



# BANGERS TO BLUFF 2026

## Sponsorship Proposal



For more information or to discuss  
becoming a sponsor contact:

Louise McKinlay  
MSNZ Communications Lead  
[Louise.mckinlay@msnz.org.nz](mailto:Louise.mckinlay@msnz.org.nz)  
03 366 2581



# Kia ora

"We're Multiple Sclerosis New Zealand (MSNZ), the national multiple sclerosis (MS) organisation delivering advocacy, information, awareness, and education so people living with MS across Aotearoa can independently live their best lives.

We're thrilled to once again be invited as the **Masthead Charity** for Bangers to Bluff. Marking its 10<sup>th</sup> anniversary, the rally is a unique charity event combining adventure, camaraderie, and purpose.

This year, we're inviting **YOU** to join us in making a difference. By supporting Multiple Sclerosis NZ, you'll be helping drive **nationwide change** for people living with MS, ensuring **better care**, faster **diagnosis**, access to world-class **treatments**, and a stronger **voice** for the MS community in shaping policy and the future."



**Amanda Rose**  
MSNZ National Manager

## About the Event



Bangers to Bluff is a thrilling road trip organised by the **Rotary Club of Half Moon Bay**, and supported by **Assurant**. 16 teams will travel from Auckland to Bluff through some of New Zealand's most spectacular and lesser-traveled routes

The challenge? Drive a car worth less than \$2000 to Invercargill, where it's auctioned off to raise funds for charity.

Pictured: Graham (right) and team member Jeff (left) meeting a supporter en-route.

Our team, '**Keep S'myelin**', continues to inspire – including Graham, who lives with Primary Progressive MS and cycles ahead of the rally to raise awareness. His mantra is '**use it or lose it**', and despite his decreasing strength and ability to use the left side of his body he's committed to raising awareness and showing that MS won't stop him.

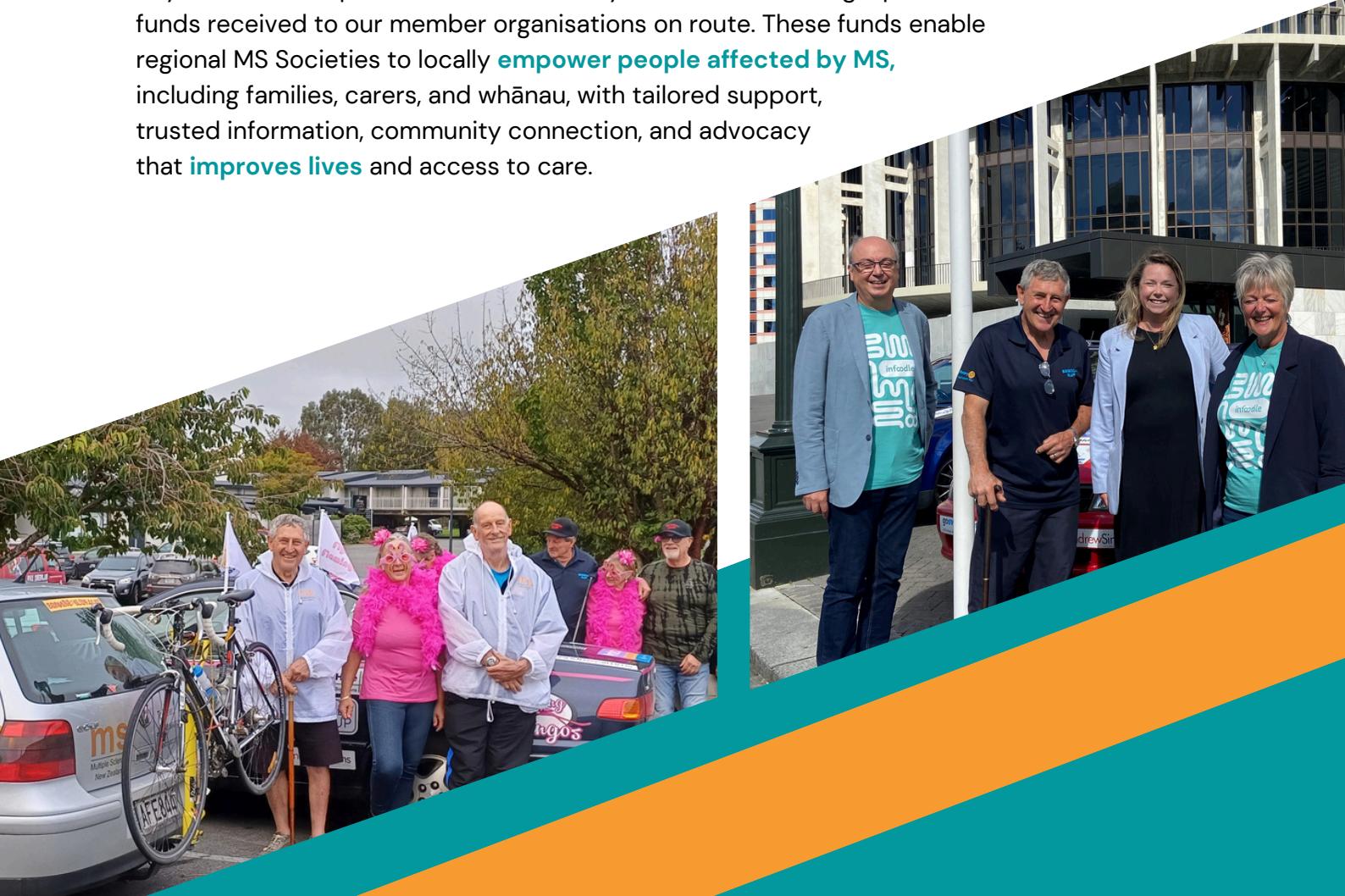
# How will your sponsorship help?

