WALK TO DEFEAT MND

SPONSOR PACK



ABOUT MND AND MND NZ

Motor neurone disease (MND) is a ***fatal, rapidly progressing*** neurodegenerative disease that robs people of then their ability to move, talk, and eventually breathe.

Often known as ALS or Lou Gehrig's disease, MND is actually a group of conditions with ALS being by far the largest proportion. Little is understood about the causes of MND. There are currently ***very few treatment options*** available, and ***no cure***. The average life expectancy is ***two to three years*** after diagnosis.

Motor Neurone Disease New Zealand (MND NZ) is a charity built on the ethos of helping people affected by MND – and it remains the cornerstone of all that we do today.

Our Vision:
A world where everyone who faces MND is empowered to live with dignity and hope. We champion a future where MND is treated, cured or prevented.

Our Mission:
Making time count for people affected by MND by offering personal support; advocacy; education; and supporting research.

For more information about MND or how we help, visit www.mnd.org.nz.



ABOUT THE WALK TO DEFEAT MND

The Walk to Defeat MND sees people come together to walk in honour, memory, and in support of people affected by MND, and to raise awareness and much needed funds for MND support and research.

Events are positive, powerful, colourful, and life-affirming. People from all walks of life find strength together, united by their experiences with MND, with the shared purpose of creating hope for others. Walks vary between 2km and 3km, and are always family-friendly, accessible and great fun.

Visit www.mndwalk.org.nz for more information.

