

Walk 2 D'Feet MND

14+ New Zealand cities and towns
November 2017

Partnership Proposal





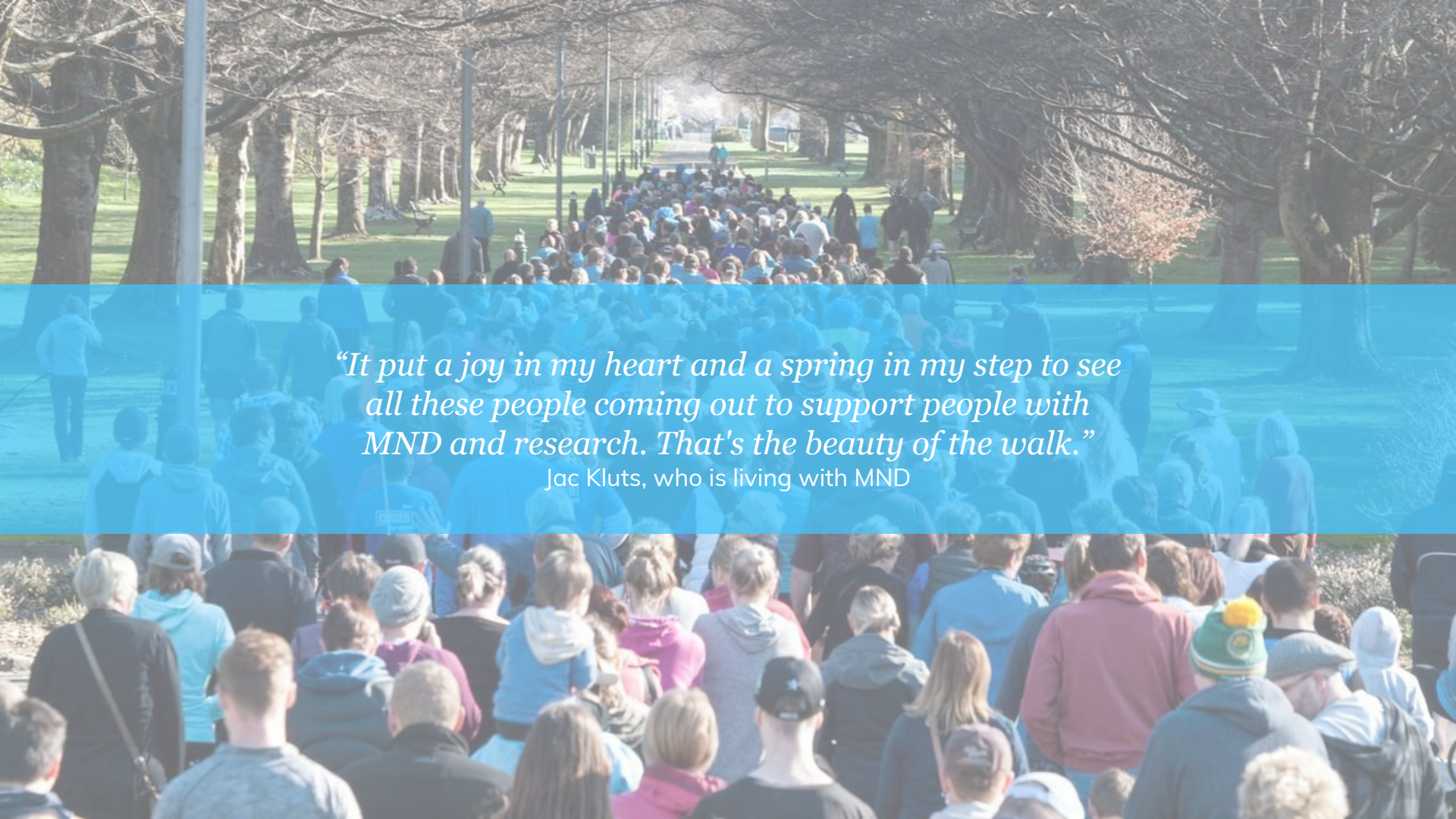
ABOUT THE WALK 2 D'FEET MND

The Walk 2 D'Feet MND is the annual fundraiser for MND New Zealand.

