



SKI FOR MS

JOIN THE JIMMIE HEUGA EXPRESS

2018 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 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 33rd 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. 3
Vail Mountain, CO.....	Feb. 24
Crystal Mountain, WA.....	Feb. 24
Squaw Valley, CA.....	March 3
Pico Mountain, VT.....	March 11
Schweitzer Mountain, ID.....	March 17

CONTACT:

Meg Stepanek
Event & Donor Relations Manager
970-926-1292
mstepanek@mscando.org | mscando.org



BY THE NUMBERS

Since 2005

\$4.5
MILLION

SKI for MS has raised **\$4.5 million dollars** to transform the lives of families living with MS

13,798
SUPPORTERS

13,798 supporters skied and fundraised to transform lives

104
EVENTS

104 events held in the last **13 years** helped grow impact

MARKETING BY THE NUMBERS

From 2017

34,448
REACHED

34,448 people reached through social media

26,256
SKIERS

26,256 skier visits on SKI for MS event days

22,837
ON EMAIL

27 targeted emails sent to **22,837** constituents

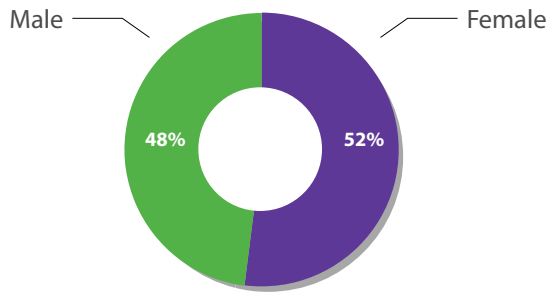
18,474
VISITS

18,474 SKI for MS webpage visits

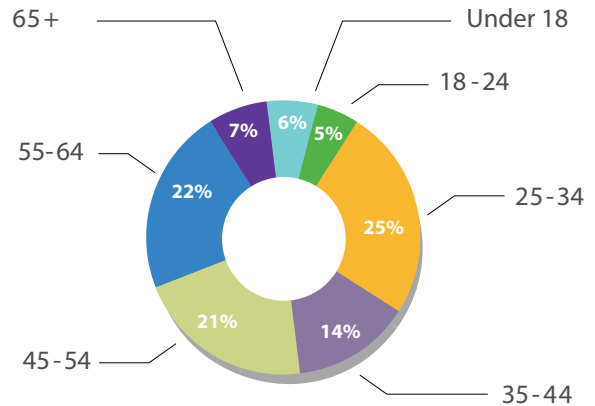


2017 DEMOGRAPHICS

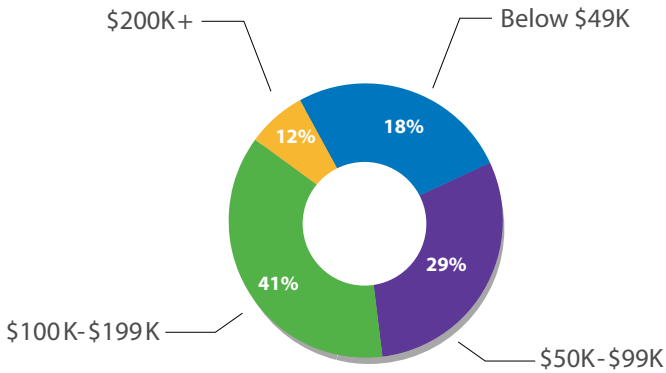
Participants



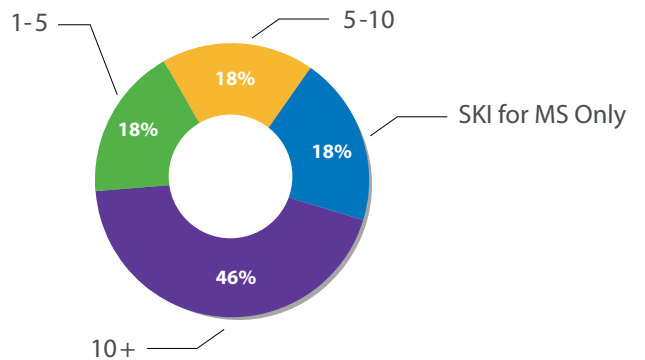
Age Breakdown



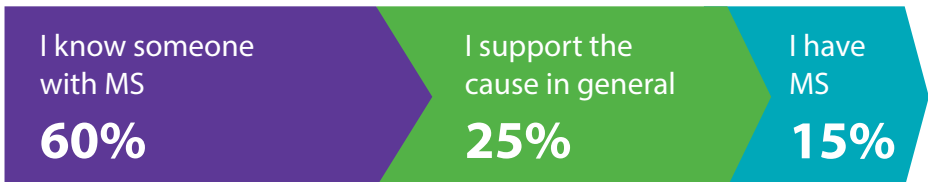
Annual Income Range



Number of Ski Days/Season



Reasons for Participating





SPONSORSHIP LEVELS

\$40,000

Presenting Sponsor
(Exclusive)