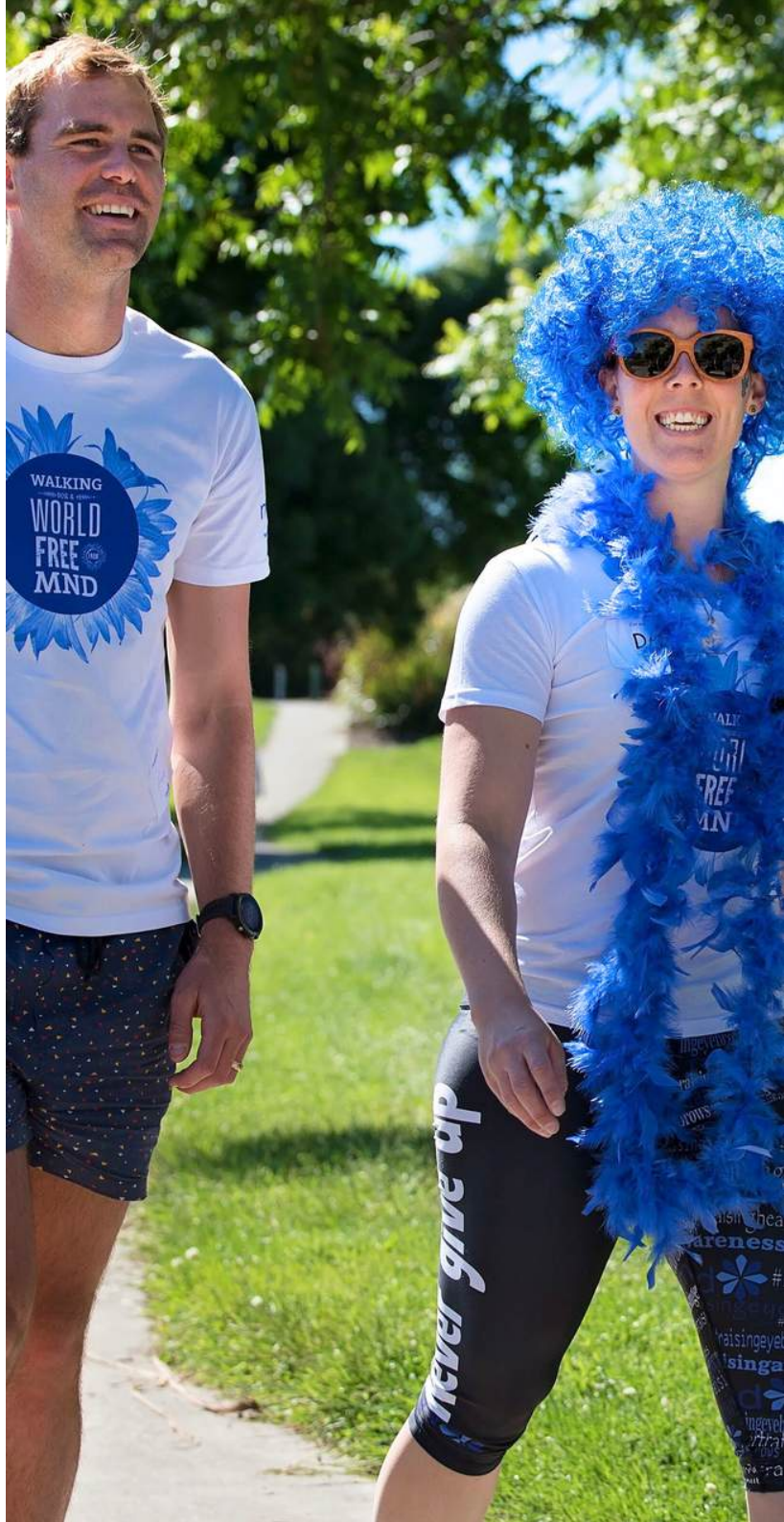
Saturday
22 February 2025

Auckland, Wellington and Christchurch

800 attendees expected minimum

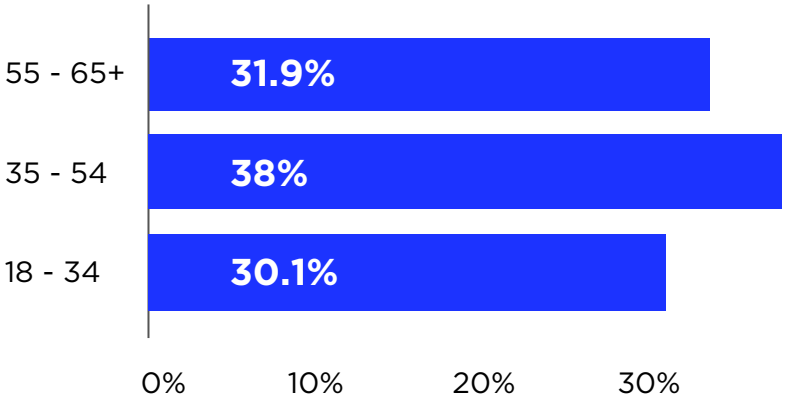
$150k planned to be raised in total

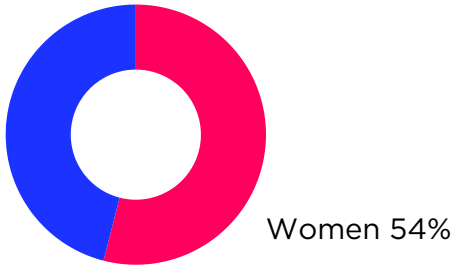
It costs over $1.2 million per year to provide personal support; advocacy; education; and support research. We receive less than 6% from the government, relying almost entirely on fundraisers to deliver on our mission.



AUDIENCE PROFILE

MND can affect anyone, and this is reflected in our audience, both across our marketing and for those who attend the Walk to Defeat MND. There is a relatively even split of male/female attendees, although slightly more females engage with our social pages.







SPONSORSHIP OPPORTUNITIES

Support Motor Neurone Disease NZs mission of making time count for people affected by MND by offering personal support; advocacy; education; and supporting research. Dramatically expand your brands' visibility and reach.

Saturday
22 February 2025

Auckland, Wellington and Christchurch

Signage Sponsor
Price: **$1,000** per city

Ticket Sponsor
Price: **$5,000** per city

Care Zone Sponsor
Price: **$2,000** per city

Regional Partner
Price: **$10,000** per city

Dedication Zone Sponsor
Price: **$2,000** per city

Series Partner
Price: **$25,000**

Further details of each sponsorship opportunity and benefits associated are listed on the following pages.



Signage Sponsor Package

Help pay for signage such as event banners, course arrows/directions, flags and other signage to help attendees find their way.

Package includes:

- ✓ Logo display on the MND Walk website.
- ✓ Logo display in at least one EDM and in one social media post.
- ✓ Logo display on sponsor board at the event of your choosing.

Price: **$1,000** per city (6 available - two each in Auckland, Wellington and Christchurch)

Care Zone Sponsor Package

Sponsor our 'Care Zone' - new for 2025! We welcome everyone who cares for people living with MND or has been impacted by the disease to pop in for a rejuvenating massage from volunteer massage therapists at these tents. Sponsoring the Care Zone is a beautiful way to show your community that you care.

Package includes:

- ✓ Logo display on the MND Walk website.
- ✓ Logo display in at least one EDM and in one social media post.
- ✓ Logo display on sponsor board and at the Care Zone area in your location.
- ✓ Option to have your roll up banner displayed in the Care Zone.

Price: **$2,000** per city (3 available - one each in Auckland, Wellington and Christchurch)



Dedication Zone Sponsor Package

The Walk to Defeat MND is focused on bringing people together - whether that is in memory, in support, or in tribute to someone with MND.

We're introducing an official dedication zone across all three locations - with a felt board and heart shaped paper for people to write their dedications on a display board. This becomes a powerful symbol of the far reaching impact of the disease, and helps focus the intentions of the event.

