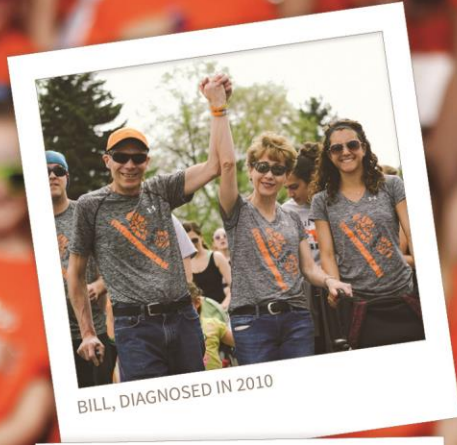




MISSY, DIAGNOSED IN 2014



BILL, DIAGNOSED IN 2010



LATIAH (R), DIAGNOSED IN 2014



GIGI (CENTER), DIAGNOSED IN 2010

WE'RE STRONGER TOGETHER. **WALK MS.**



PARTNERSHIP PROPOSAL



WE'RE STRONGER
TOGETHER.

PURPOSE STATEMENT

Walk MS brings together a community of passionate individuals to connect and raise funds to change the world for everyone affected by MS.

GOALS

Walk MS provides an opportunity for friends, loved ones and co-workers to team up and become a powerful force. This community event raises critical funds to drive groundbreaking research, provide life-changing programs and guarantee a supportive community for those who need it most. Nearly 330,000 people come together annually in nearly 550 locations to help ensure no one ever has to be diagnosed again.

WHAT THAT MEANS

Walk MS brings people together as individuals and as teams to share an unforgettable experience with friends, family, and coworkers—while raising money to make a difference in the lives of people affected by MS.

The camaraderie created by Walk MS makes it a team-building event of choice for corporations and organizations, and gives them a unique opportunity to move forward together toward a world free of MS.

The dollars raised drive promising research to stop the disease, restore function that has been lost and end MS forever. In addition, fundraising dollars support local programs to help people living with MS move their lives forward. In 2018, the cumulative fundraising is expected to surpass \$1 billion.

WALK MS: THE FACTS

WALK MS RAISED NEARLY
\$50 MILLION
IN 2015 TO SUPPORT MS



AND HAS RAISED MORE THAN
\$920 MILLION
SINCE ITS INCEPTION IN 1988



THERE ARE NEARLY
550 WALKS
ACROSS THE COUNTRY
EACH YEAR

APPROXIMATELY
330,000 PEOPLE
PARTICIPATE IN WALK MS
EACH YEAR





WE'RE STRONGER
TOGETHER.



HAYLEY (L), DIAGNOSED IN 2015; LYNNE (R), DIAGNOSED IN 2008

WHAT IS WALK MS?

Walk MS is a non-competitive, fully supported, and accessible walking adventure for family members of all ages and abilities.

Growing and Giving

Each year, Walk MS continues to grow in participation and fundraising. In 2017 over 1,900 walkers raised more than \$185,000!

FAMILY FUN

Celebrate after the walk with snacks, music, kid's activities, and much more.

MS EXPO

The MS Expo is the place for your business or organization to be at Walk MS. Representatives from local companies and community resources will be available to discuss programs and/or services aimed to improve the quality of life for people living with MS. The MS Expo will open at 9 am for all three event locations.

JOIN THE MOVEMENT...

SPONSORSHIP

Your financial and in-kind contributions are dynamic catalysts that move people to address the challenges of men, women and children affected by MS.

Your generous contributions make it possible to off-set the Society's necessary event expenses for supplies, first-aid kits, staging equipment, route security, on-site medical assistance, fundraising and recruitment incentives, and more.

FORM A CORPORATE TEAM

- **Teamwork & Team Building** - Exercising and fundraising together fosters stronger relationships resulting in better teamwork and morale in the workplace.
- **Corporate Pride & Employee Retention** - Contributing to a good cause and taking an active role in the community instills company pride in your employees. After working together to meet goals and seeing the success they can create as a team, they will look forward to building on the success each year.
- **A Healthy Work Environment** - Exercising and walking helps your employees get in shape and learn healthy habits which translate to a more effective work force and healthcare savings.

WALK MS: THE FACTS

85%
OF PARTICIPANTS
ARE ON FRIENDS &
FAMILY OR CORPORATE
TEAMS



92%
WALK BECAUSE OF
A CONNECTION TO MS



THERE ARE MORE THAN
680
CORPORATE TEAMS
ACROSS THE COUNTRY



SUPPORT WALK MS

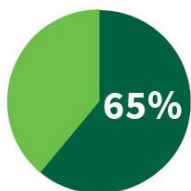
EXPOSURE

The emphasis with our corporate partners is building long-term relationships that add value to the lives of our walkers, donors, volunteers and people affected by MS. Corporate partners of Walk MS are visible, recognized, and celebrated for their partnership and commitment to achieving a world free of multiple sclerosis.

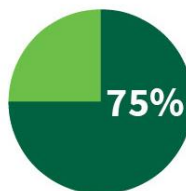
Together, we can develop a partnership that is unique to your needs to raise MS awareness while promoting your company within the Walk MS community.

