

# SKI FOR MS

2017 SPONSORSHIP OPPORTUNITIES



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[www.mscando.org](http://www.mscando.org)



## ABOUT US

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Can Do Multiple Sclerosis transforms lives by delivering educational programs on exercise, nutrition, and symptom management, inspiring and motivating long-lasting change to help those with multiple sclerosis thrive.

Olympic alpine ski medalist, Jimmie Heuga, founded Can Do MS in 1984, after being diagnosed with MS at the height of his athletic career. Jimmie set a goal of inspiring the 2.5 million people living worldwide with this disease to redefine what is possible.

**Ski for MS** is the only national event series that combines skiing and fundraising to empower people with MS. Now in its 32nd year, the event continues to support Can Do MS educational programs.

### Adaptive Ski Experiences

Ski for MS for Can Do MS is an opportunity for supporters to see firsthand where their dollars are going. Through our adaptive ski experiences, we develop self-esteem and confidence, improve fitness levels, and create an environment for building friendships, both on and off the slopes. Can Do MS is fortunate to have partners such as New England Disabled Sports and Achieve Tahoe to teach people with MS to ski with adaptive instructors and equipment, at **no cost**.

### The Future of Ski for MS

We need your help to continue this much needed program! With your efforts we can meet the 2017 Ski for MS event series goal of \$300,000. Please join us in this huge effort to change the way people with MS live, work, and play.

### 2017 DATES

Norway Mountain, MI.....	Jan. 28
Loon Mountain, NH.....	Feb. 4
Vail Mountain, CO.....	Feb. 18
Crystal Mountain, WA.....	Feb. 25
Squaw Valley, CA.....	March 4
Schweitzer Mountain, ID.....	March 11

# SKI FOR MS



## THROUGH THE YEARS

Since 2005

**4.3**

Ski for MS has raised **\$4.3 million dollars** for people and families living with MS.

**95**

**95 events** held in **12 years**.

**11**

**11, 863 donors** and **participants** that support our mission.

## MARKETING BY THE NUMBERS

From Ski for MS 2016

**18**

**18,037 webpage views.**

**35**

**35,887 people reached** through Ski for MS **emails**.

**83**

**83 websites** that promoted Ski for MS, totaling over **59,000,000 impressions**.



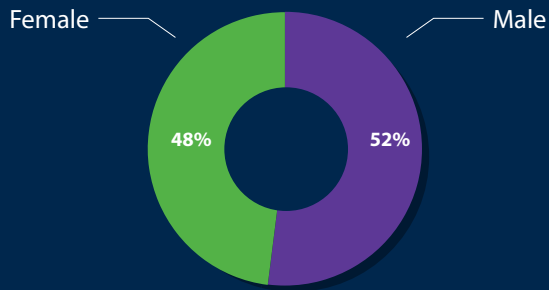
"Life with MS is hard. I'd love to give it back. But now that I know I can ski again, it's really opening my eyes to all the different activities I can try. Through programs like Ski for MS, Can Do MS helps people see what they still can do with their lives."

