

How to Sell Sponsorship

Bike MS is for everyone – including companies!

If you know of a company that would be interested in becoming a sponsor for Bike MS: Beyond the Beltway, we invite you to work with the National MS Society to sell event sponsorship. In exchange for your work and connection, we will provide you with fundraising credit to help boost your totals and be eligible for bigger prizes and a better fundraising rank.

Do you know of a company that would be interested in sponsoring Bike MS?

People, groups, and companies donate money for a variety of reasons. Before you ask someone to support you, think about why they might give.

- Do they have a connection to multiple sclerosis or the National MS Society?
- Is the Bike MS audience appropriate for the company's product or service?
- Is the company interested in public recognition?
- Who is the best person to make the ask?
(i.e., who has the best relationship or is likely to receive the best response)
- Has the company sponsored other local events? If so, at what level?

Before you approach the company, contact the National MS Society to discuss your strategy. The Chapter will help you evaluate the company's reasons and giving history, and help you tailor your request to meet their needs.

What next?

After you decide who should make the ask and at what level, schedule a meeting with the company's decision maker. When setting the meeting, ask for a short meeting (no longer than 20 minutes) to discuss how the company can get more involved in Bike MS, an event in which many company employees are participating. Offer to send information about Bike MS prior to your meeting.

When preparing for your meeting, consider developing a presentation about why you are participating, how company employees are participating, and why the company should get involved. During your meeting, bring the National MS Society's Corporate Information sheets and sponsorship information that the Society will provide to you.

Sponsorship information will highlight marketing benefits leading up to, on the day of, and after Bike MS. Standard sponsorship varies from \$1,000 to \$50,000 and depending on level of support, sponsors are offered marketing benefits in multiple areas:

- Sponsor Recognition
- On-Site Benefits
- Brand Exposure
- Media Exposure
- Chapter Benefits

The final details

Monies collected through sponsorships can be applied to one individual's total, or to a team's overall total. Money cannot be split between multiple individual's fundraising totals. Sponsorship will be counted towards an individual's total for the first year of the sponsorship.

For more information about selling sponsorship and the benefits to the company and the participant, contact Ashlee Droscher at the National MS Society, at (202) 296-5363 or adroscher@MSandYOU.org.