Meeting Awards Celebration
- Category exclusivity and first right of renewal for 2011

The National MS Society will receive:

- \$5,000 cash sponsorship
- Opportunities to promote the Bike MS Round Up Ride 2010 through tagging of print advertising and radio media buys, and link on company website

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Bike MS: Round Up Ride 2010
March 27-28, 2010

SPONSORSHIP OPPORTUNITY

The **National Multiple Sclerosis Society, Arizona Chapter** presents the Bike MS Round Up Ride 2010. We anticipate 1,000 riders, 90 team captains and 300 volunteers to participate.

ONE-DAY REST STOP SPONSOR: \$ 1,300

TWO-DAY REST STOP SPONSOR: \$ 2,500

Rest Stops are provided along the route. Stocked with fresh fruit, drinks and high-energy snacks, the Rest Stops are an essential part of the support for the cyclists. Our Rest Stops are known in the AZ cycling community as being the BEST in town!

Sponsor will receive:

Collateral, Direct Mail & Promotional Benefits

- Logo on 400 Event Posters, *12/11 deadline*
- Logo on front of Bike MS websites (opportunity to promote Bike MS on your website)
- Logo on all Shifting Gears email blast sent to 3,000+ bi-monthly
- Logo on Training Ride email blasts sent weekly
- Official Bike MS Trading Card distributor opportunity
- Acknowledgement in chapter's *MSConnection* newsletter
- Logo on 1,500 Bike MS T-shirts, *3/5 deadline*

On-Site Benefits

- One (1) banner throughout Bike MS Event Site, *3/13 delivery deadline*
- Banner rights at specific Rest Stop
-

Pre-Event Benefits

- Promotional coupons / or flier placed in Rider Packets

The National MS Society will receive:

- \$1,300 or \$2,500 cash sponsorship or combination of in-kind product and cash
- Information about Bike MS at point of sale locations, on website, and in other marketing materials if applicable

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SPONSORSHIP OPPORTUNITY

The **National Multiple Sclerosis Society, Arizona Chapter** presents the Bike MS Round Up Ride 2010. We anticipate 1,000 riders, 90 team captains and 300 volunteers to participate.

PRODUCT SPOTLIGHT TABLE: \$1,500

Product Spotlight Tables present the opportunity to display products as well as hand out advertising materials, coupons or samples to cyclist and volunteers.

Sponsor will receive:

Collateral, Direct Mail & Promotional Benefits

- Logo on 400 Event Posters, *12/11 deadline*
- Logo on front of Bike MS websites (opportunity to promote Bike MS on your website)
- Logo on all Shifting Gears email blast sent to 3,000+ bi-monthly
- Logo on Training Ride email blasts sent weekly
- Official Bike MS Trading Card distributor opportunity
- Acknowledgement in chapter's *MSConnection* newsletter
- Logo on 1,500 Bike MS T-shirts, *3/5 deadline*

On-Site Benefits

- One (1) banner on Vendor Site, *3/13 delivery deadline*
- Specific Vendor Area in Vendor Row on Saturday March 27th, 2010

Pre-Event Benefits

- Promotional coupons / or flier placed in Rider Packets

The National MS Society will receive:

- \$1,500 cash sponsorship or combination of in-kind product and cash

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The National MS Society is a collective of passionate individuals who want to do something about MS now—to move together toward a world free of multiple sclerosis. MS stops people from moving. We exist to make sure it doesn't.

We help each person address the challenges of living with MS through our 50-state network of chapters. The Society helps people affected by MS by funding cutting-edge research, driving change through advocacy, facilitating professional education, and providing programs and services that help people with MS and their families move their lives forward.

- We are moving research forward by relentlessly pursuing prevention, treatment and cure.
- We are moving to reach out and respond to individuals, families and communities living with multiple sclerosis.
- We are moving politicians and legislation to champion the needs of people with MS through activism, advocacy and influence.
- We are moving to mobilize the millions of people who want to do something about MS now.

ADDITIONAL OPPORTUNITIES

Partnership with the National MS Society can provide many opportunities for companies to meet business objectives. Some examples include:

Walk MS 2010:

October 17th, Prescott – 500 participants

November 7th, Phoenix – 5,000 participants

March 6th, Tucson – 1,000 participants

Your company is invited to join the Chapter as our VIP guests at Walk MS 2010. Over 6,500 people are expected to gather at these celebratory, family-oriented, fun-filled events.

Women Against MS Luncheon: April 2010

Each year, more than 350 community leaders join together to network and raise funds to support the National MS Society. Your company is invited to purchase a table or sponsor this event.

Corks & Chords: September 2010

Scottsdale Mayo Clinic

Tucson Arizona Historic Museum

Our annual Corks and Chords is the National MS Society, Arizona Chapter's wine tasting event. This event takes place in Mayo Clinic's beautiful reception area nestled among the foothills of scenic Scottsdale. Stations of chef-prepared dishes paired with delicious wines from around the world and wonderfully-appointed acoustic music will tantalize guests as they browse packages in our raffle and silent auction. Guests will also learn about the history of the National Multiple Sclerosis Society, Arizona Chapter, as well as the progression of ms care and medications that spans over 50 years. Your company is invited to purchase a table or sponsor this event.

Taste and treat your senses to an evening

Programs and Services Support

The Arizona Chapter hosts a variety of programs and services for people living with MS, their families, and caregivers. Your company is invited to support the chapter through participation (via sponsorship) in these activities.

<http://aza.nationalMSSociety.org>



Company Name:

Contact Name:

Street/PO Address:

City, State, Zip:

Telephone:

Fax:

Email:

Website:

_____ YES!

_____ would like to be part of the effort to achieve a world free of MS by becoming the _____ SPONSOR of Bike MS 2009

at the following level: _____

_____ understands that the fulfillment and activation of sponsor benefits as defined in this proposal are contingent upon Company's ability to provide the requested items (flyer, logo, banners) within the necessary timeframes. Please email logo (in .eps, .jpg, .png and/or .tif) that you wish to appear on our website and print material to

smeeks@aza.nmss.org

Sponsorship payment must be made prior to March 1, 2010

Special invoicing instructions:

The National MS Society agrees to honor the benefits for your sponsorship level as set forth in this agreement, or as mutually agreed by both parties.

Fidelity Rep Signature _____

Title _____

_____ Date

NMSS Rep Signature _____

Title _____

_____ Date