

2012 "COAST THE COAST" SPONSORSHIP OPPORTUNITIES

Ask your local businesses to become a sponsor at one of the following levels and those sponsorship dollars will count towards your team or individual total.*

Gold Sponsor: \$10,000

1) Media:

- Company listed as sponsor of TV advertising campaign
- Company mentioned in all press releases
- Corporate name recognition in all day of announcements
- Company logo listed on NMSS's event website and social media networking sites with link to company

2) Event Marketing:

- Corporate logo in 4 newsletters going to 3,000 participants (each issue)
- Corporate logo with "Gold Sponsor" placement on event brochure and rider manual
- Corporate logo with "Gold Sponsor" placement on event poster
- Corporate logo on event T-shirts (2,000)

3) Day of Event:

- Company executive invited to cut ribbon at starting line
- Corporate banner at start/finish line
- Brochures, promotional materials and product sampling at start/finish line and rest stops
- Company executive invited to speak at morning program on Day 2
- Company invited to exhibit at vendor's area at Monmouth University
- Logo on all route sheets and rider number

Silver Sponsor: \$5,000

1) Media:

- Company mentioned in all press releases
- Corporate name recognition in all day of announcements
- Company logo listed on NMSS's event website and social media networking sites with link to company

2) Event Marketing:

- Corporate logo in 4 newsletters going to 3,000 participants (each issue)
- Corporate logo with "Silver Sponsor" placement on event brochure and rider manual
- Corporate logo with "Silver Sponsor" placement on event poster
- Corporate logo on event T-shirts (2,000)

3) Day of Event:

- Corporate banner at start/finish line
- Brochures, promotional materials and product sampling at start/finish line
- Company invited to exhibit at vendor's area at Monmouth University
- Logo on all route sheets

Bronze Sponsor: \$2,500

1) Media:

- Corporate logo on NMSS's event website
- Company mentioned in all press releases
- Corporate name recognition in all day of announcements

2) Event Marketing:

- Corporate logo in 4 newsletters going to 3,000 participants (each issue)
- Corporate logo with "Bronze Sponsor" placement on rider manual
- Corporate logo placement on event poster
- Corporate logo on event T-shirts (2,000)

3) Day of Event:

- Corporate name recognition in day of announcements
- Opportunity for product sampling at Monmouth University

Rest Stop Sponsor: \$1,000

1) Event Marketing:

- Company name mention in 4 newsletters going to 3,000 participants (each issue)

2) Day of Event:

- Corporate name recognition in day of announcements
- Opportunity for product sampling and decorating at rest stop
- Banner at rest stop

*Sponsorship dollars will not count towards prizes.

For more information contact Mary Beth Maclearie, Director of Bike MS at marybeth.maclearie@nmss.org or by phone at 732-660-1005.