Walks will be held in 14+ towns and cities all over New Zealand on November 12th, 2017.

Previous years' walks have been a huge success, with exponential annual growth, significant media coverage and enthusiastic participation from a passionate and growing community.

Walk 2 D'Feet MND events raise money for local research into motor neurone disease (MND, also known as ALS and Lou Gehrig's disease) and to support people and whanau affected by MND.

A large crowd of people is walking along a tree-lined path in a park. The path is flanked by tall, mature trees with bare branches, suggesting a cool season. The crowd is diverse in age and clothing, and they are all moving in the same direction, away from the camera. A blue semi-transparent overlay covers the middle portion of the image, containing a quote and a name.

*“It put a joy in my heart and a spring in my step to see
all these people coming out to support people with
MND and research. That's the beauty of the walk.”*

Jac Kluts, who is living with MND



WHAT IS MND?

Motor neurone disease (MND) is a terminal neurological condition. It leads to the loss of the muscles that enable us to move, speak, swallow and, eventually, breathe.

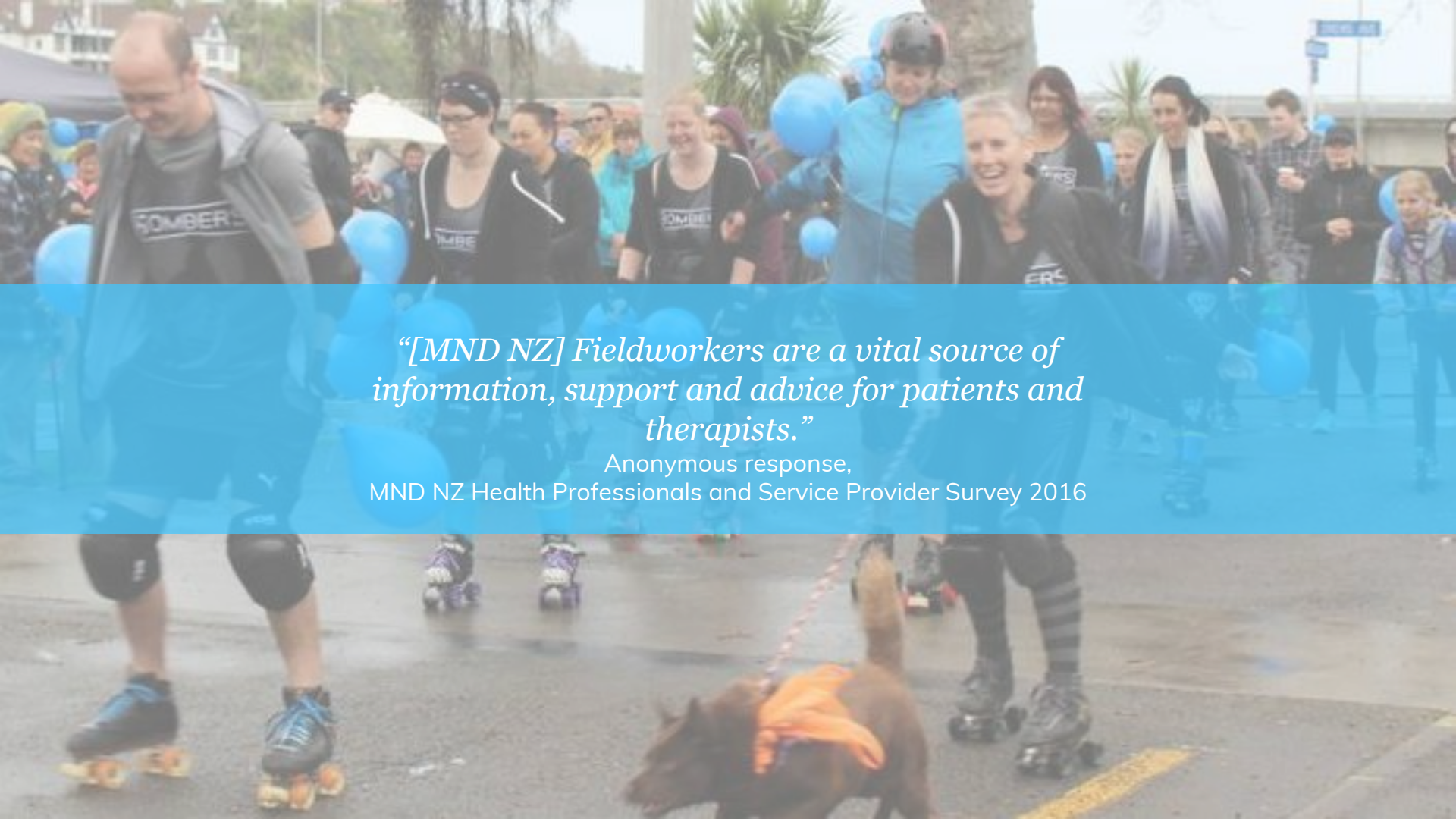
It can affect anyone. MND is an uncommon, but by no means rare disease. In 2011, one in every 200 deaths in New Zealand was due to MND¹.

