Sponsorship Opportunities

Saturday, March 15, 2014

Lowe’s Home Improvement
4402 Fayetteville Street | Durham, NC 27713

Benefiting the Muscular Dystrophy Association

MDA—Eastern Carolina
353 E Six Forks Road, Suite 290
Raleigh, NC 27609
Phone: (919) 783-0222
Email: 437.office@mdausa.org

http://www.musclewalkmda.org/TriangleNC2014
Marketing Impact

Muscle Walk participation will:

- Boost employee morale and engage employees *
- Enhance corporate identity
- Deliver signature promotion offerings

*Research by Gallup and others shoes that engaged employees are more productive. They are more profitable, more customer-focused, safer and more likely to withstand temptations to leave.

— The Gallup Organization

Cause Marketing

- 87% of American consumers are more likely to switch from one brand to another (price and quality being about equal) if the other brand is associated with a good cause.
- 83% of American workers want their companies to support a cause or issue.
- 80% of Americans are more passionate about health-related causes.

— Cone Redefining Cause Study

MDA Promoted MDA Muscle Walk in 2013 through:

- Website (more than 52,000 unique visitors and 144,000 page views in six months at mda.org/musclewalk)
- Targeted print, online and television media campaign
- Dedicated Facebook page and inclusion on mda.org and mymda.mda.org
- 15 and 30 second national TV PSA campaign: Why I Walk (which is customized by each market)
- Corporate employee kick-offs and motivational materials

mda.org/musclewalk
The Muscular Dystrophy Association

Our Mission

MDA is the non-profit health agency dedicated to curing muscular dystrophy, ALS and related diseases by funding worldwide research. The Association also provides comprehensive health care and support services, advocacy and education.

Why MDA Matters

MDA is the nation’s largest nongovernmental funder of scientific research seeking treatments and cures for more than 40 neuromuscular diseases. Today, MDA is one of the world’s leading voluntary health agencies fostering research and medical care. Programs available through our local MDA office are funded almost entirely by individual private contributors and cooperating organizations. In 2013 alone, MDA allocated $77 million for patient and community services.

MDA maintains the most comprehensive services programs of any voluntary health agency, helping individuals and their families meet the challenges imposed by chronic, progressive neuromuscular diseases. Included among those services is:

- A nationwide network of outpatient clinics
- Assistance with the repair of durable medical equipment
- Medical equipment loan program
- Support Groups
- Summer camp programs for kids
- Flue Shots
- Resource referrals

There is no single disease called muscular dystrophy. The term refers to a group of genetic neuromuscular diseases, marked by progressive degeneration of voluntary muscles that vary in inheritance pattern, age of onset, initial muscles attacked and rate of progression. Some forms of muscle disease are seen in infancy and childhood, while others may not appear until middle age or later.
Your Company Making A Difference

We walk for:

- 200 medical clinics across the country
- Over 200 support groups nationally
- 35 MDA/ALS centers
- 330 worldwide research grants
- 3,500 happy MDA Summer Campers

Your Support Helps Fund the Following Services Locally

MDA funds the following clinics in the Triangle:

**University of North Carolina at Chapel Hill**
MDA Clinic
Clinic Director: Dr. James Howard
Physicians: Dr. Nizar Chahin, Dr. Chafic Karam, and Dr. Jane Fan
Chapel Hill, NC

**Duke University Health Systems**
MDA Clinic
Clinic Co-Directors: Dr. E. Wayne Massey and Dr. Vern Juel
Physicians: Dr. Edward Smith, Dr. Janice Massey
Durham, NC

Comprehensive clinic services include diagnostic tests, follow-up care, physical and occupational therapy, evaluation by neuromuscular disease specialists and more.

**Research**

MDA is the country’s largest nongovernmental funder of neuromuscular disease research. MDA has funded pioneering research breakthroughs that also may have implications in Alzheimer’s, Huntington’s, and Parkinson’s diseases, heart disease and age-associated muscle loss.

In our area, the Muscular Dystrophy Association has awarded a research grant totaling $383,856 over three years to Michael Hauser at Duke University Medical Center in Durham, NC. The funds awarded, effective February 2011, have helped support Hauser’s study to identify mutations responsible for Type 1 Limb Girdle Muscular Dystrophy (LGMD).
Corporate Teams

Why You Should Form a Corporate Muscle Walk Team

Build Partnerships
- Promote your company as a leader in the community.
- Gain enhanced visibility among your customers and client base.
- Give back to your community.

Motivate Your Employees
- Encourage your employees to foster teambuilding skills in the name of your company.
- Build employee pride and encourage camaraderie.
- Encourage employees to get involved in a cause that's larger than their day-to-day lives.

Join a Great Cause
- Show your company’s concern for health issues that affect employees, families and communities.
- Play a vital role in improving the lives of families living with any of the more than 40 neuromuscular diseases in MDA’s program.

How Your Company Can Get Involved
- Assign a company contact to organize your company team.
- Record and track company team data.
- Organize employee rallies,
- Recruit and encourage high-level executive support.
- Support the effort through casual days, bake sales, and other internal employee events.

For more information on how to get involved through company sponsorships and/or a company team, contact the MDA Eastern Carolina office at (919) 783-0222.

Put Your Muscle Where Your Heart Is.

mda.org/musclewalk
11th Annual Triangle MDA Muscle Walk
Lowe's Home Improvement—Durham, NC
Saturday, March 15, 2014

Company _______________________________________________________
Contact _______________________________________________________
Address _______________________________________________________
City _______________________ State _____________ Zip _______________
Phone _________________________ Fax _____________________________
Email __________________________________________________________

☐ YES! We would also like to form a company team! (Please note: Team fundraising
does not equate a sponsorship.)

REGISTER NOW: www.musclewalkmda.org/TriangleNC2014

Do you prefer to submit a donation offline? Please enter payment preference below.

☐ Check enclosed ☐ Master Card ☐ Visa ☐ American Express ☐ Discover
Amount $ ___________________ Expiration Date _______________________
Card Number ________________________________________ CVV _______
Name on Card _________________________________________________

* Please make checks payable to MDA and remit to the address below

Please email logo as high-res JPG, Vector EPS or high-res PDF to Mandy
Behling at ABehling@mdausa.org.

Please mail or fax this form with payment to:

MDA Muscle Walk
MDA—Eastern Carolina
353 E Six Forks Road, Suite 290
Raleigh, NC 27609
Fax: (919) 783-0449
Phone: (919) 783-0222

For more information, please contact:
Katharine Paulhamus at (919) 783-0222 or KPaulhamus@mdausa.org or visit
www.MDAMuscleWalk.org/TriangleNC2014