



MS Fitness Challenge Sponsorship Brief

David Lyons — Founder



Who We Are – David Lyons

- Trainer and Educator for over 40 years who has authored a MS trainer certification with NFPT.
- Author of #1 selling fitness book in its category *Everyday Health & Fitness with Multiple Sclerosis*
- Award winning bodybuilder with National Fitness Hall of Fame Recognition
- MS Warrior since 2006, and author of *David's Goliath*, on path to recovery through the use of fitness and nutrition



Who We Are — Kendra Lyons

- Co-founder of MS Fitness Challenge
- Home Health Registered Nurse with over 20 years of experience with MS patients
- Coordinates all MSFC Programs



Our Purpose

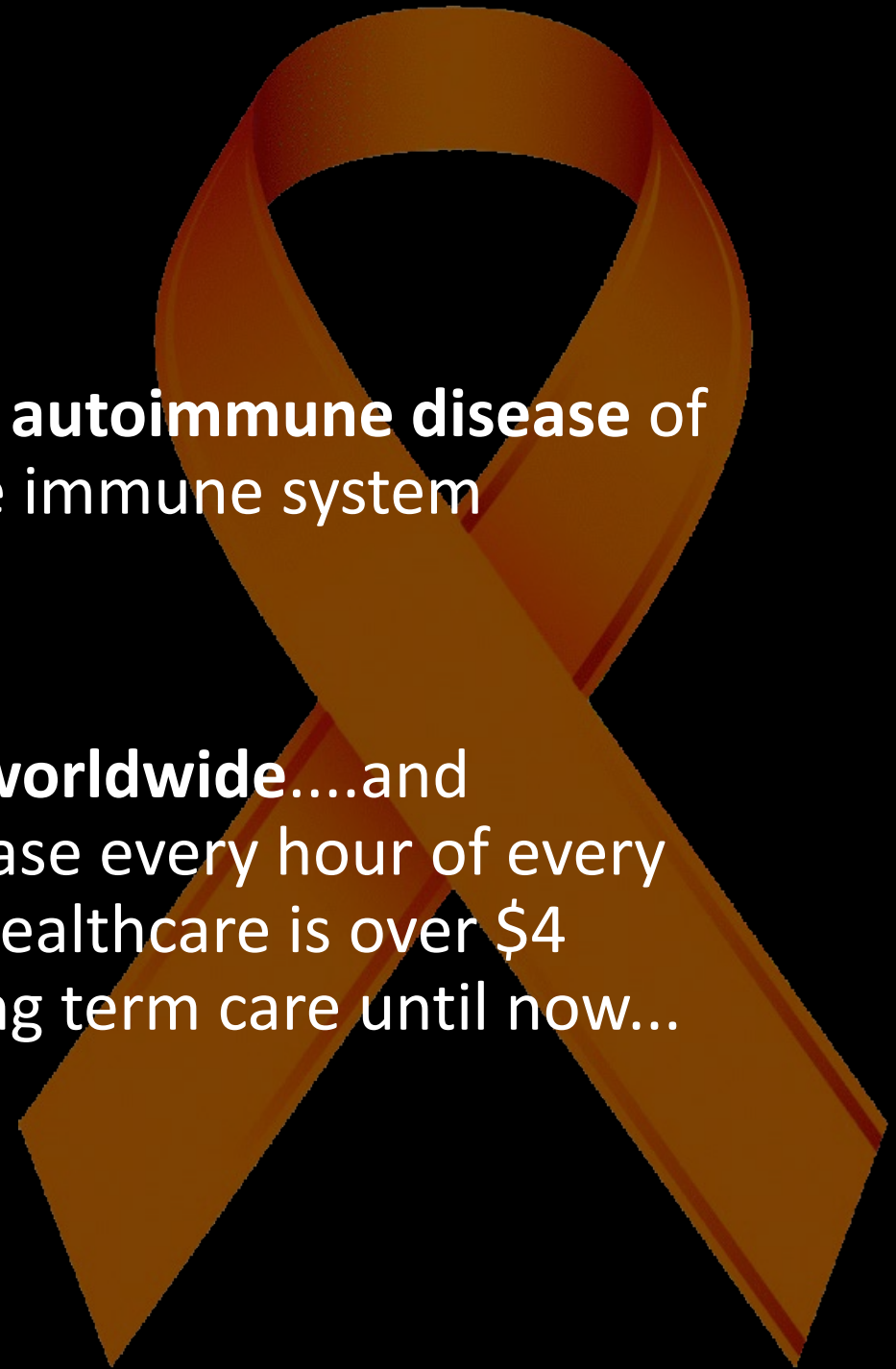
We Restore Hope!

