

Don't just ride, Bike MS

BIKE MS: 2014 PARTNERSHIP OVERVIEW

bike

MS[®]

Chesapeake
Challenge 2014



BIKEMSMARYLAND.ORG • 443-641-1228

Bike MS

VISION STATEMENT

For cyclists and all those seeking a personal challenge and a world free of MS, Bike MS is the premier fundraising cycling series in the nation. With a choice of more than 100 extraordinary rides, the Bike MS experience is the ride of your life.

GOALS

Through national efforts and our 50-state network of chapters in local communities, we bring new and seasoned cyclists to Bike MS rides who share a love of cycling and helping others. Over 110,000 cyclists come together each year to challenge themselves, raise vital funds, and fuel their passion for cycling year round.

WHAT THAT MEANS

- Each ride in the Bike MS series offers unique local flavor, while maintaining a well-organized, fully-supported, and consistently extraordinary overall experience. The National MS Society offers fundraising and training assistance, as well as a consistently high level of safety and support on the ride.
- Bike MS brings people together as individuals and as teams to conquer a challenge and share an unforgettable experience with friends, family and coworkers, all while raising money to make a difference in the lives of people affected by MS.
- The challenge and camaraderie created by Bike MS makes it the 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.

BIKE MS: THE FACTS

- Bike MS is the largest organized cycling series in the country.
- Since its inception, Bike MS has raised over \$1 billion.
- Approximately 110,000 people ride in a Bike MS event each year.

2014 *Overview*

BIKE MS: CHESAPEAKE CHALLENGE 2014

MAY 31 - JUNE 1, 2014

Bike MS: Chesapeake Challenge is the National MS Society, Maryland Chapter's premier Bike MS event. Chesapeake Challenge is held at the Talbot County Community Center on May 31 - June 1, 2014. The 32nd annual ride aims to raise over \$500,000. Chesapeake Challenge offers a perfect experience for cyclists of all levels and abilities with route options of 34, 68 and 100 miles on Saturday and 30 & 50 miles on Sunday winding through the flat and rural Eastern Shore.

Participants will enjoy quaint, scenic, waterfront communities of Tilghman Island, Oxford, St. Michaels and Trappe. After enjoying lunch along Saturday's routes, cyclists will ride on the Oxford Bellevue ferry to continue cycling to the finish line. Chesapeake Challenge is fully supported with rest stops stocked with snacks, ice-cold drinks and cheering volunteers. Along the routes you'll find Support and Gear vehicles, professional medical volunteers and bike mechanics to keep you going to the finish line.

- Participants: 600
- Teams: 55
- Volunteers: 100

BIKE MS CYCLISTS: THE FACTS

- 60% of riders are 24-44 with nearly 65% being male.
- 75% college graduate or higher.
- 50% have a household income of \$100K+.



*Why You Should be Involved with **Bike MS***

Partnership with National MS Society offers a corporation exposure to thousands of people who care about creating a world free of multiple sclerosis.

Value by the association with a nationally recognized, high-profile, non-profit organization. Sponsors of Bike MS are visible, recognized and celebrated for their partnership and commitment to achieving a world free of MS.

Brand awareness as you enforce the company's image as a caring corporate citizen, supportive of community issues. Each sponsorship package promises to deliver consistent brand visibility to thousands of event participants, volunteers and spectators.

Satisfaction in knowing that this sponsorship will help 6,000 local families who live with the unpredictability of MS. By joining the elite group of corporations that works alongside the National MS Society to create a world free of multiple sclerosis, your company will be identified as a leader within the corporate community.

Increased employee morale and teamwork by encouraging involvement as a participant or volunteer in a meaningful social activity.

Opportunity to provide budget-reducing in-kind contributions that are tax deductible

BIKE MS: THE FACTS

- Bike MS raised nearly \$84 million in 2012 to support MS.
- 80% of cyclists participate on Friends & Family or Corporate Teams.
- There are more than 3,000 Corporate bike teams across the country.

Sample Printed Materials



Start/Finish Banner



1,000 Event Posters



Top Crab Jersey and Shorts



1,200 Event T-Shirts

A WORLD FREE OF
MULTIPLE SCLEROSIS

THANK YOU TO OUR SPONSORS:



ASM Cycle
Aviation Velo
Baltimore Bicycle Works
Bike Doctor
Easton Cycle & Sport

Family Bike Shop
Laurel Bicycle Center
Pinnacled Sports
REI Timonium & Columbia
Twenty20 Cycling Co.