\$30,000

Platinum Sponsor

\$20,000

Gold Sponsor

\$10,000

Silver Sponsor

\$5,000

Bronze Sponsor

BENEFITS



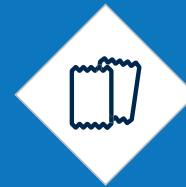
Online
Recognition



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 Stepanek, Event and Donor Relations Manager | 970-926-1292 | mstepanek@mscando.org

\$40,000

Presenting Sponsor (Exclusive)



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Online Recognition

- Logo and link on:
 - Can Do MS website (SKI for MS homepage)
 - Email communications (local and national)
- Logo on:
 - Event fundraising homepage
 - Social media cover images (Facebook and Twitter)
- Recognized in:
 - Can Do MS eNews spotlight article
 - 5 social media posts (Facebook, Twitter, Instagram)
 - External calendar listings
 - Can Do MS email signature (3 months)

In-Print Recognition

- Listed as Presenting Sponsor in press releases
- Premier placement of logo on all promotional/marketing collateral:
 - Event posters
 - Local print ads
 - Event banner and signage
 - T-shirt

On-Site Recognition

- Logo featured on two (2) sponsor banners at all mountains—banners to be provided by Presenting Sponsor.
- On-site booth at après party with an opportunity to include promotional items
- Opportunity for company representative to speak at après party

Hospitality Benefits

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

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\$30,000

Platinum Sponsor



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Online Recognition

- Logo and link on:
 - Can Do MS website (SKI for MS homepage)
 - Email communications (local and national)
- Logo on:
 - Event fundraising homepage
- Recognized in:
 - Can Do MS eNews spotlight article
 - 4 social media posts (Facebook, Twitter, Instagram)

In-Print Recognition

- Listed in press releases
- Tiered logo placement on select promotional/marketing collateral:
 - Event posters
 - Local print ads
 - Event banner
 - T-shirt

On-Site Recognition

- Logo featured on two (2) sponsor banners at all mountains—banners to be provided by Platinum Sponsor
- On-site booth at après party with an opportunity to include promotional items

Hospitality Benefits

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

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\$20,000

Gold Sponsor



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Online Recognition

- Logo and link on:
 - Can Do MS website (SKI for MS homepage)
 - Email communications (local and national)
- Logo on:
 - Event fundraising homepage
- Recognized in:
 - Can Do MS eNews spotlight article
 - 3 social media posts (Facebook, Twitter, Instagram)

In-Print Recognition

- Listed in press releases
- Tiered logo placement on select promotional/marketing collateral:
 - Event posters
 - Local print ads
 - Event banner
 - T-shirt

On-Site Recognition

- Logo featured on two (2) sponsor banners at all mountains—banners to be provided by Gold Sponsor
- On-site booth at après party with an opportunity to include promotional items

Hospitality Benefits

- Two (2) passes to each event (includes two, one-day ski passes)

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\$10,000

Silver Sponsor



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Online Recognition

- Logo and link on:
 - Can Do MS website (SKI for MS homepage)
 - Email communications (local and national)
- Logo on:
 - Event fundraising homepage
- Recognized in:
 - 2 social media posts (Facebook, Twitter)

In-Print Recognition

- Listed in press releases
- Tiered logo placement on select promotional/marketing collateral:
 - Event posters
 - Local print ads
 - T-shirt

On-Site Recognition

- On-site booth at après party with an opportunity to include promotional items

Hospitality Benefits

- Two (2) passes to each event (includes two, one-day ski passes)

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\$5,000

Bronze Sponsor



SKI FOR MS

JOIN THE JIMMIE HEUGA EXPRESS

Online Recognition

- Logo and link on:
 - Can Do MS website (event homepage)
 - Email communications (local and national)
- Recognized in:
 - 1 social media post (Facebook)

In-Print Recognition

- Listed in press releases
- Tiered logo placement on select promotional/marketing collateral:
 - Event posters
 - T-shirt

On-Site Recognition

- On-site booth at registration with an opportunity to include promotional items

Hospitality Benefits

- One (1) pass to each event (includes one, one-day passes)

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In-Kind Donations



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Online Recognition

- Local email communications featuring raffle, auction, or other donation highlights
- Recognition on Facebook event page

On-Site Recognition

- On-site recognition during remarks at après party
- On-site visibility on raffle/auction displays

Hospitality Benefits

- Registration fees waived for one (1) representative (<\$500)
- Registration fees waived for (2) representatives (>\$500) **ski pass not included*

Tax Benefits

- 501-C3 letter for tax benefits

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