

bike



2012 Partnership Opportunities

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 website, with link to company

2) Event Marketing:

- Corporate logo in 4 newsletters going to 1,000 participants (each issue)
- Corporate logo with "Gold Sponsor" placement on event brochure
- Corporate logo with "Gold Sponsor" placement on event poster
- Corporate logo on event T-shirts (1,500)

3) Day of Event:

- Company executive invited to cut ribbon at starting line
- Corporate banner at start/finish line
- Brochures, promotional materials at start/finish line and rest stops
- Company executive invited to speak at evening's program
- Company invited to exhibit at Vendor's area at the finish line
- Logo on all route sheets

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 website, with link to company

2) Event Marketing:

- Corporate logo in 4 newsletters going to 1,000 participants (each issue)
- Corporate logo on event brochure
- Corporate logo placement on event poster
- Corporate logo on event T-shirts (1,500)

3) Day of Event:

- Corporate banner at start/finish line
- Brochures, promotional materials at start/finish line
- Company invited to exhibit at Vendor's area at the finish line
- Logo on all route sheets

Bronze Sponsor: \$2,500

1) Media:

- Corporate logo on our 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 1,000 participants (each issue)
- Corporate logo with "Bronze Sponsor" placement on event brochure
- Corporate logo placement on event poster

3) Day of Event:

- Corporate name recognition in day of announcements
- Opportunity for product sampling at start/finish
- Logo on all route sheets

Rest Stop Sponsor: \$1,000

1) Event Marketing:

- Company name mentioned in 4 newsletters going to 1,000 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
- Logo on all route sheets

Event Sponsor: \$500

1) Event Marketing:

- Company name mentioned in 4 newsletters going to 1,000 participants (each issue)

2) Day of Event: (Starting Line or Finish Line)

- Opportunity for product sampling and distribution of materials



BIKE MS START/FINISH LINE ARCH SPONSORSHIP

Bike MS events held by the New Jersey Metro Chapter have over 3,000 participants, volunteers and spectators who attend the rides, all gathering at our start/finish line activities. An inflatable arch has been added to the excitement of these bike rides, featuring a new opportunity for sponsors and supporters to join the movement.

Signage Opportunities

Sixteen (16) sign locations are available on the columns of the structure as indicated below:

\$100 Sponsorship (*you may choose more than 1 location*)

One (1) 2'x2' sign at one (1) Bike MS Ride (choose from the following):

- Hops to Hops, Lambertville – September 16, 2012
- Great New Jersey Country Bike Ride, Morristown – September 22-23, 2012
- Coast the Coast, Monmouth/Cape May – May 18-19, 2013

\$250 Sponsorship (*\$300 value*)

- One (1) 2'x2' sign at ALL three (3) Bike MS Rides

AVAILABILITY ON A FIRST COME, FIRST SERVE BASIS (only 16 spots available).

Society produced banner after camera-ready artwork is received.

Artwork should be sent to brian.hurwitz@nmss.org

I (we) agree to the level of sponsorship as described above. Your tax-deductible check should be made payable to the National MS Society. Payment for sponsorship is required at time of commitment. The National MS Society is a 501(c)(3) non-profit organization. (Tax ID #22-6080521)

Name _____ Phone _____

Company _____ Fax _____

Address _____

City _____ State _____ Zip _____

E-mail Address _____

TOTAL AMOUNT ENCLOSED: _____

PLEASE MAIL FORM AND PAYMENT TO:

NMSS - BIKE MS ARCH SPONSORSHIP

1 Kalisa Way, Suite 205

Paramus, NJ 07652

For more information on this, other sponsorship opportunities or the New Jersey Metro Chapter, please contact Jennifer Hivry at 201.967.5599 x43222 or e-mail jennifer.hivry@nmss.org.



2'x2'
full color
banner
camera ready
artwork sent to
brian.hurwitz@mms.org

56% of participants are
between 18 and 44 years of age
49.6% earn more
than \$100,000/year
24% earn significantly more
than \$150,000/year
4.2% are more likely to
buy products from a sponsor

Place your name/logo on a 2'x2' banner. The arch will be in a highly visible location allowing ALL participants and attendees to witness your company name. An economic way to become more involved with the New Jersey Metro Chapter is through this signage opportunity at the start/finish line.



2012 ADOPT A MILE

The 2012 Great New Jersey Country Bike MS Ride would like you to join us in helping support the mission by adopting a mile...pick one of 100 miles to display your company name, family name or team name. We will display your personal sign at a route mile marker.