It is the mission of the MS Fitness Challenge to provide guidance and support to people with MS and fitness professionals worldwide in an effort to educate and **train** them in the benefits of exercise, nutrition and mindset in winning the battle against Multiple Sclerosis. MSFC is a 501(c)(3) which pays for these programs through the **donations** of its **supporters**.



About MS

- **Multiple Sclerosis is a chronic, unpredictable autoimmune disease** of the central nervous system (CNS) in which the immune system incorrectly attacks healthy tissue.
- **Almost 3 million people are affected by MS worldwide....and** someone gets newly diagnosed with this disease every hour of every day. The total lifetime cost for individual MS healthcare is over \$4 million. The only hope has been drugs and long term care until now...



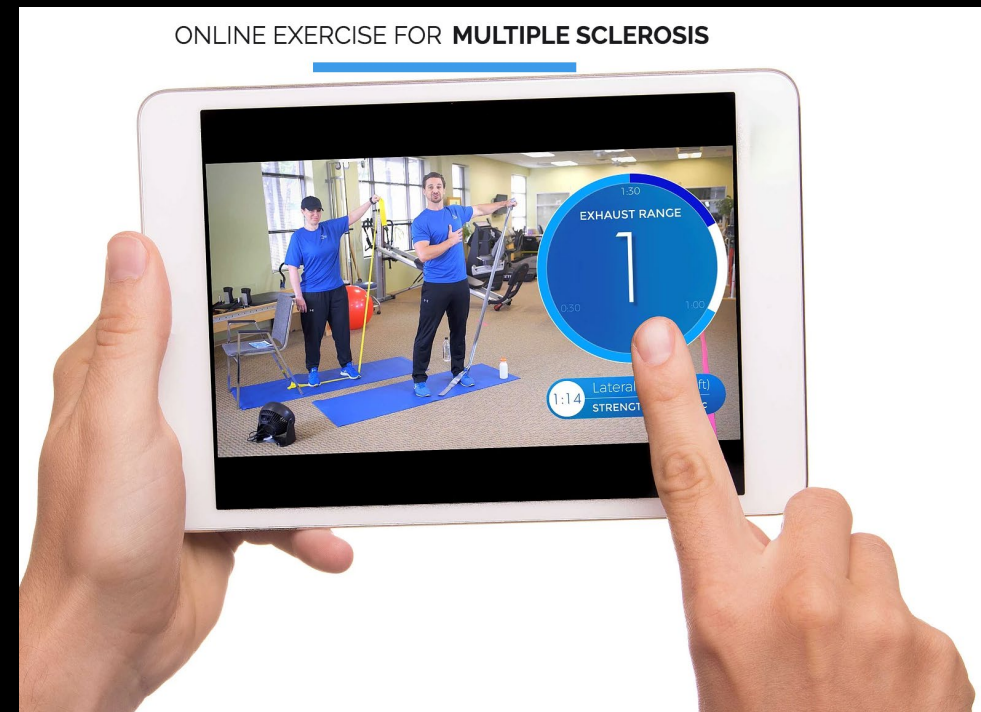
How We Help – 12 Week Challenge

- **The 12 Week Challenge** is an exercise and nutrition program which connects certified fitness professionals to people with MS worldwide in an effort to educate and train them towards winning the battle against Multiple Sclerosis.
- All funds raised go directly towards the cost of providing a personal trainer and ongoing support for each participant with MS during the 12-week Fitness Challenge program.
- Partnered with the Medical Fitness Network (MFN), MSFC helps people with MS connect with our MS certified trainers internationally. With the tremendous reach of MSFC and MFN, sponsors have the opportunity to share their products and services with a worldwide community of MSers and their families, fitness enthusiasts, as well as MSFC supporters.



