

November 2017

To whom it may concern,

***Did you know one New Zealander in every thousand has
Multiple Sclerosis?***

***We need companies like yours to help support our current and rising number of local people in
the Bay of Plenty Region who have Multiple Sclerosis.***

Why support the Bay of Plenty Multiple Sclerosis Society?

The BOP MS Society is a non-profit organisation formed to provide ongoing support, education and advocacy for people with Multiple Sclerosis (MS), Huntingtons Disease (HD) and other neurological disorders, as well as their support networks. We currently have around 160 members, nine of which have joined in 2017 so unfortunately each year the number is rising. Supporting the Society gives you the opportunity to share in the satisfaction of knowing that you are contributing to the work we do in helping people affected by MS or HD.

Working together with us will raise your profile, enhance your reputation, encourage employee motivation and your company will be promoting a cause that makes a positive difference every day.

How we support you in return.

Our team can help deliver a partnership that will benefit both parties. We have specified what we can offer in return for your donation in our sponsorship packages page, however we also understand that each company is different, therefore by working together we can develop a program that maintains and enhances the integrity of your brand.

Other opportunities to support the BOP MS Society

Whether you have 15 or 1,500 employees, there are plenty of ways you can support us. If you do not wish to use one of the sponsorship packages perhaps some of the options below might suit your organisation better (please note these are renewed on a yearly basis).

Event Sponsorship

The BOP MS Society run two major events each year and we seek event sponsorship to cover the expenses, as well as the promoting / advertising of the event. This sponsorship provides your company with the opportunity to promote your support of our organisation, benefit from brand association, raise your profile while contributing much needed funding to help people affected by MS or HD. Please ask for the Event Sponsorship page if this interests you.

Charitable Donations

The BOP MS Society welcomes charitable donations from businesses. Whether you would like to make a simple one-off donation or if you would like to support our Society on a more regular basis, all donations are gratefully accepted.

Gifts in Kind

If your company would like to support the work of the BOP MS Society, but is unable to contribute financially, there are plenty of other ways to help. Gifts in kind enable your company to contribute to the work of our Society without making an actual financial donation. Some of the ways in which your company could help are:

- Donate a raffle or spot prize (to be used at one of our major events).
- Donate advertising space.
- Promote the BOP MS Society on your website or in company publications.
- Run an awareness campaign / fundraiser amongst your customers or suppliers.
- Organise a gold coin donation morning / afternoon tea or “mufti day” for staff to participate in knowing they are supporting our Society.

I would like to thank you very much for your time and consideration. If you wish to support the BOP MS Society please fill out the enclosed form and either send into our office or I am more than happy to meet with you to discuss further.

Yours sincerely,



Rachelle Atherton

Funding and Administration Manager