To secure your personal mile marker before it's too late, simply complete this form and mail back to our offices by September 13, 2012.

Thank you in advance for your support!

PLEASE PRINT

Name as it would appear on sign: _____

Contact Name: _____

Company Name: _____ Team Name: _____

Street Address: _____

City: _____ State: _____ Zip: _____

Phone Number: _____ Fax Number: _____

Which day would you prefer your mile marker to be displayed? Saturday Sunday

Amount Enclosed: _____

Visa Mastercard AMEX Check

Credit Card #: _____ Exp. Date: _____

Name as it appears on credit card: _____

Please make checks payable to:
National MS Society/New Jersey Metro Chapter
Attn: Jennifer Hivry—Vice President of Development
1 Kalisa Way, Suite 205
Paramus, NJ 07652
Phone: 201-967-5599
Fax: 201-967-7085
E-mail: Jennifer.Hivry@nmss.org

CHOOSE ONE OF THE FOLLOWING :

\$250 18 x 24 custom sign

\$500 22 X 28 custom sign





bike to
create a world
free of MS

See our website for additional sponsor
sheets or to pay pledges online:
bikenjm.nationalMSsociety.org

SPONSOR SHEET

Saturday, September 22, 2012
&
Sunday, September 23, 2012

Name _____ Phone _____

Address _____

City _____ State _____ Zip _____

I am riding as part of a team. Team name _____

Name of Sponsor	Sponsor's Address	Donation	Company Match
<i>Example: A. Friend</i>	<i>32-36 Any Street, Anytown, NJ 12345</i>	<i>\$100</i>	
My own donation is:			
		Total	Total Received

REMEMBER TO ASK YOUR
EMPLOYER IF YOUR
COMPANY HAS A
MATCHING GIFT PROGRAM

Make checks payable to **National MS Society**

Send to: The National MS Society
New Jersey Metro Chapter
1 Kalisa Way
Suite 205
Paramus, NJ 07652
Phone: (201) 967-5599 Fax: (201) 967-7085

Please note that this document is for your records, the NMSS does not need to collect your sponsor sheet at the event.

MATCHING GIFT PROGRAM

You may be able to double or even triple your pledge dollars! Listed below are SOME of the many corporations who show their community spirit and commitment by matching funds contributed by employees to charitable causes. Corporations often have restrictions in their matching gifts policies; please contact your personnel or community relations department for more information about your employer's program. For a full listing of participating companies, please visit our website at bikenjm.nationalMSSociety.org

