

ms

Multiple Sclerosis
New Zealand



Bangers to Bluff 25th March - 5th April 2025 SPONSORSHIP PROPOSAL



Kia ora!

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

But we need your support!

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



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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 Aotearoa New Zealand on 'roads less travelled'.

The rally is a unique and rich experience, setting the scene for lifelong friendships and opportunities for travel, but also supports a number of charities.

Money is raised through car registrations, sponsorship, donations and auctioning the cars at the end of the event in Invercargill. Proceeds are donated to the event's Masthead charity, Multiple Sclerosis New Zealand (MSNZ) as well as other charities supported by the Rotary Club of Half Moon Bay, including MS societies the rally meets on-route.

The challenge is to **drive a car costing less than \$2000 from Auckland to Bluff** and finish at Invercargill. The 2025 event will be the tenth year the Rally has run and the sixth time MSNZ has been a masthead charity. The events have raised in excess of \$420,000 for charity, of that, MSNZ and our regional societies have received over \$240,000.

OUR INVOLVEMENT

MSNZ has been a grateful participant of the rally since 2018, testament to the mutually supportive relationship we have built with the Rotary Club of Half Moon Bay. 2021 was the first year we entered our own banger, driven by volunteer team '**Keep Smyelin**'. The awareness, goodwill and advocacy opportunities experienced always exceeds our expectations, encouraging us to join the rally again.

In 2024, **\$71,000 was raised for MSNZ and regional MS societies**. The team drove over 2,600 kms spreading awareness of this nervous system condition.

One of our dedicated team, Graham, has Primary Progressive MS. In the last few years, due to his MS, he has been experiencing decreasing strength and ability to use his entire left side of his body. Despite this he, and his road bike, ride out at dawn, ahead of the cars, to increase awareness of the event, to prove that **MS won't stop him**, and highlight the importance of **using or losing it!**



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CAN YOU HELP US?

MSNZ are seeking **sponsorship** for our entry in the rally. We would love to take you with us on this journey! **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 Smyelin"**, two of our most dedicated volunteers:

Graham Walker
MS Taranaki.



Jeff Silvester
MS Hawkes Bay.



Sponsorship Packages:

Platinum Sponsorship: \$2000 - \$5000 plus GST

Includes 2 decals on our MSNZ banger and up to 10 rally bangers and digital coverage on all MSNZ platforms.

Option to add decals to all vehicles at an extra cost per decal per vehicle, invoiced separately (e.g., 10 vehicles with 2 decals each at \$25 per decal equals \$500 plus GST)

Gold Sponsorship: \$1000 - \$1999 plus GST

Includes 2 decals on our MSNZ Banger plus MSNZ digital coverage.

Digital coverage only - From \$250 plus GST

Digital coverage on MSNZ website, newsletters and social media with combined 7000 followers. Reaching over 50k people in 2024 campaign.

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

If you are interested in being an **Event Sponsor**, we can put you in touch with the Rotary Club of Half Moon Bay who would be delighted to work with you.

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

WHO ARE WE?

At MSNZ we aspire to be **'The National Leader for Service Excellence in Multiple Sclerosis'**. Over the next 10 years we are paving the way for the delivery of a consistent **national service, accessible and valued by all** who are touched by MS – from clinicians to people with MS, their carers and whānau.

We support **18 Regional Societies across Aotearoa** to deliver support and services for people affected by MS. Each society employs trained community support staff, helping people to live well in their communities.

MSNZ endeavours to lead excellence in MS care, raise awareness and advocate on national issues which impact the quality of life of MS communities. We provide evidence-based information that supports and encourages people to take control of their diagnosis and condition.

WHAT IS MS?

Over **5000** 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 different for each individual.

You can learn more by watching our video: 'What is MS'. (<https://rb.gy/2dxkkx>) and this short video from Roche, of Graham portraying his life with MS (<https://rb.gy/ji70u3>). Graham also appeared on TVNZ's 'Good Sorts' in September 2024.



HOW WILL YOUR SPONSORSHIP HELP?

Bangers to Bluff is MSNZ's **primary fundraiser**, supporting our mission to improve the lives of those affected by MS. Key achievements funded by past events include:

- Advocating for **broader access** to disease-modifying therapies for Relapsing Remitting MS. Our efforts earned the 2023 MS Brain Health Award from the UK's Oxford Health Policy Forum.

