



**14th–24th March 2010**

In support of:





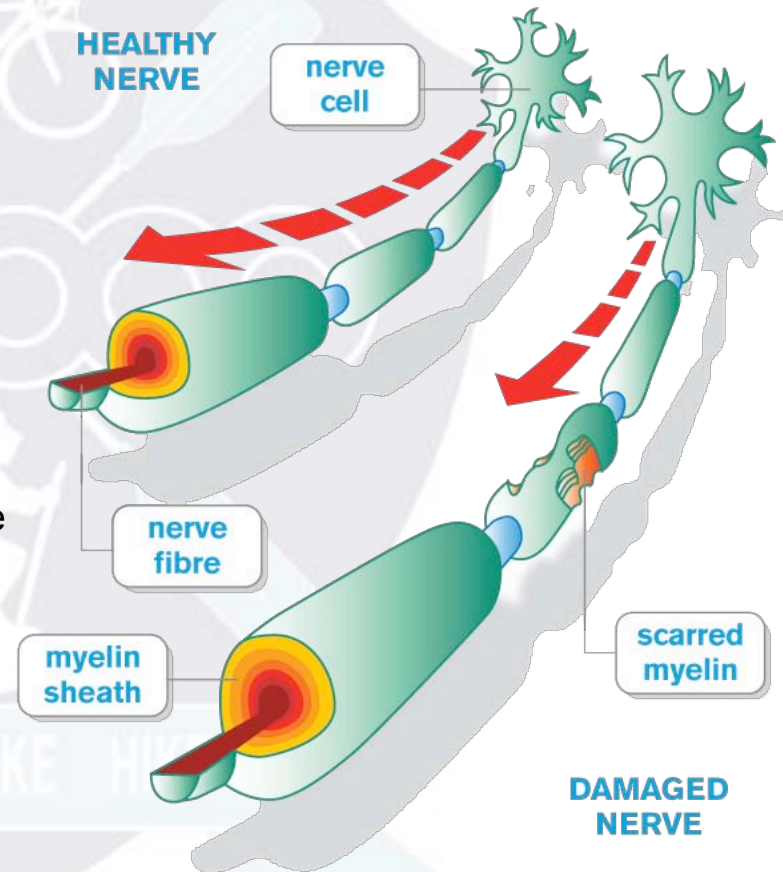
## Overview

- Calling all adventurers to join us for **MS1000** - a unique **1000km** kayaking, cycling and trekking challenge through the spectacular Victorian bush.
- This incredible challenge aims to raise awareness of the most common neurological disability amongst young adults in Australia – Multiple Sclerosis (MS) – and to generate publicity and funds for research into a cure.
- 100% of funds raised will be directed to Foundation 5 Million (F5M) - MS Research Australia's community fundraising arm.

**MS1000** aims to raise **\$100,000** and we'd  
**like your company to be involved**

# What is MS?

- An incurable, chronic, and often disabling disease
- Almost 20,000 Australians have MS
- People are more likely to be diagnosed in their early adult years
- Three out of four people diagnosed are women
- The symptoms of MS vary and the length of time an attack lasts varies. This unpredictability is one of the most disabling aspects of MS
- Common symptoms include loss of balance, muscle spasms, tingling or numbness, vision problems, fatigue, effects on memory and bladder and bowel disruptions.





## What is F5m?

- F5m was established in 2005 to give people with MS the opportunity to play a leading role in the search for a cure through their own fundraising efforts.
- While the ultimate goal of raising \$5m sounds lofty, it can be achieved with over \$3m already raised.
- MS Research Australia (MSRA) is the national, independent research organisation for MS in Australia. Since its inception, MSRA has achieved a five-fold increase in spending on MS research.
- MSRA works to accelerate progress in MS research in three key areas:
  - prevention
  - diagnosis and treatment
  - cure



## **How did MS1000 start?**

- The MS1000 grew from Major Sweat for Multiple Sclerosis (MS 4 MS) which took place in 2007.
- It lasted 6 days and covered more than 500km – by kayak, cycle and on foot.
- The group of 7 participants successfully raised over \$23,000 in funds for MS.
- The challenge has increased with the design of the MS1000, with an increased fundraising target and added kilometres.



# The Event

Date	Leg	Start	Finish	Distance
14/3/10 (Sun)	Paddle	Yarrawonga	Tocumwal	94km
15/3/10 (Mon)	Paddle	Tocumwal	Picnic Point	96km
16/3/10 (Tues)	Paddle	Picnic Point	Echuca	76km
17/3/10 (Wed)	Paddle	Echuca	Torrumbarry	63km
18/3/10 (Thurs)	Paddle	Murrabit	Swan Hill	75km
19/3/10 (Fri)	Cycle	Swan Hill	Wycheproof (Stay in Birchip)	163km
20/3/10 (Sat)	Cycle	Wycheproof	Ararat	169km
21/3/10 (Sun)	Cycle	Ararat	Port Campbell	179km
22/3/10 (Mon)	Rest / Travel Day			
23/3/10 (Tues)	Trek	Apollo Bay	Joanna's Beach	44.2km
24/3/10 (Wed)	Trek	Joanna's Beach	The 12 Apostles	46km



# **What MS1000 Sponsorship Offers Your Company**

The MS1000 offers your company the opportunity to contribute directly to the global search for a cure to Multiple Sclerosis.

In exchange the MS1000 can offer your company exposure in the form of:

- Naming rights advertising for each Leg of the event.
- Uniform advertising
- The option to form a corporate team and participate in the MS1000
- Metro and Regional media exposure through radio spots, television crosses and newspaper articles
- A documentary will be produced of the event to be televised
- Promotional advertising at official events and on official publications



# **Corporate Opportunities**

## **A Team Representing your Company**

- \$15,000 team of 4 for the whole event or \$6000 per leg

## **Corporate Sponsorship Options**

- \$1500 Official clothing advertising
- \$2500 Support vehicle advertising + above
- \$4000 Promotional advertising + above (max. 5)
- \$7500 Partner sponsor with leg event naming (max. 3)



## Links

*Take the opportunity to find out more about MS, F5m and MSRA by visiting these websites.*

[www.ms1000.org.au](http://www.ms1000.org.au)

[www.msaustralia.org.au/](http://www.msaustralia.org.au/)

[www.f5m.org.au/](http://www.f5m.org.au/)

[www.msra.org.au/](http://www.msra.org.au/)

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