Adobe Systems Inc.	CNA Insurance Companies	Freeport McMoran	Lignotech USA, Inc.	Norwest Bank Company	St. Paul Corporation
ADP	CPC International Inc.	Gannett	Lilly	Northwest Pipeline Corp.	State Bank of Delphos
Advanced Micro Devices	The Capital Group, Inc.	GATX Corporation	Thomas J. Lipton & Company	OHIC Insurance Co.	The Stride Rite Corporation
Advanta Corp.	Carolina Power & Light Company	Geico	Litman Jewelry	Openheimer Funds	Subaru of America
AES Corporation	Centerior Energy Corporation	General Cinema Corp.	Loews Corporation	Orion Corporation	Sundstrand Corp.
Agena Corporation	Certain Teed Corporation	General Electric Company	Lotus Development Corporation	Owens - Illinois Inc.	Sun Microsystems, Inc.
Agri Bank	Champion International Corporation	General Re Corporation	The Lubrizol Corporation	PQ Corporation	Susquehanna Investment Group
Allegro Microsystems Inc.	Charles River Laboratories Inc.	Gilman Paper Company	MTS Systems Corporation	Pan-American Life Ins. Co.	Swiss Bank Corporation
Allendale Insurance	The Chase Manhattan Corporation	Glaxo, Inc.	MacArthur Foundation	Panhandle Eastern Corporation	TCF Financial Corporation
Alliance Capital Management, L.P.	The Chase Manhattan Corporation	The Glenmede Corporation	Mac World Corporation	Paramount Communications	The Teagle Foundation, Inc.
Alliant Techsystems	Chas. Levy Company	Global Petroleum Corp.	Macy & Co.	Parisian, Inc.	Technometrics, Inc.
Alza Corporation	Chemical Bank	W.W. Grainger, Inc.	Maguire Oil Company	Pella Corporation	Temple-Inland Inc.
American Express Company	Chicago Tribune Company	Green Point Bank	Makrovič	Pennzoil Company	TENNANT
Amex Financial Advisors Inc.	Chubb Life Insurance CO. of America	The Green Tree Group	Mallinckrodt Group Inc.	People's Energy Corporation	Tetley Inc.
American National Bank & Trust Co.	Chubb and Son, Inc.	Grenzbach, Glier & Assoc., Inc.	Mallinckrodt Medical, Inc.	PepsiCo Foundation	Texas Commerce Bank Houston
American Savings Bank	Ciba-Corning	Guaranty National Insurance	Mallinckrodt Compensation Group/Dulworth Inc.	Pfizer, Inc.	The Charles Schwab Corporation
AmeriTrust Company Nat'l Assoc.	Citicorp/Citibank NA	Harcourt General	Markem Corporation	Philip Morris Companies, Inc.	Thomson Financial Services
Amgen	The Coca Cola Company	Harris Corporation	The Marmon Group Inc.	The Pioneer Group, Inc.	Tomkins Corp.
AMP, Inc.	Colorado Casualty Insurance Co.	Hartford Steam Boiler Inspection and Insurance Company	Massachusetts Financial	Pitney Bowes, Inc.	Transamerica Corporation
AMSTED Industries Incorporated	Compaq Computers	Hartness International Inc.	Massachusetts Mutual Life Ins. Co.	The Pittston Company	Trans Canada Pipelines
Analog Devices	Computer Associates	Haynie Corporation	Mastercard	Pittway Corporation	Travelers Express Company, Inc.
Analysts International Corp.	Computer Net Tech	H.J. Heinz Company	Mazda (North America) Inc.	Playboy Enterprises, Inc.	Tribune Company
The Anderson Management Corp.	Consolidated Papers, Inc.	Helene Curtis, Inc.	McCall	Pogo Producing Company	Tropicana Products, Inc.
Anheuser-Busch Companies, Inc.	Frederic W. Cook & Company, Inc.	Henry J. Knott, Jr. Group	McDonald's Corporation	Polaroid Corporation	US West, Inc.
AON Foundation	Cooper Industries	Hewlett	McDonnell Douglas Foundation	Premark International, Inc.	USL Capital
Apple Matching Gift Program	Cray Research, Inc.	Hickory Tech Corp.	McKinsey & Co.	Quaker Chemical Corporation	Unicorp Data Processing Inc.
ARAMARK Corporation	CR Bard Incorp.	Higher Education Publication, Inc.	McMaster Carr Supply Company	RLI Insurance Company	Union Texas Petroleum
Ara Parseghian Enterprises	Crestar Bank	The Hillman Company	The Mead Corporation	Ralston Purina Company	US Fidelity and Guaranty Corp.
Archer Daniels Midland	Crump National	Hoechst Celanese Corporation	Meiser & Earl Inc.	Readers Digest Association Inc.	Universal Hospital Services
ARCO	DBL Foundation	Home Depot	Merit Oil Corporation	Red Kap Industries	Universal Leaf
Argonaut Group Inc.	DFS Group Limited	Household International, Inc.	Meritor Savings Bank	Reebok	Upton's
Arthur J. Gallagher & Co.	Dain Bosworth Inc.	Huck International, Inc.	Microsoft Corporation	Rehabilitation Medical Clinic	USF & G Insurance
Ashforth	The Danforth Foundation	IDS Financial Services	Millipore Corporation	The Reliable Life Insurance Co.	US West Foundation
Associates Corp. of North America	Avery Dennison Corporation	IV International	Minerals Technologies	Response Analysis Corporation	Vastar Resources Inc.
Associates First Capital Corp.	Digital Equipment Corporation	Illinois Tool Works, Inc.	Mitsubishi Bank	Reuters America Inc.	Virginia Power/North Carolina Power
Ather Williams	DST Systems, Inc.	IMO Industries, Inc.	The Mitsui USA Foundation	Rexnord Corporation	WMX Technologies, Inc.
Attachmate	Eastern Enterprises	The Industrial Bank of Japan, Ltd.	Modern Woman	Robert Wood Johnson Foundation	Washington Mutual Savings
Avon Products, Inc.	Eaton Vance Management	The Irvine Company	Morgan Guaranty	The Rockefeller Brothers Fund, Inc.	The Washington Post Company
BHP Hawaii	Elangy Corporation	Jefferies Group, Inc.	Morgan Construction Company	The Rockefeller Group	Waste Management
BMC Industries, Inc.	Energen Corporation	John Hancock Mutual Life Ins. Co.	J.P. Morgan & Co. Inc.	Rockler Co. Inc.	Wells Fargo
BP America	Enron Corporation	Johnson & Johnson Family of Companies	Morris Alper Inc.	The Rosewood Corporation	Wheat First Butcher Singer
Baker Hughes	Ensign-Bickford Foundation	Joseph E. Seagram & Sons, Inc.	Charles Stewart Mott Foundation	Ross, Johnston & Kersting, Inc.	The Whitaker Foundation
Bank America	Eott Energy Corporation	Jostens, Inc.	Murphy Oil Corporation	Ryco Division, Reilly-Whiteman, Inc.	Wiley Rein & Feilding
Bank of Tokyo	Equitable Life Assurance Society	J. Paul Getty	Mutual of America	Ryan Construction Co. of Minnesota	The Williams Companies, Inc.
Barnes & Roche, Inc.	Eriksson	J.P. Morgan	NACCO Industries, Inc.	Safeco Corporation	Winn-Dixie Stores, Inc.
Bayliss Corporation	Fafard/Lambert Group	Junior Achievement	National Reinsurance Corp.	Safety Kleen	W.R. Grace & Co.
Bay Networks Inc.	Fed. Home Loan Mortgage Assoc.	Kansas City Southern Industry, Inc.	National Westminster Bancorp	The St. Paul Companies	Wylie Post Memorial
Becor Western Inc.	Fed. National Mortgage Assoc.	Keefe, Bruyette & Woods, Inc.	Nations Credit Corporation	Sara Lee Corporation	Xinet
Becton Dickinson and Company	Fel-Pro	W.K. Kellogg Foundation	Neiman-Marcus Group	Schein Pharmaceutical Inc.	XTRA Corporation
Bell & Howell	Fidelity Investments	Kemper National Insurance Co.	New England Business Service, Inc.	Security Mutual Life Insurance	Zortman Mining Inc.
The Berkshire Group	The Fieldstone Company	Ken Marin Associates	New England Power	Sea Land Services Inc.	Zurich Rei
Black & Decker	Fiduciary Trust Company	Kennedy Jenks Chilton	Newsweek	Sedgewick James, Inc.	
The Blount Foundation, Inc.	First Bank System, Inc.	Kimberly Clark Corporation	New York Marine & General Insurance	Shaklee Corporation	
Bonneville International Corp.	First Data Resources	Lam Research Corp.	Nike, Inc.	Sheldhl, Inc.	
Bordan, Inc.	First Interstate Bancorp	Lane Industries	Nordson Corporation	The Sherwin Williams Company	
The Boston Company	Follett	Lawyers Title Insurance Corp.	The Northern Trust Company	Sierra Health	
Brakeley, John Price Jones, Inc.	Fortis Benefits Insurance Co.	Leo Burnett	Northfield Foods, Inc.	Sifco Industries, Inc.	
Buckeye Pipe Line Company	Fortis Financial Group	Levi Strauss & Company	Norton Company	Spear Leeds & Kellogg	
Burnham Foundation	Freddie Mac			Spectrum Colors	
Leo Burnett Company, Inc.				Square D	
Business & Legal Reports, Inc.					
CAP MAC					