How We Help – FREE Online Programs

- The **FREE Online Programs** are for those who are unable to attend one of our nationwide 12 week challenges.
- Provides the proper guidance in preparing and maintaining an ongoing lifestyle of fitness.
- Provides ongoing social media support in all aspects of exercise and nutrition.
- One on one personal virtual training.



How We Help – Every Rep is a Step

- **Every Rep is a Step** is a new program co-founded with Ferrigno FIT's Shanna Ferrigno, and endorsed by her father Lou Ferrigno, which provides members with MS exercise routines, nutrition plans, educational content on demand.
- Provides a social media MS community to share new content, information, progress, and tips amongst thousands of members worldwide.
- Nationwide Every Rep is a Step Seminar Program



How We Help – Trainer Education

- **Trainer Education**, created by David Lyons, allows fitness professionals and personal trainers to become certified as a MS Training Specialist through our partnership with the National Federation of Professional Trainers (NFPT)
- Provides a course with the foundation of knowledge to build a fitness program designed specifically for MS clients
- Provides written and video instruction for trainers allowing them to be certified and receive educational credits

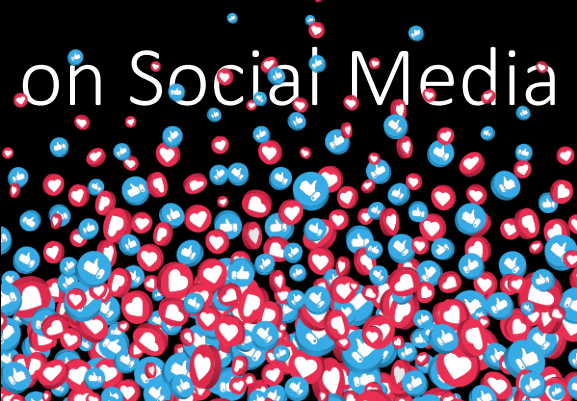


MSFC Snapshot – Since 2012...



EVERYDAY  HEALTH™
44 Million
Monthly visitor reach with
MS Fitness Challenge column

