



# SKI FOR

JOIN THE JIMMIE HEUGA EXPRESS

## 2018 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 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 33<sup>rd</sup> year, is a community fundraiser bringing people together at mountains around the country for a day-long ski event.

### SKI for MS Dates

Norway Mountain, MI.....	Jan. 27
Loon Mountain, NH.....	Feb. 3
Vail Mountain, CO.....	Feb. 24
Crystal Mountain, WA.....	Feb. 24
Squaw Valley, CA.....	March 3
Schweitzer Mountain, ID.....	March 17
Pico, VT.....	TBD

#### 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

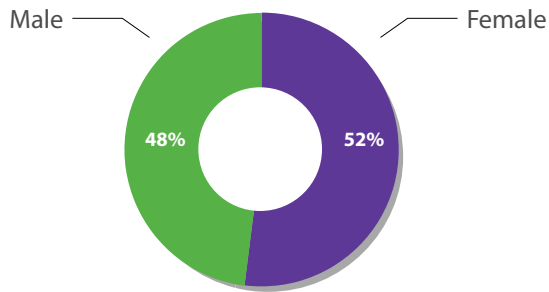
**18,474**  
VISITS

**18,474** SKI for MS webpage visits

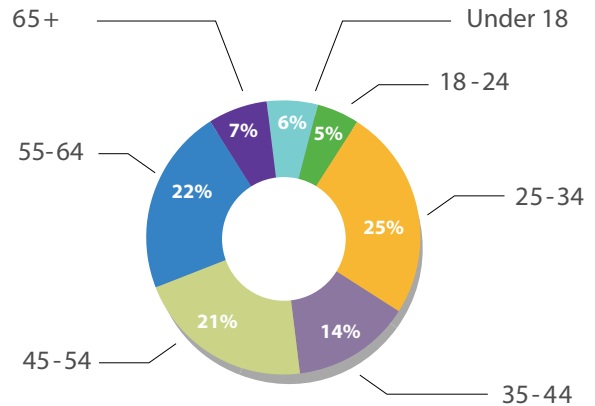


# 2017 DEMOGRAPHICS

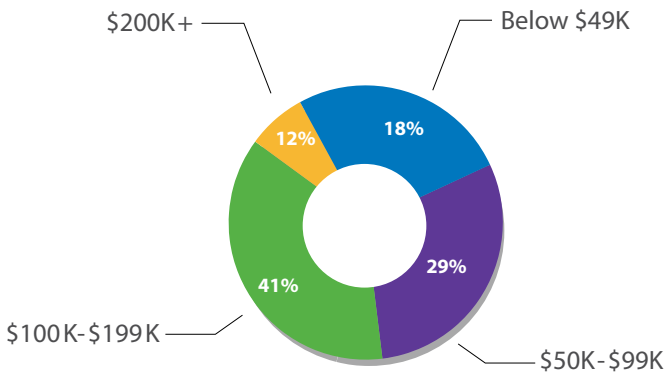
### Participants



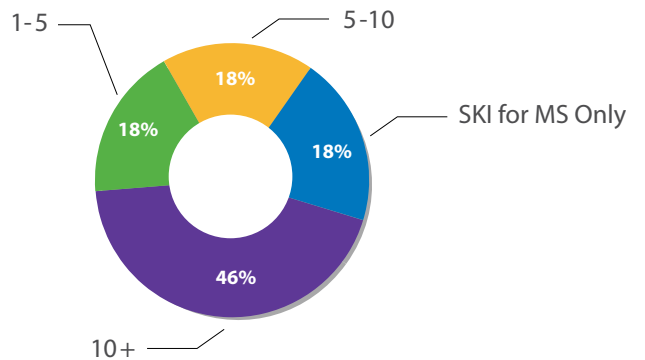
### Age Breakdown



### 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



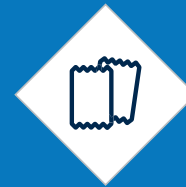
Online  
Recognition



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](mailto:mstepanek@mscando.org)

\$40,000

## Presenting Sponsor (Exclusive)



**SKI FOR MS**

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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

### 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 VIP passes at each event (includes four, one-day ski passes)

### FOR MORE INFORMATION, PLEASE CONTACT:

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\$30,000

## Platinum Sponsor



**SKI FOR MS**

JOIN THE JIMMIE HEUGA EXPRESS

### 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

### 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 VIP passes at each event (includes four, one-day ski passes)

### FOR MORE INFORMATION, PLEASE CONTACT:

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\$20,000

## Gold Sponsor



**SKI FOR MS**

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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

### 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) VIP passes to each event (includes two, one-day ski passes)

### FOR MORE INFORMATION, PLEASE CONTACT:

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**\$10,000**

## *Silver Sponsor*



**SKI FOR MS**

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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

### **On-Site Recognition**

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

### **Hospitality Benefits**

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

### **FOR MORE INFORMATION, PLEASE CONTACT:**

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\$5,000

## Bronze Sponsor



**SKI FOR MS**

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### 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

### On-Site Recognition

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

### Hospitality Benefits

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

### FOR MORE INFORMATION, PLEASE CONTACT:

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# In-Kind Donations



**SKI FOR MS**

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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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