

November 5th, 2012

Dear County of St. Paul,

We have the opportunity to again join the country in the fight to beat Multiple Sclerosis! This year marks the sixth annual Lakeland Enerflex MS Walk. Along with the 3rd MS Xtreme Challenge ½ Marathon. With the support of over 100 volunteers these events continue to be a fantastic success!

This year the Lakeland raised **\$180,200.00** with over **380** participants breaking last year's record of just over **\$179,200.00** The Lakeland Region has proven to the rest of Canada what a small community with a big heart can do. Your valuable support has helped raise close to \$500,000 over the last five years!

Funds raised from this event are allocated to two important areas 50% of the proceeds of the walk will stay right here in the Lakeland area providing important client supports and 50% will be directed towards research to help find a cure to End MS.

On May 11, 2013 the Lakeland will host the SIXTH Annual Lakeland Enerflex MS Walk and the 3rd Annual MS Xtreme Challenge ½ Marathon.

Your support will benefit families in this area affected by MS. These families may not have gotten the support so quickly, given living in a rural area. Many goals are being met through programs that are offered right here, thanks to the people in the Lakeland's help. These programs enhance quality of life by reducing isolation, finding peer support, improving physical and emotional well being, learning to self-manage symptoms, and coming together to celebrate. Many supports have been made available; these include financial support, advocacy for those who need assistance when applying for government funding or special assistance from the MS society, and support groups. Support groups are held in Cold Lake, St. Paul and Bonnyville. This year the goal is to extend these groups to other towns in the region such as Athabasca and Lac La Biche. MS member picnics and socials, yoga sessions, information sessions with neurologists and mobility professionals just to name a few. Your dollars will go a long way in providing improved quality of life of those affected by MS.

Sincerely,

Brenda Rosychuk

780-646-3441 Ext 226

MS walk committee Lakeland Area
Brenda Rosychuk 780-645-3441 ext226
Sherry Bower-Gagne 780-724-3594
Gail & Harry Plouffe 780-645-5121
James Purdy 780 207 7389
Mike Van Der Hoek 780- 646 2059
Jennifer Muirhead 780-614-2626
Connie Landsiedel 780-645-4491

The Lakeland Regional office opened in 2009 with the support from the MS Lakeland Walk. Since then we have been able to provide much needed programs and services to those living in rural areas that have no access to information, funding or programs.

Here are just a couple quotes from individuals who we have been fortunate enough to help.



"Thank you to all those who worked so hard to get me a power chair. I am very happy and I am looking forward to coming for coffee time again!"



Gerald McCormack was diagnosed with MS in 2007 but it doesn't let it get him down. "I have changed my life around totally" he says. "I have different wants and needs now. It is not what the MS Society does financially, but how it is so personable" he says. I do the walk for two reasons: # 1 is to raise money to try and help others with MS #2 is to raise money for research. Someday I want to know what has caused MS for me" he says. Team Mack has raised over \$19,760.00 since 2010

Our mission: To be a leader in finding a cure for multiple sclerosis and enabling people affected by MS to enhance their quality of life.

I am writing to request your support of the MS Society and the Lakeland Walk for MS by providing the following.

A monetary donation will allow us to direct more funds toward helping families struggling with MS here in the Lakeland Area.

In recognition of your sponsorship, the MS Society will provide County of S. Paul with the following rights and benefits:

\$500+ Sponsorship	\$1000+	\$2000+
<ol style="list-style-type: none"> Place County of St. Paul logo on: <ol style="list-style-type: none"> T-shirts Brochures Posters 3 Footnotes Newsletters MS Society of Canada / Lakeland Area Web page: www.mssociety.ca Opportunity to have banner placement at Walk site. Public recognition of County of St. Paul on PA announcements Support County of St. Paul Walk team, using dedicated Team MS staff resources. 	<p>Includes all \$500 Sponsorship pkg. with addition of;</p> <ol style="list-style-type: none"> Additional on-site opportunities: <ol style="list-style-type: none"> Product sampling Promotional items to distribute Cooperative advertising and promotional opportunities Cooperative advertising and promotional opportunities Use of MS Society corporate logos/marks (with approval) 5 x 15 second live ads promoted on walk day by emcee. County of St. Paul logo displayed prominently in center of stage on Walk day Ongoing recognition during yearly MS Lakeland Events. 	
		<p>\$2000+</p> <p>Includes <u>all</u> \$1000 level sponsorship pkg. with addition of ; Walk Route Title.</p>
		<p>\$5000+</p> <p>Includes <u>all</u> \$1000 level sponsorship pkg. With addition of Title Sponsor for a Lakeland Regional Client Services Program for the year.</p>
		<p>If these do not meet your needs please let us know. We will work closely with you to develop a custom-designed sponsorship program that will be specifically suited to your company's business and marketing needs."</p>

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Benefits to sponsors

Employee Participation and Ownership: Partner employees with a respected, Canada-wide, leading health agency.

Importance of Cause: Your involvement will help more than 11,000 Albertans who live with the unpredictability of MS. You will be associated with an important cause and participate in an established event.

Business Awareness: In a segmented market, stand out as the company that is committed to eliminating MS. Further enhance your image as a caring, corporate, community supporter.

If this opportunity meets your needs, please sign below and return this letter for our records, by **November 13, 2012** to allow time for processing of business logos on promotional items.

Your help will help will allow us to direct funds towards helping families struggling with MS here in the Lakeland area.

County of St. Paul agrees to provide the Enerflex MS Walk with the following sponsorship;

Signature_____

Date:

Company

Thank you for helping end MS

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