Early and ongoing treatment with FDA-approved therapy can make a difference for people with multiple sclerosis.
Learn about your options by talking to your healthcare professional and contacting the National MS Society at nationalMSociety.org or 800.344.4817.

BIKE MS:
Chesapeake
Challenge 2013
JUNE 1 - 2, 2013 » 2 DAYS » 30 - 150 MILES
BIKEMS.MARYLAND.ORG
443.641.1200



15,000 Event Brochures

Thank you for supporting
Chesapeake Challenge



accept the challenge. journey toward a world free of MS.

Mile Marker



Event Medal

Sponsorship Opportunities

	Presenting \$20,000	Platinum \$10,000	Gold \$5,000	Silver \$2,500	Display Table \$1,000	Mile Marker \$500
PRESENTING SPONSOR RECOGNITION						
Company logo and name included in event logo and title	X					
Exclusivity: No other company in your industry may sponsor event	X					
ON-SITE BENEFITS AND EXPOSURE						
Logo on Top Crab jersey and shorts	X					
Opportunity for a company representative to speak during opening ceremonies	X					
Up to 10 complimentary hotel rooms for team members the weekend of the event	X					
VIP Team Room the weekend of the event	X					
Sponsor logo on 750 rider bibs	X	X				
Free registration for 10 team members and special discounted registration for remainder	X	X				
Discounted team registration	X	X	X			
Recognition during opening ceremonies	X	X	X	X		
Display table to distribute company materials	X	X	X	X	X	
MEDIA EXPOSURE						
Inclusion in paid advertising campaign	X					
Recognition in press releases	X	X				
1/4-Page ad in Chapter's MS Connection Newsletter mailed to 7,000 members	X	X	X			
Recognition in 1,000 Bike MS Pre-Event Newsletters	X	X	X	X		
BRAND EXPOSURE						
Logo on finish line giveaway (medal)	X					
Logo on 15,000 event brochures	X	X				
Logo inclusion on 10,000 piece direct mail campaign	X	X				
Logo placement on 1,000 event posters	X	X				
Logo on Start/Finish banner	X	X	X			
Company logo featured on NMSS Facebook page for one week in May	X	X	X			
Logo on 1,000 participant and 200 volunteer t-shirts	X	X	X	X		
Logo on Bike MS website	X	X	X	X		
Logo inclusion on mile marker	X	X	X	X	X	X



*We are **people** who want to do something about **MS** now.*

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 2.1 million people worldwide.

ABOUT THE NATIONAL MS SOCIETY

The National MS Society addresses the challenges of each person affected by MS. 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 forward with their lives. In 2012 alone, the Society invested \$43 million to support 350 research projects around the world while providing programs and services that assisted more than one million people. The Society is dedicated to achieving a world free of MS. Join the movement at nationalMSSociety.org.

AS A SUPPORTER OF THE NATIONAL MS SOCIETY, YOU ARE IN GOOD COMPANY.
SOCIETY CORPORATE PARTNERS INCLUDE:



YES, I WANT TO SPONSOR BIKE MS!

Company Name: _____

Contact Person(s): _____

Address: _____

City/State/Zip: _____

Phone: _____

Fax: _____

Email: _____

Please select your sponsorship level:

- \$20,000 Presenting Sponsorship
- \$10,000 Platinum Sponsorship
- \$5,000 Gold Sponsorship
- \$2,500 Silver Sponsorship
- \$1,000 Display Table Sponsorship
- \$500 Mile Marker Sponsorship

Submission:

Fax: 443-641-1201
ATTN: Shelbi Bivons or Mark Roeder

Mail: National MS Society, Maryland Chapter
2219 York Road, Suite 302
Timonium, MD 21093
ATTN: Shelbi Bivons or Mark Roeder

Deadlines:

- To be included on brochures, posters, paid advertising campaigns, newsletters - **December 31, 2013**
- To be included on event signage, t-shirts, website - **April 1, 2014**

Method of Payment:

- Check enclosed (*please make payable to National MS Society, Maryland Chapter*)
- Send electronic invoice
- VISA American Express
- Mastercard Discover

Amount: _____

Card Number: _____

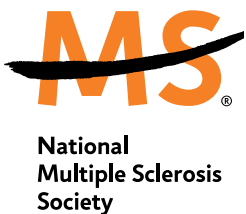
Expiration Date: _____

CCV: _____ Billing Zip Code: _____

Name as it appears on card:

Signature: _____

**By signing this agreement, we wish to become a sponsor for the event indicated and agree to provide payment within 30 days. We understand that in return for our sponsorship payment, our company will receive all the benefits listed in this package for the event indicated.*



CONTACT:
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