- Arwen  
Adaptive Ski Participant

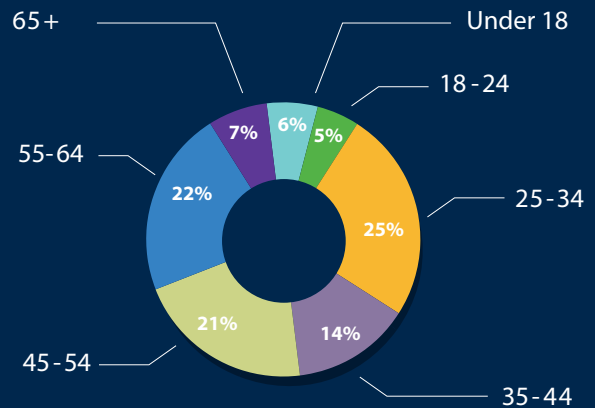


# 2016 DEMOGRAPHICS

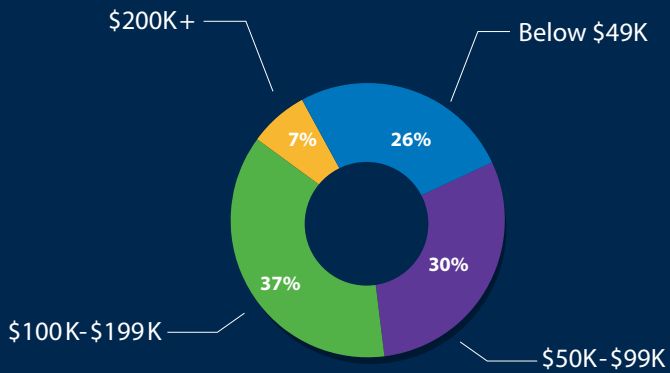
**Participants**



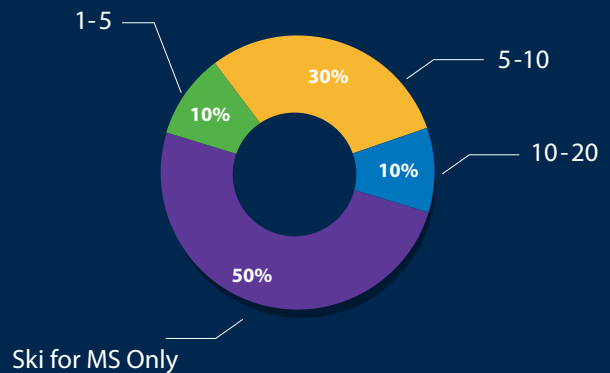
**Age Breakdown**



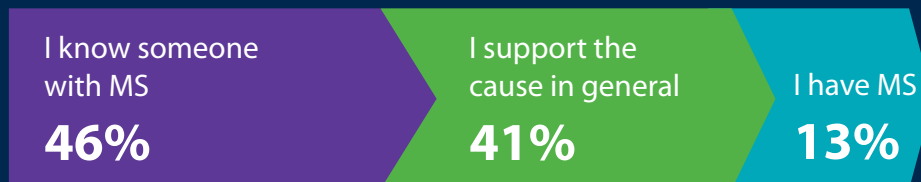
**Annual Income Range**



**Number of Ski Days/Season**



**Reasons for Participating**





## SPONSORSHIP LEVELS

**\$40,000**

**Presenting Sponsor**  
*(Exclusive)*

**\$30,000**

**Adaptive Sponsor**

**\$20,000**

**Gold Sponsor**

**\$10,000**

**Silver Sponsor**

## BENEFITS



Online  
Recognition



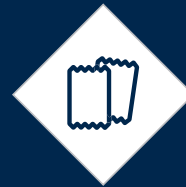
In-Print  
Recognition



On-Air  
Recognition



On-Site  
Recognition



Hospitality  
Benefits

### Commitment to Sponsors

As a commitment to our valued sponsors, we promise to serve as good stewards of all funds raised. We strive to create strong partnerships and are willing to discuss new ideas and concepts for all sponsorship levels.

**Don't see a level that's right for you?**

Please contact Robin Thompson, Interim Director of Development | 970-926-1271 | [rthompson@mscando.org](mailto:rthompson@mscando.org)

\$40,000

## Presenting Sponsor (Exclusive)

# SKI FOR MS

[www.msando.org/skiforms](http://www.msando.org/skiforms)

### Online Recognition

- Company logo and link as Presenting Sponsor on:
  - Can Do MS website (event homepage)
  - All event fundraising pages (main registration page and all individual fundraising pages)
  - All email communications (local and national)
  - Social media cover images (Facebook and Twitter)
- Company mentioned in social media posts, where applicable (Facebook, Twitter, Instagram)
- Company recognized as Presenting Sponsor on external online calendar listings, where applicable
- Company featured in Can Do MS eNews "spotlight" article
- Company listed in email signature of Can Do MS staff emails (three months)
- Stewardship ads placed in relevant online trade publications, as applicable

### In-Print Recognition

- Company listed as Presenting Sponsor in press releases
- Premier placement of logo on all promotional/marketing initiatives:
  - Event posters and postcards
  - Local print ads where applicable
  - Event banner and other event signage
  - Event credential card
  - Event lanyard
  - Event t-shirt (all mountains)
- Stewardship ads placed in relevant print trade publications, as applicable

### On-Air Recognition

- Company recognized as Presenting Sponsor on TV and in radio interviews, as applicable

### On-Site Recognition

- Company logo featured as Presenting Sponsor on two (2) sponsor banners at all mountains—banners to be provided by sponsor
- On-site booth at registration and/or après party
- Opportunity to include promotional items in swag bags at all mountains (i.e. water bottles, chapstick, sunscreen)
- Opportunity for company representative to speak at après awards party

### Hospitality Benefits

- Four (4) complimentary VIP passes at each event (includes four one-day ski passes)

\*\*If interested, opportunity to repurpose existing promotional video to be featured as Presenting Sponsor.