Bangers to Bluff is Multiple Sclerosis NZ's **largest annual fundraiser**. By supporting Multiple Sclerosis NZ, you're helping drive nationwide change for people living with MS, ensuring better care, faster diagnosis, access to world-class treatments, and a stronger voice for the MS community in shaping policy and the future.

**Your support** will enable MSNZ to continue driving change to **improve MS care** and outcomes in New Zealand. We aim to:

- Ensure nationally consistent, evidence-based MS information is available.
- Promote global best-practice standards for long-term brain health.
- Fight for equitable access to timely diagnosis, treatment, and MS specialists.
- Expand access to all proven disease-modifying therapies.
- Break down barriers to funding and support for people with MS and their carers.
- Highlight the economic impact of MS to influence better funding decisions.
- Amplify the voice of the MS community on key national issues.

Beyond this, Multiple Sclerosis NZ annually commit to donating a portion of the funds received to our member organisations on route. These funds enable regional MS Societies to locally **empower people affected by MS**, including families, carers, and whānau, with tailored support, trusted information, community connection, and advocacy that **improves lives** and access to care.





Over **5,600** New Zealanders live with MS — a complex, often invisible condition that affects each person differently, disrupting everyday functions and challenging understanding and misconceptions.

**With your help we can raise funds and awareness that will help us achieve our mission.**

## ➡ **Mission**

MSNZ is committed to leading **service excellence** in multiple sclerosis care by delivering a consistent, accessible **national support** network through 18 Regional Societies, empowering individuals with MS and their whānau with expert care, advocacy, and evidence-based resources.

In September 2025, we launched our new website alongside our Awareness Week campaign. This resource **empowers** people affected by MS with accessible, up-to-date information, helping them **better understand** their condition and connect with the **support** they need.

## ➡ **Can you help?**

Our bangers are perfect for displaying sponsors logos, showing their commitment to our followers and supporters as it travels from Auckland to Bluff. **Can we take you with us on this ride?**

Our banger will be driven by rally team **'Keep S'myelin'**, comprising our most dedicated volunteers: *Neil Woodhams*, MSNZ President. *Graham Walker*, MS Taranaki President and *Jeff Silvester* MS Hawkes Bay President, pictured above.

