Media Sponsorship Proposal

www.MGWalk.org 1-855-MGWALKS Info@MGWalk.org Fax: 914-636-5585

2017 MG Walk Media Sponsorship Proposal

What is Myasthenia Gravis (MG)?

Myasthenia gravis is a chronic autoimmune neuromuscular disorder in which antibodies attack and destroy neuromuscular connections, causing muscle weakness. Those with MG experience weakness of the voluntary muscle groups, affecting muscles that control eye movements, chewing, swallowing, coughing, facial expression and breathing, as well as the use of extremities. These symptoms are unpredictable and can be potentially life threatening. MG affects tens of thousands of Americans of every race, gender and age. While there are treatments, **there is currently no cure for MG**.

About the Myasthenia Gravis Foundation of America (MGFA)

The MGFA is the *only* national volunteer health agency dedicated solely to the fight against myasthenia gravis and to serving those with MG, their families and caregivers through support groups and programs.

With the funds raised by the MG Walk Campaign, the MGFA is committed to finding a cure for myasthenia gravis and closely related disorders, improving treatment options and providing information and support to people with myasthenia gravis through research, education, community programs, and advocacy.

Why We Walk

Imagine a debilitating disease that impacts every aspect of your life. Now imagine what it's like when no one has heard of the disease. This is what it is like for someone with myasthenia gravis. In addition to raising vital funds, the MG Walk generates **awareness**, renews **hope**, and creates a **community** for those with MG and their families.

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How YOU can help!

As an official MG Walk TV/Radio Sponsor, your media outlet will provide the following support:

- Create and air a 2017 MG Walk Public Service Announcement (PSA)
- Promote the 2017 MG Walk on your website, calendar of events, and social media platforms
- Promote the MG Walk by providing pre-event and event day mentions on-air and online to drive participation and awareness
- Promote the MG Walk and recruit staff and audiences (through on-air and web promos) as team members to participate in and promote the event
- Share the 2017 MG Walk logo and event page link on your social media accounts (i.e. Facebook, Twitter, Instagram)
- Identify possible representative(s) to serve as event spokesperson on Walk Day
- Produce and promote local interest stories and interviews pre and post-event, including our highlighted local MG Walk Hero
- Assist in exposing the 2017 MG Walk to local advertisers and viewers for possible sponsorship and participation
- Promote, on-air or online, the mission of the MGFA

As an official MG Walk Print Sponsor, your media outlet will provide the following support:

- Create and print a 2017 MG Walk Public Service Announcement (PSA)
- Promote the 2017 MG Walk on your website, calendar of events, and social media platforms
- Promote the MG Walk by providing pre-event and event day mentions in print and online to drive participation and awareness
- Promote the MG Walk and recruit staff and readers (through print and web promos) as team members to participate in and promote the event
- Share the 2017 MG Walk logo and event page link on your social media accounts (i.e. Facebook, Twitter, Instagram)
- Identify possible representative(s) to serve as event spokesperson on Walk Day
- Produce and promote local interest stories and interviews pre and post-event, including our highlighted local MG Walk Hero
- Assist in exposing the 2017 MG Walk to local advertisers and viewers for possible sponsorship and participation
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As a 2017 MG Walk Media Sponsor, the MG Walk would like to honor your partnership in the following ways:

Collateral Material

Your logo included on the following materials

1. Flyers distributed to companies, organizations and retail outlets
2. Official MG Walk T-shirt distributed to participants

Internet

Your logo and website link included on the following internet promotions

1. MG Walk website homepage (publicized to general public – all teams, registrants and donors are encouraged to use this site repeatedly to manage fundraising and event logistics).
2. Mass emails sent to prospective and registered participants
3. Social media websites and platforms used by the event to communicate with participants

Advertising/Public Relations

1. Logo inclusion on all future paid advertising
2. Right to use the designation "Official Media Sponsor of the 2017 MG Walk" in all sponsor-related advertising and public relations.

Day of Event

1. Signage opportunities at the MG Walk start and finish location
2. Booth space at the start/finish line for you and/or your advertiser(s) to distribute promotional materials.
3. Possible opportunity for a representative of to partake in the MG Walk Opening Ceremony

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