



Thank you for taking the time to review this document. The Lakeland MS Walk & MS Run is currently looking for 2014 sponsors for the MS Walk and Run. We would like to provide County of St. Paul with this opportunity.

The MS Walk and Run is held in St. Paul on the Saturday of Mother's Day weekend each year. This annual event is the primary fundraising event of the year for the Lakeland MS Region. The funds raised through the Lakeland MS Walk & MS Run are used for national research to find a cure to END MS and to help enhance the quality of life of those affected by multiple sclerosis. The first Lakeland MS Walk was held in May 2008 and has raised over \$650,000 for multiple sclerosis over these six years.

County of St. Paul has been a tremendous sponsor of the Lakeland MS Walk for a number of years. County of St. Paul has been one of the elite corporate sponsors each of those years. County of St. Paul has proven to be an integral part of this community through the relationship that has been created with the Lakeland MS Region.

The Lakeland MS Region would like to thank the County of St. Paul for this relationship and provide you with the opportunity of showing your presence at the Lakeland MS Walk & MS Run by becoming, once again, a corporate sponsor.

The following proposal has been custom designed for County of St. Paul and we look forward to the opportunity of working together to fine-tune it to fit your needs.



The Opportunity

The Lakeland MS Walk & MS Run takes place the Saturday of Mother's day weekend each year. It is a one-day, family friendly event that raises awareness and funds supporting the MS Society and the fight against MS. The MS Walk features a 2, 5, and 10km walk and the MS Run features a 5km, 10km and half marathon chipped and timed run. In 2013, over 400 participants and 80 volunteers raised approximately \$161,737 for multiple sclerosis. 13% of these participants were involved in the MS Run.

As **Corporate Sponsor** of the 2014 Lakeland MS Walk and Run, County of St. Paul will receive the following opportunities and benefits:

1. Logo will be reflected in all MS Society produced marketing and print collateral including:
 - a. Participant t-shirts – logo will be prominently placed on the back of all MS Walk and Run t-shirts.
 - b. Tent Cards
 - c. Posters
2. County of St. Paul will be verbally thanked by emcee and recognized as a Corporate **Sponsor**.
3. County of St. Paul will have the opportunity to place a banner on the stage skirting, sponsor wall, as well as at checkpoints throughout the event.
4. County of St. Paul will be recognized through social media, television and radio opportunities within the Lakeland as well as local newspapers.
5. Support the County of St. Paul walk team, using dedicated Team MS staff resources.
6. Cooperative advertising and promotional opportunities



The Investment

In exchange for the aforementioned sponsorship opportunities and benefits, County of St. Paul will be as follows:

Your Investment: \$ _____

A Tax Receipt will not be issued as this is considered a marketing investment and not a donation

All amounts to be paid in accordance with the sponsorship agreement shall be paid without deduction of any taxes, levies, duties, charges or expenses whatsoever. Specifically it is agreed that as well as the consideration provided hereunder the Sponsor shall also pay thereon GST, or such other sales tax or value added tax that may be imposed.

ADDITIONAL ELEMENTS:

This agreement may be terminated for any one or more of the following events:

- (i) if a party fails to make payments when due hereunder and such remain unpaid after ten (10) days' notice thereof; or
- (ii) if a party shall have a receiver, manager, receiver-manager or trustee appointed with respect to all of substantially all of its assets or undertakings and such appointment remains undischarged for thirty (30) days; or
- (iii) if any order is made or a resolution is passed for the winding-up of a party and such continues undismissed for thirty (30) days; or
- (iv) if a party has all or substantially all of its assets taken in enforcement or collection proceedings and such appointment remains undischarged for thirty (30) days; or
- (v) if a party makes an assignment or is petitioned into bankruptcy and such remains undismissed for a period of thirty (30) days; or
- (vi) if a party breaches this Agreement and such defaulting party fails to cure such breach within thirty (30) days of receipt of written notice of such breach, then the party who is not the defaulting party may terminate this Agreement without notice to the defaulting party; or
- (vii) in the event that the other party fails to perform any of its material obligations hereunder and such failure is not remedied as soon as possible, but no later than thirty (30) days following notice.

The parties acknowledge that this Agreement does not constitute an association for the purpose of establishing a partnership or joint venture and does not create an agency relationship between the parties.

Accepted for County of St. Paul

Date

Accepted for MS Society

Date