Your sponsorship covers the rental of a display board and tent, plus necessary materials like pens, pins and paper for dedications.

Package includes:

- ✓ Logo display on the MND Walk website.
- ✓ Logo display in at least one EDM and in one social media post.
- ✓ Logo display on sponsor board and at the Dedication Zone in your location.
- ✓ Option to have your roll up banner displayed in the Dedication Zone.

Price: **$2,000** per city (3 available - one each in Auckland, Wellington and Christchurch)



Ticket Sponsor Package

While entrance for people with MND is always free of charge, we have to charge $20 for adults and $10 for kids to attend to cover the cost associated with running the events.

By sponsoring the cost of tickets, it means you're helping hundreds of families - regional or national - to come together and walk in solidarity and support, without any financial barrier.

Package includes:

- ✓ Logo displayed prominently on both the mndwalk.org.nz campaign site and at the check in / sales desk / online check out.
- ✓ Logo display in at least one EDM, one social media post and one Story.
- ✓ Logo display on sponsor board at the event of your choosing.
- ✓ Receive x5 adult tickets for stakeholders or employees to participate.
- ✓ Receive x2 shout outs via the event MC for ticket sponsorship.
- ✓ Mentioned in regional press release as ticket sponsor.

Price: **$5,000** per city (3 available - one each in Auckland, Wellington and Christchurch)



Regional Partner Sponsor Package

Be the official sponsor for one of New Zealand's key cities: Auckland, Christchurch, or Wellington. This package offers targeted local visibility and engagement. This option is great for businesses that only operate in specific regions, and offers an opportunity to raise your profile and engage with potential customers within your city of choice.

Package includes:

- ✓ Prominent logo placement on the campaign website (mndwalk.org.nz), check-in desks, sales areas, and online check-out.
- ✓ Logo featured in at least one EDM, social media post, and Story.
- ✓ Recognition on the sponsor board at your selected event.
- ✓ x10 adult tickets for employees or stakeholders to participate.
- ✓ x4 MC shout-outs as the Regional Partner during the event.
- ✓ Mention in regional advertising, promotions, and press releases.
- ✓ Recognition in the MND NZ Annual Report.

Price: **$10,000** per city (3 available - one each in Auckland, Wellington and Christchurch)



Series Partner Sponsor Package

Take the lead as the nationwide Series Partner, with unparalleled visibility across all Walk to Defeat MND events in Auckland, Christchurch, and Wellington. As Series Partner you'll get exclusive naming rights for the nationwide event, e.g. the *XYZ Company* Walk to Defeat MND, and you'll be included across all press releases and marketing efforts. This sponsorship opportunity is perfect for companies with a nationwide presence, looking to strengthen ties with communities across Aotearoa.

Package includes:

- ✓ Exclusive "Sponsored By" naming rights for the nationwide event.
- ✓ Prominent logo placement on the campaign website (mndwalk.org.nz), check-in desks, sales areas, and online check-out.
- ✓ Sponsor supplied banner or marquee at all three locations.
- ✓ Logo featured in at least one EDM, social media post, and Story.
- ✓ Recognition on sponsor boards at all three event locations.
- ✓ x15 adult tickets for employees or stakeholders to participate.
- ✓ x6 MC shout-outs as the Series Partner during events.
- ✓ Opportunity to speak for 3 minutes about your brand at all three events.
- ✓ Inclusion in national advertising, promotions, and press releases.
- ✓ Recognition in the MND NZ Annual Report.

Price: **$25,000** (1 available)



WHY PARTNER WITH US?

A Vital Cause: MND affects many New Zealanders and their families, and your sponsorship will contribute directly to funding care and support services, as well as research into this devastating disease.

Community Engagement: Align your brand with a cause that resonates deeply with local communities across the country. This event brings people together in a positive and meaningful way.

Brand Visibility: Gain exposure through extensive event promotion across New Zealand's media channels, social platforms, and email newsletters, ensuring your brand is seen by a broad, engaged audience.

Corporate Social Responsibility (CSR): Demonstrate your company's commitment to supporting a major health cause and positively impacting the lives of those affected by MND.

BECOME A SPONSOR

Ready to make your mark at the Walk to Defeat MND? Let's talk and explore how we can amplify your brand's presence.

To secure your sponsorship or learn more about how you can be involved in the Walk to Defeat MND 2025, please contact:

Rob Bloch | Fundraising & Events Coordinator
Phone: 027 206 9606
Email: rob.bloch@mnd.org.nz

OR

Laura Huet | Marketing & Fundraising Manager
Phone: 027 276 3787
Email: laura.huet@mnd.org.nz

We look forward to partnering with you in the Walk to Defeat MND. Together, we can walk for hope, walk for change, and walk for a cure.

