COLORADO-WYOMING CHAPTER – NATIONAL MULTIPLE SCLEROSIS SOCIETY

Colorado Sponsorship Opportunities

bike MS®

2015

What is Bike MS?

Bike MS, now in its 30th year, is a two-day, 150 mile journey along some of Colorado's most scenic roads, offering a challenge for novices and experienced cyclists alike. Participants enjoy three catered meals a day, fully-stocked rest stops, excellent route support and entertainment throughout the weekend.

Hosted by the Colorado-Wyoming Chapter of the National MS Society and acclaimed by many as Colorado's best-run and most-popular summer bicycling event, Bike MS raises funds to support research, programs, financial assistance and services for more than 100,000 people affected by multiple sclerosis in Colorado and Wyoming.

Our goal for your sponsorship is to increase your company exposure, engage and expand your stakeholders while making a significant impact in the lives of those living with multiple sclerosis. We value our corporate partners and together we instill hope that, one day soon, MS will mean Mystery Solved!

If you don't find the perfect sponsorship opportunity listed in these pages, let us know and we will customize a specific package to meet your needs. We can customize a package that incorporates multiple events.

For more information or questions contact Kyle Staarmann at 303.698.5446 / kyle.staarmann@nmss.org or Kristin Gibbs at 303.698.5430 / kristin.gibbs@nmss.org

2015 Bike MS Dates & Facts

BIKE MS TWO-DAY RIDE

» Saturday June 27 & Sunday June 28

» Westminster to Fort Collins and back

» 3,000 riders

» 700 volunteers and staff

» 2,000+ friends, family, media and supporters

THE FORT COLLINS LOOP

» 25 or 50 miles

» Saturday June 27, in and around Fort Collins

» 300 riders

» 50 volunteers

» 100+ friends, family, media, and supporters

BIKE MS DEMOGRAPHICS

60% *male*

56% *married*

62% *own a home*

60% *college graduates*

$100,000 *average income*

Sponsorship Benefits

What is included with your sponsorship?

	$15,000	$10,000	$5,000	$3,000	$1,500
Sponsor name included in Bike MS press releases	●				
Opportunity to place small promotional item or coupon with rider registration packet	●				
Sponsor award presented at the fall awards celebration	●				
Logo placement on Bike MS jerseys	●				
Passes to Top 100 Club/VIP reception at CSU and finish line	●	●			
Logo placement on Bike MS route information and map	●	●	●		
Logo placement on rider manual and posters	●	●			
Logo placement on event T-shirt	●	●	●		
Eblasts that link to our Bike MS sponsor webpage with your logo and link	●	●	●		
Recognition as a sponsor at the opening and overnight ceremonies	●	●	●		
Logo and link on Bike MS webpage	●	●	●		
Sponsor name recognition at the fall awards celebration	●	●	●		
Logo and/or name in MS Connection newsletter	●	●	●		
Invitation to corporate networking event	●	●	●	●	
Opportunity to use Bike MS logo on your company's promotional materials	●	●	●	●	
VIP parking passes for Day One (Front Range Community College)	●	●	●	●	
Banners displayed at event	●	●	●	●	
Bike MS expo space	●	●	●	●	
Sponsor booth space (FRCC and CSU)	●	●	●	●	●

Booth at Bike MS Expo: Friday, June 26, 2015

The Bike MS Expo will take place at Front Range Community College, which is the start line of Bike MS Colorado. The Bike MS Expo space is available to sponsors at the $3,000 or higher level as well as vendors for $1,000. This year's expo will take place during packet pick-up which includes 2,500+ participants picking up their packets and enjoying a pre-event dinner.

Logo Placement Deadlines

Submission deadline for logo placement in brochures and posters is January 15, 2015.
Submission deadline for event T-shirt and or bike jerseys is February 5, 2015.

NEW

Outdoor Advertising Sponsorship Opportunity

Connect with the Denver community through mass transit advertising.

For more information contact kyle.staarman@nmss.org

Sponsor a light rail ad for Walk MS or Bike MS:

$1,500: Your company name appears as the ad sponsor, "This ad paid for by X-corporation"

$5,000: Your logo included on the light rail artwork. Light rail ads run for 8 weeks (April – May)

Other 2015 MS Fundraising Events

walk MS

Walk MS reaches over 14,000 people in Colorado who come together to raise essential funds for MS research and services. For more information, visit **www.walkMScolorado.org**

hikeMS

Hike MS takes fundraising to new heights as participants enjoy beautiful mountain scenery while making great strides toward a cure. For more information, visit **www.hikeMSscolorado.org**

MS on the move Luncheon to free the world of MS

Join Denver business leaders at a premier fundraising luncheon to support those in our community who are affected by MS. For more information, visit **www.cureMSco-wy.org**

muck fest MS

Don't miss this chance to have a blast sloshing and slipping through 5 miles of menacing challenges while raising critical funds and awareness for the National MS Society. For more information, visit **www.muckfestMS.com**

Colorado Sponsorship Agreement

bike MS®

Company name _____ Sponsor name _____

Company name as it should appear on all publications _____

Contact person(s) _____

Address _____ City _____ State _____ Zip _____

Phone _____ Fax _____

Email _____ Website address _____

Please choose the level for your Bike MS Colorado sponsorship:

○ $15,000 Sponsor ○ $10,000 Sponsor ○ $5,000 Sponsor ○ $3,000 Sponsor ○ $1,500 Booth Space

○ $1,000 Bike MS Expo **Light rail added value:** ○ $5,000 ○ $1,500

Method of Payment

○ Check enclosed *(Please make payable to Bike MS Colorado)* ○ Send electronic invoice

Credit Card ○ Visa ○ MC ○ AmEx ○ Discover

Amount $_____ Card number _____ Expiration date _____

Name as it appears on the card _____ Signature* _____

**By signing this agreement, we wish to become a sponsor for the above event(s) and the benefits each provides, and agree to provide donations prior to the event.*

Submission

Fax 303-698-7421
Attn: Kyle Staarmann or
Kristin Gibbs

Mail National MS Society, Colorado-Wyoming Chapter
900 S. Broadway, Ste. 250, Denver, CO 80209
Attn: Kyle Staarmann or Kristin Gibbs

Email kyle.staarmann@nmss.org or kristin.gibbs@nmss.org.

Sponsor logo guidelines

If logo inclusion is part of your sponsor package, please send to Kyle Staarman in preferred format. Preferred format is a vector file (.eps, .ai) in CS4 or lower. Acceptable format is a raster (.jpg, .tiff) at 300 DPI (low resolution will not print clearly).

Please supply the following three versions: 1. color 2. grayscale 3. one-color: black (for engraving)

Questions?

Please contact Kyle Staarmann at 303.698.5446 / kyle.staarmann@nmss.org or Kristin Gibbs at 303.698. 5430 / kristin.gibbs@nmss.org