



# SKIMS FOR

JOIN THE JIMMIE HEUGA EXPRESS

## 2019 SPONSORSHIP OPPORTUNITIES





## ABOUT US

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Can Do Multiple Sclerosis transforms lives by delivering health and wellness education programs on exercise, nutrition, symptom management, and motivation to help families living with MS thrive.

**100% of every dollar raised through SKI for MS supports scholarships,** which will enable hundreds of families with MS each year to attend life-changing programs, regardless of financial ability.

Can Do MS honors the legacy and beliefs of founder and Olympic ski racing medalist Jimmie Heuga, who was diagnosed with MS at the height of his skiing career. Jimmie pioneered the philosophy that through exercise and nutrition, those with MS would lead healthier lives.

Ski for MS, now in its 34<sup>th</sup> year, is a community fundraiser bringing people together at mountains around the country for a day-long ski event.

### SKI for MS Dates

Loon Mountain, NH.....	Feb. 2
Pico Mountain, VT.....	Feb. 10
Vail Mountain, CO.....	Feb. 23
Squaw Valley, CA.....	March 2
Crystal Mountain, WA.....	March 16
Schweitzer Mountain, ID.....	March 16
Big Sky, MT.....	March 31

#### CONTACT:

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Event & Donor Relations Manager  
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msheehan@CanDo-MS.org | CanDo-MS.org



## BY THE NUMBERS

Since 2005

**\$4.8**  
MILLION

SKI for MS has raised **\$4.8 million dollars** to transform the lives of families living with MS

