



SKIMS FOR

JOIN THE JIMMIE HEUGA EXPRESS

2019 SPONSORSHIP OPPORTUNITIES





ABOUT US

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 34th 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
Vail Mountain, CO..... Feb. 23
Squaw Valley, CA.....March 2
Crystal Mountain, WA.....March 16
Schweitzer Mountain, ID.....March 16
Pico Mountain, VT.....TBD

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

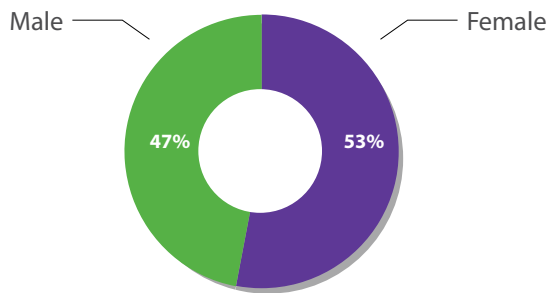
14,354
VIEWS

14,354 SKI for MS webpage views

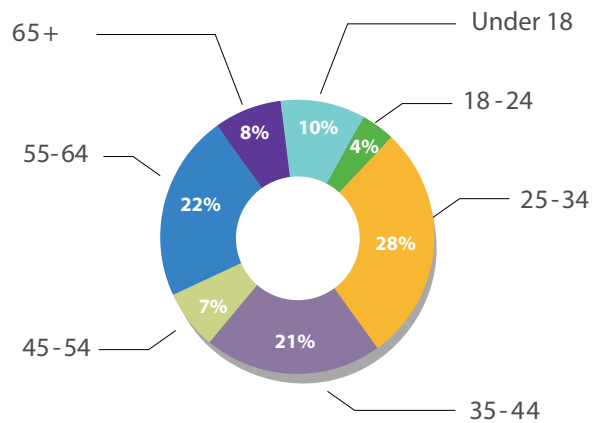


2018 DEMOGRAPHICS

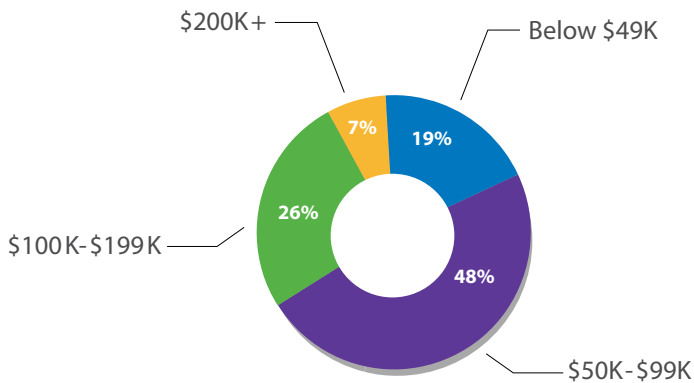
Participants



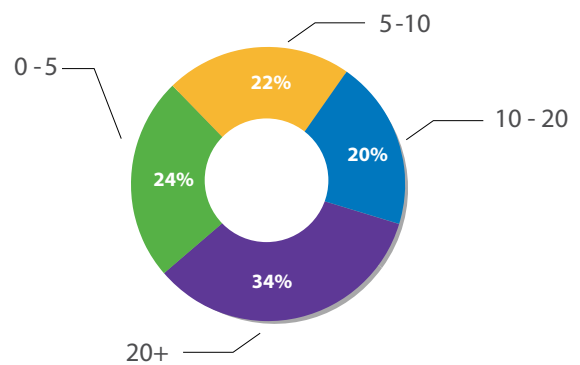
Age Breakdown



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



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	1	2	4	5	
National or Local	National	National	National	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	
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				
IN-PRINT RECOGNITION					
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	
ON-SITE RECOGNITION					
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				
HOSPITALITY BENEFITS					
Complimentary passes at each event (includes, one-day ski passes)	4	2	2		