The worldwide incidence of MND is predicted to increase 69% by 2040².

MND is known as ALS in some countries (ALS is the most common type of MND).

¹ The Mortality Collection, Ministry of Health (ICD-10 code G12.2) and Statistics NZ

² Nature Communications 2016 Aug 11;7:12408

A group of people are participating in a roller skating event on a wet street. In the foreground, a brown dog is wearing an orange vest and is being led by a person on roller skis. Several people are on roller skis, some wearing black and white athletic gear with 'SOMBER' written on it. Blue balloons are visible in the background. The scene is outdoors, and the ground is wet, suggesting it has recently rained.

*“[MND NZ] Fieldworkers are a vital source of
information, support and advice for patients and
therapists.”*

Anonymous response,
MND NZ Health Professionals and Service Provider Survey 2016



ABOUT MND NZ

MND NZ works with people living with motor neurone disease (MND) to enable them to have the best quality of life possible.

We provide a crucial free service¹. Our Fieldworkers help people with MND access the full range of medical expertise and equipment they need, and provide practical and emotional support through all stages of the disease.

We educate and provide up-to-date information to people with MND, their whanau, and the health professionals working with them. The more informed the health professionals, the more co-ordinated the care. The more empowered the family, the better quality of life for all involved.

MND NZ is a small, lean, agile organisation. Only 12% of our funding comes from the Ministry of Health. There is no other MND support service within our healthcare system.

¹ Fieldworker support rated "extremely helpful" or "very helpful" by 94% of our clients (MND NZ Client and Carer Survey 2015) and 80% of healthcare professionals (interim result, MND NZ Healthcare Professionals and Service Provider Survey 2016)



“The [MND NZ] Fieldworker provides an essential and critical role for MND families. The Fieldworker is central to MND family support.”

Anonymous response,
MND NZ Health Professionals and Service Provider Survey 2016





OUR PURPOSE

The Walk 2 D'Feet MND events are the sole annual appeal for MND NZ. Fifty percent of the money raised goes to the [MND NZ Research Fund](#) to encourage local research. The remaining funds are a major contributor to the donation income that MND NZ depends upon to continue our vital service.

The Walk 2 D'Feet MND events are positive, powerful, colourful, community-building 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 by fundraising for research to find a cure.

We walk in all weather, to pay tribute to the stamina and determination shown every day by people living with MND. The events help families all over New Zealand find community, connection and hope.



OUR SUCCESS

The Walk 2 D'Feet MND 2017 builds upon exponential growth and strong support to increase awareness, build community and encourage research that will help New Zealanders take part in the global race to find a cure for MND.