**15,816**  
SUPPORTERS

**15,816** supporters skied and fundraised to transform lives

**110**  
EVENTS

**110 events** held in the last **14 years** helped grow impact

## MARKETING BY THE NUMBERS

From 2018

**81,998**  
REACHED

**81,998** people reached through social media

**2M+**  
IMPRESSIONS

Over **2 million** impressions through digital marketing

**102,936**  
ON EMAIL

**28** targeted emails with a reach of 102,936

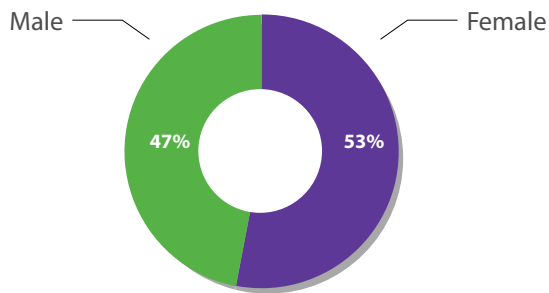
**14,354**  
VIEWS

**14,354** SKI for MS webpage views

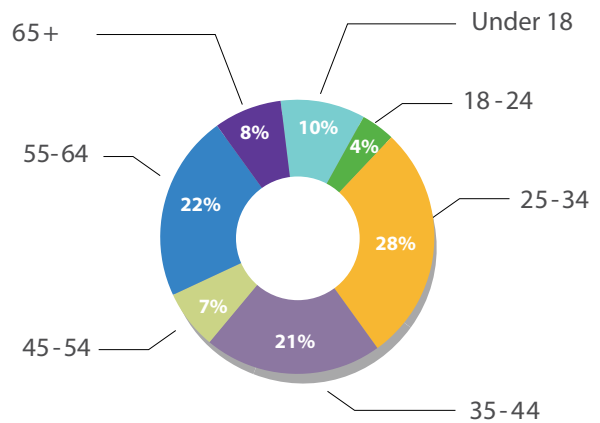


# 2018 DEMOGRAPHICS

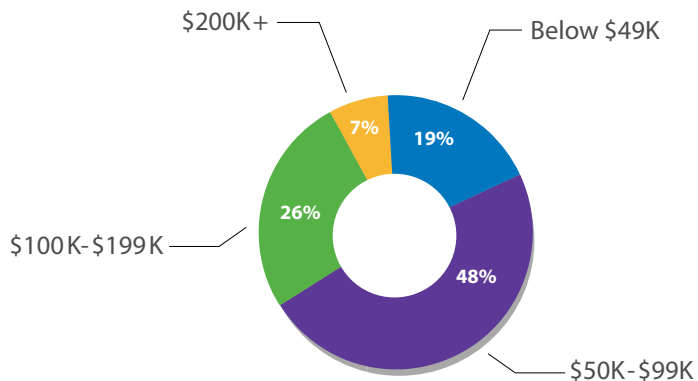
### Participants



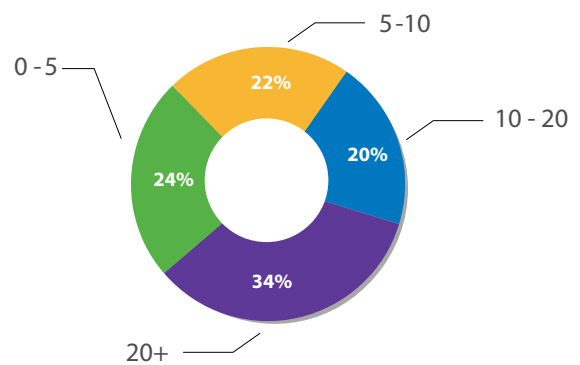
### Age Breakdown



### Annual Income Range



### Number of Ski Days/Season



### Reasons for Participating





## SPONSORSHIP LEVELS

**\$40,000**

**Presenting Sponsor**  
*(Exclusive)*

**\$25,000**

**Gold Sponsor**

**\$10,000**

**Silver Sponsor**

**\$5,000**

**Bronze Sponsor**

**\$1,500**

**Local Sponsor**

## BENEFITS



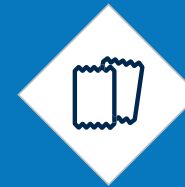
Online  
Recognition



In-Print  
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 Meg Sheehan, Event and Donor Relations Manager | 970-926-1292 | [msheehan@CanDo-MS.org](mailto:msheehan@CanDo-MS.org)



# SKI FOR MS

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## SPONSORSHIP BENEFITS GRID

	PRESENTING SPONSOR 40K	GOLD SPONSOR 25K	SILVER SPONSOR 10K	BRONZE SPONSOR 5K	LOCAL SPONSOR \$1500
Sponsorships Available	<b>SOLD</b>	<b>2</b>	<b>4</b>	<b>5</b>	
National or Local	<b>National</b>	<b>National</b>	<b>National</b>	<b>Local</b>	<b>Local</b>
<b>ONLINE RECOGNITION</b>					
Logo & link on SKI for MS webpage (6K+ views)	X	X	X	X	
Logo & link on all email communications (25+ emails, 100K+ reach)	X	X	X	X	
Recognized in social media posts (13K+ followers)	5	3	2	1	
Logo on event fundraising homepage (8K+ views)	X	X	X		
Recognized in Can Do MS eNews spotlight article (27K+ constituents)	X	X			
Recognized in Can Do MS website banner ads (3K+ views per month)	3 months	1 month			
Logo on FB & Twitter social media covers (12K+ followers)	X				
Recognized in external calendar listings	X				
Recognized in Can Do MS email signature (3 months)	X				
Recognized in monthly eNews banner ad (27K+ constituents)	X				
<b>IN-PRINT RECOGNITION</b>					
Listed in press releases	X	X	X	X	
Logo on event posters and advertisements (premier placement)	X				
Logo on event posters and advertisements (tiered placement)		X	X		
Logo on local posters only				X	
<b>ON-SITE RECOGNITION</b>					
On-site booth at après party with promotional items	X	X	X	X	X
On-site recognition during remarks at après party	X	X	X	X	X
Logo featured on sponsor banners at all mountains	X	X			
Sponsor banners to be hung at après party (provided by sponsor)	X	X			
Opportunity for company representative to speak at après party	X				
<b>HOSPITALITY BENEFITS</b>					
Complimentary passes at each event (includes, one-day ski passes)	4	2	2		