# Sponsorship packages for Friends of team 'Keep S'myelin'



We have packages to suit all budgets. Choose from:

## Bronze (up to \$500)

- Social media thank-you post
- Logo on MSNZ's website (business partners page)

## Silver (\$1,000)

- Sponsor name/logo on MSNZ's Fundraising Page
- Logo on MSNZ's website (business partners page)
- MS Voice thank-you
- Social media thank-you post

## Gold (\$1,500)

- 2 Decals on our Banger
- All Silver benefits

## Platinum (\$2,000)

- Decals on up to 10 Bangers including 2 on MSNZ's Banger
- Opportunity for banner/signage at MSNZ hosted B2B events
- Featured social media post
- Featured article in MS Voice
- All Gold benefits

## Diamond (\$5,000)

- Decals on ALL Bangers
- Premium placement of decal on MSNZ's Banger
- Top-tier logo on MSNZ's website with link
- 2 x Featured article in MS Voice
- Multiple dedicated social media posts
- Banner/signage at MSNZ hosted B2B events and auction
- Acknowledgement in media releases / MC mentions at auction

Or, contact us to discuss other types of support you could offer such as in-kind, raffle items or specialist expertise.



# Benefits to You

Partnering with Multiple Sclerosis NZ is more than sponsorship – it's an opportunity to align your brand with a cause that matters and connect with an engaged, nationwide audience.

## Why choose us?

- **Amplify Your Brand Reach:** In just one month, our Facebook page reached **38,000+** people, and we maintain strong engagement with 6,200+ social media followers across platforms. Your brand will be seen by thousands who care about making a difference.
- **Media Coverage:** We've received strong media attention, with features in leading outlets such as:
  - Stuff
  - More FM Taranaki
  - Whats on Invers
  - NZ Herald
  - The Sun
  - Otago Daily Times
  - Radio NZ
  - The Ensign
  - The Times
  - and more.

This coverage demonstrates the **trust** and **visibility** we've built nationwide.

- **Direct Audience Connection:** Our monthly e-Newsletter reaches 1,100+ subscribers, and our 18 Regional Societies actively share our content with their local communities—amplifying your message even further.
- **Influence Where It Counts:** We recently took our advocacy to the steps of Parliament, showcasing multiple vehicles and holding private meetings with the Minister of Health. This demonstrates our ability to create impact at the highest level—and your brand can be part of that story.

**By supporting MSNZ, you're not just gaining exposure – you're showing leadership in social responsibility, building goodwill, and creating meaningful connections with people who value brands that care.**

# 2026 Event Route & Timeline

→ **Depart Auckland** 16<sup>th</sup> March 2026 → **Arrive in Bluff** 28<sup>th</sup> March 2026

This year, the bangers will be stopping in:

- Rotorua
- Hicks Bay
- Gisborne
- Dannevirke
- Blenheim
- Hanmer
- Greymouth
- Fox Glacier
- Wanaka &
- Invercargill

With opportunities to **join the rally** for a **BBQ** hosted by a regional society, to chilling with them at the daily '**Happy Hour**' to simply **waving** at them as they pass, they'd love to see you en-route, so please contact us if you'd like to know when they're due to be in your area.



# Previous Supporters

We are incredibly grateful for the **continued support** we have received over the years as a **Masthead Charity** for Bangers to Bluff. Their support helps us to be the **National Voice** of MS, and advocate for access to treatments.

Some of our regular supporters include:



As a Friend of Team '**Keep S'myelin**', you'll come on a journey over thousands of kilometers that spreads awareness and raises vital funds for MSNZ and the Regional Societies that engage with the Rally en-route.

In 2025, we were awarded \$72,000, of which \$15,000 was distributed to 10 Regional Societies to assist with their community-based services, making a real difference to the lives of those in their communities. Your support really makes a difference.

## Your logo would look great on our banger!



# We'd love to take you on this journey



## Contact us:

 [www.msnz.org.nz](http://www.msnz.org.nz)

 [info@msnz.org.nz](mailto:info@msnz.org.nz)

 03 - 366 - 2581