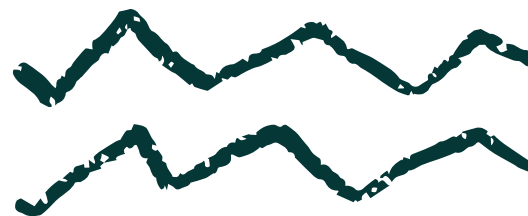


Bangers to Bluff
29 March - 9 April 2022
SPONSORSHIP PROPOSAL

ms.
Multiple Sclerosis
New Zealand

ms.

Multiple Sclerosis
New Zealand



Hello there!

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.

And we need your help!

BANGERS TO BLUFF 2022



The “Bangers to Bluff” Rally is an annual charity event organised by the Rotary Club of Half Moon Bay (Inc).

The event sees teams travel from Auckland to Bluff, on a carefully crafted route through spectacular Aotearoa on ‘roads less travelled’. The challenge is to **drive a vehicle costing less than \$2000 from Auckland to Bluff** and finish at Invercargill. The 2022 event will be the Rally's eighth year, and has raised in excess of \$250,000 for charity.

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 registration fees, sponsorship, donations and auctioning of the cars in Invercargill at the end of the Rally.

ACHIEVEMENTS IN 2021



MSNZ has been a very grateful recipient of the Rotarians charity for the past four years. The 2021 event was the first year we entered our own car, which raised awareness and much needed funds for those with MS in New Zealand. The awareness, goodwill and advocacy resultant from our participation exceeded expectations so we have entered again for 2022.

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

One of our team members, who has Primary Progressive MS, took his road bike on the rally and rode out before dawn each day ahead of the cars to raise the profile of MS and the event. This was very successful, so we plan to do it again in 2022.



We are seeking sponsorship for our team in Bangers to Bluff 2022 and would love to bring you on this journey.

Please review our sponsorship opportunities below and get your branding on our 2022 banger!

We are happy to discuss alternative sponsorship options with you.

Website: <https://fundraise.msnz.org.nz/bangerstobluff-2022>

Facebook Event Page: <https://fb.me/e/Zx6YNJcn>

SPONSORSHIP OPPORTUNITIES

Key placement of logo on 9 event vehicles

\$1500 + GST

300mm x 100mm logo on 9 participating event vehicles.

This is a limited offer with only 5 spots available.

Branding will have national exposure over 12 days as the event covers Auckland to Bluff.

Prior to the rally the signed car will be driven around the Hawkes Bay and Taranaki regions by their MS Societies.

Key placement of logo on MSNZs car

\$750 + GST

300mm x 100mm logo on MSNZs VW Beetle

This is a limited offer with only 9 spots available

For sponsors contributing over \$2500 in value the size is increased to 400mm x 200mm

Branded Cycling Kit

\$1500 + GST

This is a limited offer with only 1 spot available.

Our rider with Primary Progressive MS will ride 20-40km each day (max 12 days, weather and terrain permitting). Have your brand on his back!

Includes design and print costs.

Team Jacket Logo Placement

\$500 + GST

This is a limited offer with only 5 spots available.

Logo placement on the 3 MSNZ team jackets worn throughout the trip.





Newsletter Coverage

\$250 + GST (per newsletter)

References in our event newsletters sent monthly from January to May 2022 to our database of 1000 emails and on our Facebook page with 4300 followers.

Website Article

\$1000 + GST

Article on our website and a monthly e-newsletter promoting sponsors service to our membership of over 1000 emails.

Staff Education and Meet and Greet

\$1500 + GST

Opportunity for a representative of MSNZ to come and speak to staff about MS to increase their knowledge of the condition. The value includes travel expenses.

Photo Opportunity

\$500 + GST

For those sponsors on route, our team and banger can come to your office to meet and greet your staff and have photos to acknowledge your support.

All sponsors providing over \$500 of support will automatically receive:

- Logo placement on our fundraising website
- A message of thanks in our media releases
- Message of thanks in speeches on route
- Acknowledgement in MSNZs 2021/2 Annual Report

Signage will be prepared and printed by us and will be displayed on the car from now until the vehicle is donated to the Rotary Club to be sold in Invercargill in April 2022. We will endeavour to discuss with the sponsor where on the vehicle the signage will be placed but reserve the right to placement.

Note: Under privacy laws and our internal policies, MSNZ is unable to provide you with our contacts however we can act as the conduit to promote your business and services through our communication channels.

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



**TUE 29
MARCH**

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

**WED 30
MARCH**

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

**THUR 31
MARCH**

Wanganui to Martinborough **(MS Wellington)**

**FRI 1
APRIL**

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

**SAT 2
APRIL**

Martinborough to Blenheim **(MS Marlborough)**

**SUN 3
APRIL**

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

**MON 4
APRIL**

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

**TUE 5
APRIL**

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

**WED 6
APRIL**

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

**THUR 7
APRIL**

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

**FRI 8
APRIL**

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

**SAT 9
APRIL**

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

**SUN 10
APRIL**

End of Event

Multiple Sclerosis New Zealand (MSNZ) is a non-profit organisation providing **information**, **awareness** and **advocacy** for people impacted by Multiple Sclerosis (MS).

Our core mission is to work with 18 regional member organisations to meet the needs of people with Multiple Sclerosis, their families and carers through national leadership, advocacy, communication, and national and international collaboration.

For our member organisations we provide support, information, educational resources, and training opportunities to give them the tools to provide community-led services for people living with Multiple Sclerosis locally.

We encourage **resiliency**, **self-management**, **positive evidence-based lifestyle modifications** and principles of **living well with a chronic condition**. We provide evidence-based information that supports and encourages people to take control of their diagnosis and condition.

We are focussed on ensuring people are provided with information and support at all stages of their condition and addressing high-unmet needs that might disadvantage them.

Regional Societies nationwide offer a wide variety of support and services for people with MS, families, employers and carers affected by the condition. Each society employs trained MS Community Support Staff that offer support and guidance on a wide range of matters.





Multiple Sclerosis is 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. This damage impacts cognition, vision, speech, swallowing, fatigue, movement, nerve sensations, the bladder and the bowel. Many of the symptoms are **complex** and **unseen** making the condition hard for many to understand. **Mental health** is a huge issue in the MS community impacted by many factors.

The course of a person's condition and symptoms is relatively unknown and different for each individual. Because of this, MS is often referred to as the '**Snowflake Disease**'.

Each year approximately **134** New Zealanders will be **diagnosed**, and **94** people will experience their **first symptoms**, which might result in an MS diagnosis.

MS has a particular impact on **women who are diagnosed three times more than men**.

Those diagnosed with MS in NZ range from **teenagers** to those in their **80s+** with the average **age of diagnosis in NZ** being in a person's **mid 30s**. This is a **prime time of life for careers and families**.

MS has a significant impact not only on the person diagnosed but also partners, parents, families, whānau, children and employers. **Children** of parents with MS are hugely affected as symptoms can **limit parents' abilities** to be fully involved due to fatigue, pain, mobility and cognitive issues. MS can also have a profound and often detrimental effect on **relationships**. If support and knowledge is not available many relationships break up following diagnosis.

MS, if not well managed and supported, is also hugely **disruptive to employment prospects**.

We exist to help support people to live well with MS and have the best possible outcomes. Can you help us do this?

For more information or to further discuss becoming a sponsor, please contact any of the team:



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Husband and carer of a person with MS
Team Driver
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Graham Walker

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President of MS Taranaki
Person with Progressive MS
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New Zealand

National Office

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CC10861

Website:

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