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\$30,000

## Adaptive Sponsor

**SKI FOR MS**

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### Online Recognition

- Company logo and link on:
  - Can Do MS website (event homepage)
  - All event fundraising pages (main registration page and all individual fundraising pages)
  - All email communications (local and national)
- Company mentioned in social media posts, where applicable (Facebook, Twitter, Instagram)
- Company featured in Can Do MS eNews "spotlight" article
- Stewardship ads placed in relevant online trade publications, as applicable

### In-Print Recognition

- Tiered logo placement on select promotional/marketing initiatives:
  - Event posters and postcards
  - Local print ads, where applicable
  - Event credential card for all mountains (provided to all participants)
  - Event banner
  - Event t-shirt (all mountains)
- Company listed in press releases
- Stewardship ads placed in relevant print trade publications, as applicable

### On-Air Recognition

- Company recognized as Adaptive Sponsor on TV and in radio interviews, as applicable

### On-Site Recognition

- Company logo on MS Experience Station signage - "MS Experience Station sponsored by..."
- Company logo featured on two (2) sponsor banners at all mountains - banners to be provided by sponsor
- On-site booth at registration
- Opportunity to include promotional items in swag bags at all mountains (i.e. water bottles, chapstick, sunscreen)

### Hospitality Benefits

- Four (4) complimentary VIP passes at each event (four one-day ski pass included)

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\$20,000

## Gold Sponsor

# SKI FOR MS

[www.msando.org/skiforms](http://www.msando.org/skiforms)

### Online Recognition

- Company logo and link on:
  - Can Do MS website (event homepage)
  - All event fundraising pages (main registration page and all individual fundraising pages)
  - All email communications (local and national)
- Company mentioned in social media posts, where applicable (Facebook, Twitter, Instagram)
- Company featured in Can Do MS eNews “spotlight” article
- Stewardship ads placed in relevant online trade publications, as applicable

### In-Print Recognition

- Tiered logo placement on select promotional/marketing initiatives:
  - Event posters and postcards
  - Event credential card for all mountains (provided to all participants)
  - Local print ads, where applicable
  - Event banner
  - Event t-shirt (all mountains)
- Company listed in press releases
- Stewardship ads placed in relevant print trade publications, as applicable

### On-Air Recognition

- Company recognized on TV and in radio interviews, where applicable

### On-Site Recognition

- Company featured at all race courses including start/finish gate banner and boundary banners – to be provided by sponsor (maximum of five banners)
- On-site booth at registration and/or après party
- Opportunity to include promotional items in swag bags at all mountains (i.e. water bottles, chapstick, sunscreen)

### Hospitality Benefits

- Two (2) VIP passes to each event (two one-day ski pass included)

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\$10,000

## Silver Sponsor

# SKI FOR MS

[www.mscando.org/skiforms](http://www.mscando.org/skiforms)

### Online Recognition

- Company logo and link on:
  - Can Do MS website (event homepage)
  - All event fundraising pages (main registration page and all individual fundraising pages)
  - All email communications (local and national)
- Company mentioned in social media posts, where applicable (Facebook, Twitter, Instagram)
- Stewardship ads placed in relevant online trade publications, as applicable

### In-Print Recognition

- Tiered logo placement on select promotional/marketing initiatives:
  - Event posters and postcards
  - Event credential card for all mountains (provided to all participants)
  - Local print ads, where applicable
  - Event banner
  - Event t-shirt (all mountains)
- Company listed in press releases
- Stewardship ads placed in relevant print trade publications, as applicable

### On-Air Recognition

- Company recognized on TV and radio interviews, where applicable

### On-Site Recognition

- On-site booth at registration and/or après party
- Opportunity to include promotional items in swag bags at all mountains (i.e. water bottles, chapstick, sunscreen)

### Hospitality Benefits

- Two (2) VIP passes to each event (one day ski pass included)

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# In-Kind Donations

# SKI FORMS

[www.mscando.org/skiforms](http://www.mscando.org/skiforms)

## Online Recognition

- Select local email communications featuring raffle, auction, or other donation highlights
- Company mentioned on Facebook event page, where applicable

## On-Site Recognition

- Opportunity to include promotional items in swag bags (i.e. water bottles, chapstick, sunscreen)
- On-site sponsor recognition during remarks at awards ceremony
- On-site sponsor visibility on raffle/auction displays

## Hospitality Benefits

- Registration fees waived for one (1) representative (ski pass not included)

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