



A SPONSORSHIP PROPOSAL FOR

County of St. Paul

Corporate Sponsor of the Jayman BUILT MS Walk

Presented to: County of St. Paul Council

Presented by: Brenda Rosychuk, MS Society of Canada – Lakeland Region

Date: December 10, 2019

Introduction/Summary

Thank you so much for your participation and dedication to the Lakeland MS Society. We are excited to present this partnership opportunity to the County of St. Paul. This partnership proposal has been custom designed for your company based on our past partnership. We look forward to reviewing this opportunity and further customizing so we can specifically meet the goals and objectives of your company.

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 \$1,745,000 for multiple sclerosis over these past twelve years.

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 – Corporate Sponsor

The Lakeland Jayman Built MS Walk takes place in St. Paul on the Saturday of Mother's Day weekend each year. 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 fueling MS Society programs and services across the Lakeland for individuals & families touched by MS, and 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 a **Corporate Sponsor** of the 2020 Lakeland Jayman BUILT MS Walk, County of St. Paul will receive the following opportunities and benefits:

1. County of St. Paul will be verbally thanked by emcee and recognized as a **Corporate Sponsor**.
2. 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. Posters
3. Support the County of St. Paul Walk team, using dedicated Team MS staff resources.
4. County of St. Paul will have the opportunity to place a banner at the Walk site
5. County of St. Paul will have the opportunity to have their business displayed on Facebook once through January – May 2020. County of St. Paul and the Lakeland MS Society will collaborate on content.

The Investment

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

Your Investment: \$1000.00 cash sponsorship

Investment to be paid in full within 90 days of signing Agreement. An invoice will be issued.

Accepted for County of St. Paul

Date

Accepted for MS Society

Date