

ms.

Multiple Sclerosis
New Zealand

Bangers to Bluff 21 March - 1 April 2023 SPONSORSHIP PROPOSAL



Kia ora!

We're Multiple Sclerosis New Zealand, the national organisation delivering advocacy, information, awareness and education so people living with MS can independently live their best lives.

We need your help!

For more information or to discuss becoming a sponsor, please contact:



Emily Smith
MSNZ Fundraising Coordinator
emily.smith@msnz.org.nz
03 366 2581

BANGERS TO BLUFF



The '**Bangers to Bluff**' car rally is an annual charity event organised by the Rotary Club of Half Moon Bay (Inc), where teams travel from Auckland to Bluff, on a carefully crafted route through spectacular New Zealand on 'roads less travelled'.

The challenge is to **drive a car costing less than \$2000 from Auckland to Bluff** and finish at Invercargill. Disappointingly, last year's rally was cancelled, due to the impacts of COVID. So, this year, we're more **revved** up than ever to make this event a success. The 2023 event will be the eighth year the Rally has run and in that time has raised in excess of \$250,000 for charity. Of that, Multiple Sclerosis New Zealand (MSNZ) has received \$122,000.

A unique and rich experience, not only setting the scene for lifelong friendships and opportunities for travel, but also supports two masthead charities, Hopeworks NZ and ourselves, Multiple Sclerosis New Zealand.

Money is raised through car registrations, sponsorship, donations and auctioning the cars in Invercargill. Proceeds will be donated to charities the Rotary Club of Half Moon Bay supports, including MSNZ, Hopeworks NZ and Regional MS Societies the rally meets en-route.

OUR INVOLVEMENT



MSNZ is a grateful recipient of the rally since 2018, testament to the mutually supportive relationship we have built. 2021 was the first year we entered our own car, Team '**Keep Smyelin**'. The awareness, goodwill and advocacy opportunities exceeded our expectations, encouraging us to join the rally again.

In 2021, **\$45,000 was raised for MSNZ** and **\$11,000 for Regional MS Societies**. The publicity that came as a result of our involvement in 2021 included **two national radio interviews and seven newspaper articles**.

One of our team, Graham, who has Primary Progressive MS, took his road bike and rode approximately 40km at dawn each day ahead of the cars to raise the profile of Multiple Sclerosis and the event. This was very successful, and he plans to do this again (weather permitting). After all, **exercise is medicine!**



MSNZ are **seeking sponsorship** for our banger's entry in the rally and we would love to take you with us on this journey!

Our VW Beetle is the perfect silver colour to display your logo, showing your commitment to our followers and supporters throughout NZ.

Our banger will be driven by our dedicated team of volunteers "Keep Smyelin", **Graham Walker, Jeff Silvester, Neil Woodhams.**



All sponsors will receive : Logo placement on our fundraising website and a message of thanks in our event communications.

Sponsor Decals Packages:

· **Gold Sponsorship \$1000 - \$1500** includes 2 Decals on our MSNZ Banger

· **Platinum Sponsorship: \$1501 and above :** Includes 2 Decals on our MSNZ Banger.

Plus the option to have (at sponsor's cost) up to 2 decals per Event Banger

Eg **Platinum Sponsor A :**

Chooses to have 2 Decals for six other vehicles Cost = $6 \times 2 \times \$25 = \300 incl gst This will be invoiced separately

Eg: **Platinum Sponsor B**

Chooses to have 1 decal for every Banger (say 15) Additional cost to sponsor = $15 \times 1 \times \$25 = \375 incl GST. This will be invoiced separately

Digital coverage only - From \$250

Digital coverage on website, newsletters and social media
(combined followers approx. 7000)

We are happy to **tailor packages** to meet your requirements.
Please contact us to discuss further.

Signage will be prepared and printed by Bangers to Bluff and displayed on the MSNZ car until donated to the Rotary Club and auctioned in Invercargill in April 2023.

MSNZ reserves the right to accept or decline any offers of sponsorship if it does not fit with our brand or ethos



WHO WE ARE AND WHAT IS MS?

MSNZ is a non-profit organisation providing **information**, **awareness** and **advocacy** for people impacted by MS. We provide evidence-based information that supports and encourages people to take control of their diagnosis and condition.

We support **18 Independent Regional Societies** nationwide, to deliver support and services for people with MS. Each society employs trained Community Support Staff helping people to live well in their communities.

