



SKI FOR MS

JOIN THE JIMMIE HEUGA EXPRESS

SPONSORSHIP BENEFITS GRID

	PRESENTING SPONSOR 40K	GOLD SPONSOR 20K	SILVER SPONSOR 10K	BRONZE SPONSOR 5K	LOCAL SPONSOR \$1500
Number of Sponsorships Available at this level	1	2	4	5	
National or local only	National	National	Local	Local	Local
ONLINE RECOGNITION					
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	
Logo on event fundraising homepage (8K+ views)	x	x	x		
Logo on FB & Twitter social media covers (12K+ followers)	x				
Recognized in Can Do MS eNews one spotlight article (27K+ constituents)	x	x			
Recognized in social media posts (13K+ followers)	5	3	2	1	
Recognized in external calendar listings	x				
Recognized in Can Do MS email signature	x				
Recognized in Can Do MS website banner ads (3K+ views per month)	4 months	1 month			
Recognized in monthly eNews banner ad (27K+ constituents)	x	2			
Recognized in national digital marketing ads (2M+ impressions)	x				
IN-PRINT RECOGNITION					
Listed in press releases	x	x	x	x	
Logo on event collateral (event posters and local print ads)	x				
Premier placement	x				
Tiered placement		x	x		
Tiered placement *Event posters only; Bronze in local market only				x	
ON-SITE RECOGNITION					
Logo featured on sponsor banners at all mountains	2	2			
Provide sponsors banners to be hung at après party	2	1			
Provide an on-site booth at après party with promotional items (up to 150)	x	x	x	x	x
Opportunity for company representative to speak at après party	x				
Option for on-site recognition during remarks at après party	x	x	x	x	x
HOSPITALITY BENEFITS					
Complimentary passes at each event (includes, one-day ski passes)	4	2	2		