What is
Multiple Sclerosis?



- Advocating for funding of the first treatment for Primary Progressive MS, offering new hope to many patients. **"We now have hope for the first time in many years,"** say Murray and Gail, who anticipate better quality of life and potential for employment.
- Conducting a critical review on the cost-effectiveness of ocrelizumab for PPMS in NZ to **influence Pharmac's** funding model.
- Collaborating with the Neurological Alliance to urge the government to address workforce shortages, **increase pharmaceutical funding**, enhance community care, improve data collection, and support effective MS treatments.
- Working with the Carers Alliance to spearhead a petition calling on greater **recognition and protections for family carers** mental, physical and financial health and well-being.
- Advocating for **access to Shingrix** for shingles, especially for those on immunosuppressive therapies.

Expanding Skills and Service Excellence

MSNZ aims for consistent, high-quality services nationwide for all affected by MS. Funds raised from the 2024 rally have enabled us to recruit a new Clinical Lead to:

- Develop best practice models.
- Lead and train Community Advisors.
- Guide external communications.
- Promote adherence to MS Brain Health Standards.
- Enhance service delivery using technology.
- Standardize client data recording and reporting.

New Resources

In early 2024, we launched the "Living Well with MS" booklet, providing essential information on MS and living well with the condition. This is part of a resource pack that includes supplementary leaflets for the newly diagnosed and those already living with MS. We will also release new symptom information sheets and plan to revamp our website over the next year.

MS Conference

MSNZ hosts two annual events: the Community Advisor Meeting, which enhances regional advisor skills, and the MS Conference, focused on strengthening governance across our 18 member organisations.

2024 MEDIA COVERAGE

Alongside the incredible funds the event raises for MS organisations, the event is a vehicle for awareness. Last year's event saw us achieve significant national media coverage, highlighting MS and those affected.

20TH FEB

[Stuff Article](#)

28TH FEB

[More FM Taranaki Interview](#)

7TH APRIL

[Whats on Invers Article](#)

9TH APRIL

[Stuff Article](#)

11TH APRIL

[NZ Herald Article](#)

17TH APRIL

[The Sun Article](#)

22ND APRIL

[Otago Daily Times Article](#)

22ND APRIL

[What's on Invers Article](#)

23RD APRIL

[Radio New Zealand Interview](#)

24TH APRIL

[The Ensign Article](#)

2ND MAY

[More FM Taranaki Interview](#)

16TH MAY

[The Times Article](#)



In April 2024, during Bangers to Bluff, our social media platforms reached over 38,000 people!

That's **38,000** people that saw our **messaging** and our **supporters branding**. One of our videos alone clocked up 652 minutes of viewing time!

Our efforts were further boosted by appearing in the many above listed newspapers, both in print and online, and on radio stations - again, spreading awareness of multiple sclerosis and our supporters.

So why not come with us as we embark on a thrilling adventure that sweeps across breath-taking landscapes and vibrant towns, with the event journeying through a dazzling array of destinations year after year spreading awareness, understanding, compassion and much needed funds.

In 2024 the adventure included stops in Taupo, Wanganui, Masterton, Blenheim, and more, culminating in the scenic town of Bluff.

Looking ahead to 2025, the excitement ramps up again, hitting hotspots like Taupo, Palmerston North, Wellington, Motueka, Hanmer Springs, Christchurch/Akaroa, Oamaru, Balclutha, and wrapping up once more in Invercargill.

Come join the fun!



2025 EVENT TIMELINE



**TUE 25
MARCH**

Auckland to Taupo

**WED 26
MARCH**

Taupo to Palmerston North

**THUR 27
MARCH**

Palmerston North to Wellington

**FRI 28
MARCH**

Wellington to Motueka

**SAT 29
MARCH**

Motueka

**SUN 30
MARCH**

Motueka to Hanmer Springs

**MON 31
MARCH**

Hanmer Springs to Akaroa

**TUE 1
APRIL**

Akaroa

**WED 2
APRIL**

Akaroa to Oamaru

**THUR 3
APRIL**

Oamaru to Balclutha

**FRI 4
APRIL**

Balclutha to Invercargill

**SAT 5
APRIL**

Rally ends at Bluff. Invercargill for the grand finale auction & prizegiving dinner.