Over **4130** New Zealanders are **diagnosed** with MS, a chronic health condition, and the **most disabling non-traumatic condition for young people globally**.

In MS, the protective myelin surrounding the nerves becomes damaged, disrupting the signals that are sent from the brain to various parts of the body. Damage impacts **cognition, vision, speech, swallowing, fatigue, movement, nerve sensations**, the **bladder** and the **bowel**. Many symptoms are **complex** and **unseen** making the condition hard for many to understand. The course of a person's condition and symptoms is relatively unknown and different for each individual.

Mental health is a huge issue in the MS community, impacted by many factors.

You can learn more by watching our short video:
'What is MS'.

MS has a significant impact not only on the person diagnosed but also partners, parents, families, whānau, children and employers. Because of this, we are shining a light on the **generous** and **selfless carers**, that need support to safeguard their own physical and mental wellbeing when caring for their loved ones with MS.

Their **tremendous skills** and **deep empathy** enable people with MS to live well, and as independent as possible. Without carers, people with MS could be very isolated and fully dependent on the health system, or suffer alone.

CARERS HAVE LIVES TOO. LET'S SUPPORT THEM TO LIVE WELL.

40% of carers have their own health conditions and disabilities while supporting someone else

45% are struggling, really struggling, or need emergency respite

30% are cutting back on essential items such as food and heating for their whanau to best manage money



Donors and sponsors have helped us to address critical issues impacting the MS community. Recent successes have included:

The Economic Burden of MS Report

Understanding the total costs and benefits of a health challenge is good health economics. It matters because a person's health has implications for families, society, and the economy. Funding allowed us to commission this independent report. It calculated the **societal costs** of MS in 2021 to be **\$266.3 million** and the estimated employment related loss for individuals with MS being \$82 million. The report clearly demonstrated earlier intervention and access to high efficacy medicines are key to positive outcomes for both people impacted by MS and the New Zealand economy.

[**Click here to watch our video and learn more.**](#)

Widened access to medications

After **8 years** of hard-fought **advocacy**, we successfully widened the MS treatment criteria. Over 1900 people on **treatment** today are able to stay on for significantly longer, and those newly diagnosed no longer have to wait for a **second relapse** of their symptoms before beginning. Early access to treatment keeps people employed, supporting their families and active in their communities.

Information Resources Project

Evidence-based and up to date information is **vital** to successfully manage MS. A new suite of information resources is scheduled to be released in 2023. These **resources** will not only be useful for those with the condition but also those providing **support** and care at home and in the community.

Your support could help us to continue to **improve** the lives for New Zealanders impacted by MS. We are currently addressing **key issues** including:

Impact of MS on family carers and whanau

Caring for a loved one has **tremendous impacts** on the financial, physical and **mental health** of family carers. Many leave the workforce early to care for their loved ones with Multiple Sclerosis. This results in a **significant loss** of income and securing a comfortable retirement. Your support will help us address the issues impacting family carers, and provide **vital information** and **advocacy**.





**TUE 21
MARCH**

Auckland to Te Kuiti, via Raglan and Kawhia **(MS Waikato)**

**WED 22
MARCH**

Te Kuiti to Wanganui via New Plymouth and then down the coast **(MS Central Districts, MS Wanganui and MS Taranaki)**

**THUR 23
MARCH**

Wanganui to Martinborough **(MS Wellington)**

**FRI 24
MARCH**

A day in Martinborough to enjoy the wonderful sights of the area and maybe a vineyard or two **(MS Wellington)**

**SAT 25
MARCH**

Martinborough to Blenheim **(MS Marlborough)**

**SUN 26
MARCH**

Blenheim to Hanmer Springs via the Molesworth Station or via Kaikoura **(MS Canterbury)**

**MON 27
MARCH**

Hanmer Springs to Geraldine **(MS Canterbury)**

**TUE 28
MARCH**

Geraldine to Mt Cook **(MS South Canterbury)**

**WED 29
MARCH**

Mt Cook to Oamaru **(MS Otago)**

**THUR 30
MARCH**

Oamaru to Balclutha via Danseys Pass and Ranfurly **(MS Otago)**

**FRI 31
MARCH**

Balclutha to Invercargill with opportunities to explore the Catlins area **(MS Southland)**

**SAT 1
APRIL**

Invercargill to Bluff. Back to Invercargill for the grand finale auction & prizegiving dinner **(MS Southland)**