2016

- 4000 people in 14 locations raised \$200,000+.
- TV and radio advertising worth over \$370,000.
- 90,000 Facebook video views.
- Featured on [Seven Sharp](#).
- Articles in [Herald on Sunday](#), [The Press](#), [Southland Times](#), [Woman's Day](#), [NZ Women's Weekly](#) and more.
- Over 10 million impressions across TV, Facebook, radio and print, at a cost of \$36,600 while achieving a rate card value of \$372,795 and PR value of over \$330,000.

2015

- 2500 people in seven locations raised \$75,000.
- TV advertising worth well over \$200,000.
- Featured on [TV3 News](#), TVNZ and Prime News.
- Reported in [NZ Herald](#), regional newspapers, [community newspapers](#).
- Articles in [Woman's Day](#), Seasons magazine and NZ Doctor.

2014

- A Walk 2 D'Feet MND was held in Christchurch, the second time this international MND fundraiser was organised in New Zealand.
- The phenomenally successful ALS Ice Bucket Challenge swept social media. More than 17 million videos of celebrities and supporters dousing themselves in icy water were posted to Facebook and were watched a total of 10 billion times.



OUR COMMUNITY

Motor neurone disease (MND) affects men and women of all ages and cultures. Every week, another two people are diagnosed. Thousands of New Zealand families have been affected.

MND is an extraordinarily debilitating disease that can be very isolating for people with MND and their carers, but the Walk 2 D'Feet MND events powerfully show people they aren't alone.

Our community is made up of people who have loved someone with MND, current and past caregivers, and those now living with MND themselves.

The 14 Walk 2 D'Feet MND events in 2016 were held in Auckland, Hamilton, Tauranga, Hawkes Bay, Waipukurau, Taupo, Whanganui, Masterton, Wellington, Golden Bay, Christchurch, Hokitika, Dunedin and Invercargill.

Each region organises its own event, so each Walk 2 D'Feet MND has a unique approach that represents the local community.





WHY YOU?

The Walk 2 D'Feet MND events strengthen communities and families, empower people who are facing a tremendous challenge, and create hope. We are looking for a sponsorship partner that supports these aims and our core values:

- People are at the centre of all we do
- Supportive, positive and empathetic
- Professional excellence
- Evidence-based
- Honesty and transparency

We want to work with you to deliver great value to your organisation.



OUR PROPOSAL

Your support is essential to the Walk 2 D'Feet MND. Your sponsorship will enable us to mount a nationwide awareness campaign and cover our administrative costs, so that peer-to-peer fundraising by walk participants goes directly to MND research and support.

Naming Sponsor (one)

POA

- Sole sponsorship
- Mentioned in all press releases and media under our control
- Named in all media interviews
- Top-level branding on any video content, including TV advertising
- Social media content collaboration
- Thank You posters and/or digital banner from MND NZ for your use
- Other opportunities for your brand to be promoted to our community, as appropriate
- All Gold Sponsor benefits included

Gold Sponsors (up to 3)

POA

- Branding on any video content, including TV advertising
- Logo on T-shirts and print marketing materials (posters, certificates)
- Signage at each Walk 2 D'Feet MND (14+ locations nationwide)
- Acknowledgement on social media
- Acknowledgement on MND NZ website
- Advertisement in MND News printed newsletter to all members



FIND OUT MORE

- www.mnda.org.nz
- www.facebook.com/mndanz
- [2016 MND awareness TVC](#)
- [2016 MND awareness video](#)
- [Seven Sharp \(23/09/16\)](#)
- [Woman's Day \(22/09/16\)](#)
- [Woman's Day \(25/09/15\)](#)
- [NZ Woman's Weekly \(22/09/16\)](#)
- [Herald on Sunday \(25/09/16\)](#)
- [NZ Herald \(18/09/15\)](#)
- [The Press \(18/09/16\)](#)
- [Southland Times \(21/08/16\)](#)
- [Nelson Mail \(21/09/16\)](#)
- [Wairarapa Times Age \(26/09/16\)](#)



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