



## A SPONSORSHIP PROPOSAL FOR

**County of St. Paul**

Presented to: Phyllis Corbiere

Presented by: Brenda Rosychuk

Date: November 23, 2016

Thank you for taking the time to review this document. The Lakeland Jayman Built MS Walk is currently looking for 2017 sponsors for the Lakeland Jayman Built MS Walk. We would like to provide County of St. Paul this opportunity.

The Lakeland Jayman Built MS Walk 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 Jayman Built MS Walk 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 in our area. The first Lakeland Jayman Built MS Walk was held in May 2008 and has raised over \$1,344,000 for multiple sclerosis over these nine years.

County of St. Paul has been a tremendous supporter of the Lakeland MS Society in the past and has proven to be an integral part of this community and in turn, 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 2017 Lakeland Jayman Built MS Walk by becoming a corporate sponsor, once again.

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 Jayman Built MS Walk takes place in St. Paul on the Saturday of Mother's day weekend each year, **with this year marking our 10 year Anniversary!** It is a day that brings the Lakeland community together in a collective show of support in the fight against MS. Funds raised through this signature fundraising event play a critical role in fuelling MS Society programs and services across the Lakeland for individuals & families touched by MS, and also support Canadian MS research into a cause and cure, *giving hope* for a future without multiple sclerosis. The Lakeland MS Walk features 2, 5, and 10km Walk options, as well as chipped and timed 5km, 10km and half marathon options.

As **Corporate Sponsor** of the 2017 Lakeland Jayman Built MS Walk, 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 Lakeland Jayman Built MS Walk t-shirts.
  - b. Brochures
  - 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 our sponsor wall.
4. County of St. Paul will be recognized through social media, radio as well as local newspapers, where appropriate.
5. Support the County of St. Paul Walk team, using dedicated Team MS staff resources.

## The Investment

In exchange for the aforementioned sponsorship opportunities and benefits, County of St. Paul's investment 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.

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Accepted for County of St. Paul

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Date

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Accepted for MS Society

\_\_\_\_\_  
Date

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

- (viii) if a party fails to make payments when due hereunder and such remain unpaid after ten (10) days' notice thereof; or
- (ix) 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
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Date

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Accepted for MS Society

\_\_\_\_\_  
Date

***\*Duplicate Copy for Lakeland Regional Office***