\$100 NATIONAL MULTIPLE SCLEROSIS SOCIETY \$100
NEW JERSEY METRO CHAPTER



bike to
create a world
free of MS

**ONE HUNDRED
BONUS BUCKS**

SERIES
2012

My Name _____ Rookie Rider's Name _____

\$100 ONE HUNDRED BONUS BUCKS \$100

\$100 NATIONAL MULTIPLE SCLEROSIS SOCIETY \$100
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BONU\$ BUCK\$

Each "rookie rider" that you recruit to participate this year, earns you \$100 towards your pledge total to reach a higher prize level.

Here's how it works:

- 1 Recruit cyclists to ride with you.
- 2 To qualify as a "rookie rider", the cyclist cannot have participated in a previous NMSS New Jersey Metro Chapter Bike MS Ride.
- 3 Each "rookie rider" must pay the registration fee in full and have the minimum pledge amount in by the pledge deadline.
- 4 When you send in your pledges, include your BONU\$ BUCK\$ coupon(s) with the information filled out and count it toward your pledge total.

BUT OF COURSE THERE ARE RULES:

- 1 BONU\$ BUCK\$ do NOT count toward your registration fee, minimum pledge total or entry into our fundraising clubs.
- 2 You can't count yourself as your own "rookie rider", even if it is your first ride.
- 3 Two "rookie riders" cannot use each other.
- 4 Each "rookie rider" can only be used once. If more than one cyclist claims a "rookie rider", the cyclist who sends in their BONU\$ BUCK\$ first will be credited.

For More Information Call:

North Jersey Office: 201-967-5599

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