- Corporate Team
 - MS Expo
 - Brochures
 - Posters
 - eNewsletters
- Website
- Media Coverage
 - Signage
 - T-Shirts

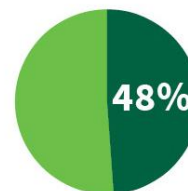
WALK MS: THE FACTS



65% HAVE A
HOUSEHOLD
INCOME OF
\$50K+



75% OF
PARTICIPANTS ARE
FEMALE



48% ARE
**COLLEGE
GRADUATES
OR HIGHER**



WE'RE STRONGER
TOGETHER.



DOMINIQUE (CENTER), DIAGNOSED IN 2015

WE ARE PEOPLE WHO WANT TO DO SOMETHING ABOUT MS NOW.

ABOUT THE NATIONAL MS SOCIETY

The Society mobilizes people and resources so that those who are affected by MS can live their best lives as we stop MS in its tracks, restore what has been lost and end MS forever. To fulfill this mission, the Society funds cutting-edge research, drives change through advocacy, facilitates professional education, collaborates with MS organizations around the world, and provides programs and services designed to help people with MS and their families move their lives forward. Last year alone, through our comprehensive nationwide network of services, the Society devoted more than \$100 million to connect approximately one million people affected by MS to the connections, information, and resources they need. To move us closer to a world free of MS, the Society also invested \$42 million to support more than 380 new and ongoing research projects around the world. The Society is dedicated to achieving a world free of MS. Join the movement at nationalMSSociety.org.

ABOUT MS

Multiple sclerosis, an unpredictable, often disabling disease of the central nervous system, interrupts the flow of information within the brain, and between the brain and body. Symptoms range from numbness and tingling to blindness and paralysis. The progress, severity and specific symptoms of MS in any one person cannot yet be predicted, but advances in research and treatment are moving us closer to a world free of MS. Most people with MS are diagnosed between the ages of 20 and 50, with at least two to three times more women than men being diagnosed with the disease. MS affects more than 2.3 million worldwide.

JOIN THE MOVEMENT AND SUPPORT WALK MS 2018

Walk MS: Northwest Arkansas

Sat., Apr. 7th, 2018
Veteran's Memorial Park
Fayetteville, AR

Walk MS: Northeast Arkansas

Sat. Apr. 21st, 2018
St. Bernard Auditorium
Jonesboro, AR

Walk MS: Central Arkansas

Sat. Apr. 28th, 2018
First Security Amphitheatre
Little Rock, AR



**TOGETHER
WE ARE STRONGER.**

2018 Walk MS: Arkansas SPONSORSHIP BENEFITS	\$10,000	\$7,500	\$5,000	\$3,000	\$1,500	\$750
Named presenting sponsor for Walk MS: Arkansas	<input checked="" type="checkbox"/>					
Sponsor name included in all Walk MS® press releases	<input checked="" type="checkbox"/>					
Speaking opportunity as presenting sponsor at opening ceremonies	<input checked="" type="checkbox"/>					
Opportunity to place promotional items at registration table	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>				
Color logo included on billboards	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>				
Color logo and link on all email correspondence (5,000+)	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>			
Corporate banners displayed at event (sponsor provided)	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>			
Color logo placement on Walk MS print collateral (posters and brochures)	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>		
Use of Walk MS logo on your company's promotional materials	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>		
Color logo and link on Walk MS webpage	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	
Customizable opportunities to become a "naming" sponsor to an event asset at Walk MS *	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	
Recognition via day of event scripting	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Logo placement on walk and Top Fundraiser t-shirts	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
MS Expo booth space	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>

CUSTOMIZABLE OPPORTUNITIES

The opportunity to name an event asset at Walk MS is completely customizable to your sponsorship package and creates a unique way for participants to engage with your business, group, or organization.

- I Walk For _____ Bib Tent
- Kid's Activity Tent
- Team Photos Tent
- Mission Movers Tent
- Living with MS Tent
- Break Point Sponsor



**TOGETHER
WE ARE STRONGER.**

PARTNERSHIP REPLY

YES! We would like to join the movement and help create a world free of MS for the Sponsorship Level listed below. *Logo for print collateral is due Jan. 10, 2018, and logo for T-shirt is due Jan. 31, 2018.

_____ Central AR _____ Northwest AR _____ Northeast AR

- PRESENTING PARTNER: \$10,000
- PLATINUM: \$7,500
- GOLD: \$5,000
- SILVER: \$3,000
- BRONZE: \$1,500
- HOPE: \$750
- IN-KIND DONATION (*complete information below*)
- Please contact me to schedule a meeting to discuss my sponsorship opportunities.

Partner name as it should appear in print: _____

Contact name: _____

Address: _____

City, State and Zip: _____

Phone: _____ Fax: _____

Email: _____

In-Kind Products/Services

Description: _____

Value: _____

Payment:

Check enclosed **OR** Invoice me

In addition to our sponsorship, we would like to:

Start a team Volunteer

PLEASE EMAIL OR MAIL THIS FORM TO:

Britany Simmons
Specialist, Walk MS
National MS Society
10825 Financial Center Parkway, Suite 330
Little Rock, AR 72211
Britany.simmons@nmss.org: 501-588-0686

SOCIETY CORPORATE SPONSORS

You are in good company when helping to create a world free of MS. Society corporate partners include:



THERE ARE NEARLY

550 WALKS

ACROSS THE COUNTRY
EACH YEAR



APPROXIMATELY

330,000 PEOPLE

PARTICIPATE IN WALK MS
EACH YEAR



92% WALK

BECAUSE OF A
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National
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CONTACT:

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