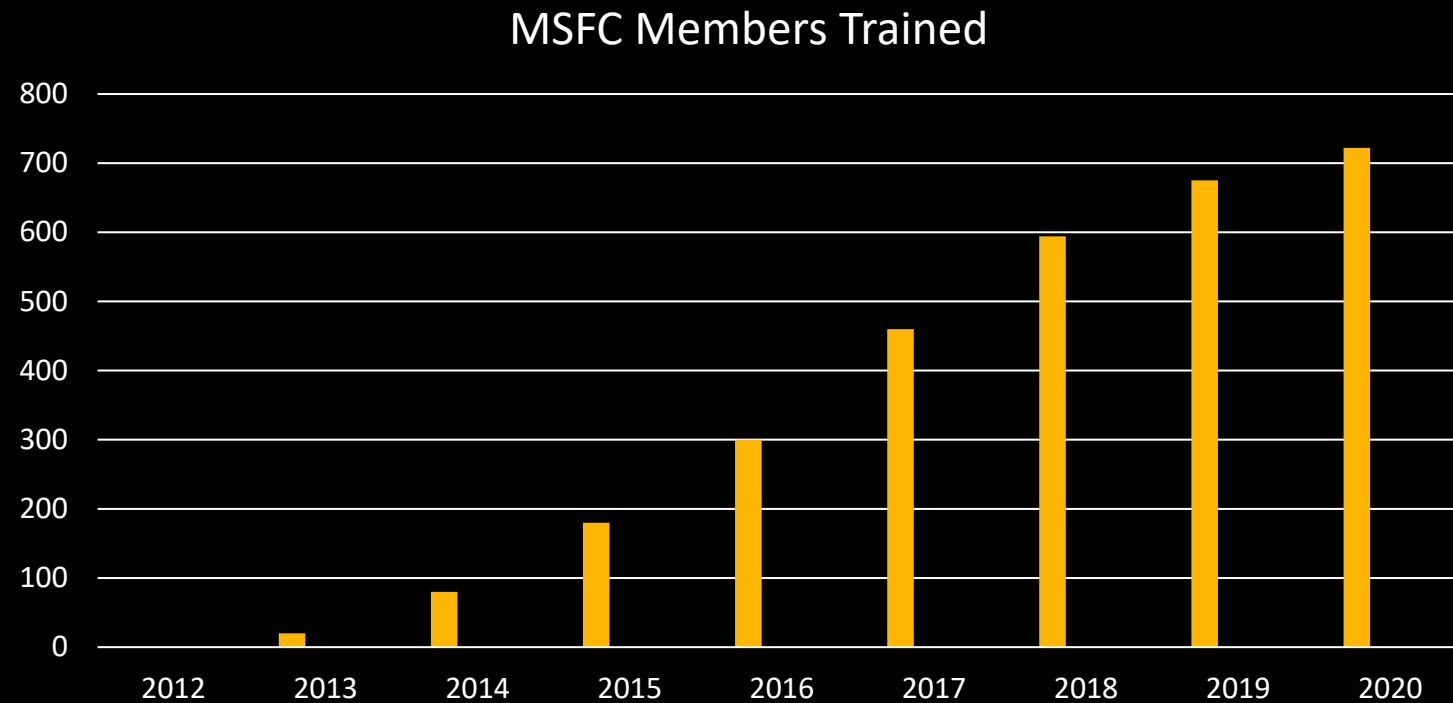
50,000+
Active Followers
on Social Media



More than 100
Current Active Trainers in
in over **25** Countries



Growing Bigger Each Year



68% Growth Rate Per Year

Expanding around the globe as training demand increases

Testimonials - Participants

"During the MSFC I have gained so much strength in my legs that I'm actually able to get out of my wheelchair and use my walker again! I have gained a great deal of strength because of this challenge and I am so thankful that I have also gained energy as well. Thanks Kendra and David and all of the wonderful Trainers with Heart at MS Fitness Challenge for starting this. I will never quit!" *-Serena, MSFC Member*

"This program is definitely empowering to those of us fighting to find better pathways to improving the strength and mobility we struggle to maintain with this disease. This program gave me a platform and an outlet to arm myself with hard work and knowledge in the hopes of improving my own unique circumstances. For that privilege I am eternally grateful. Thank you." *-Rene, MSFC Member*

"I am so fortunate and thankful to be part of the MS Fitness Challenge. This program is life-changing and I hope that others suffering from MS can join and have a chance to rise above a disease that strips us of our independence and so much more. It's a way to fight back and not let MS have the final say in how we live our lives." *-C.K., MSFC Member*

Testimonials - Celebrities



"I cannot think of a better expert to bring this program to life than a man who lives these challenges every day. Despite his battle against MS, my friend David has beaten the odds and inspired millions worldwide with his resilience to not allow an incurable disease control his life. He has worked with people across the globe in helping them achieve their goals in fitness in spite of MS thanks to his charity, the MS Fitness Challenge."

- Daymond John, Star of the hit TV series Shark Tank/entrepreneur



"I'm amazed how much David has given back to MS, especially with the MS Fitness Challenge."

- Lou Ferrigno, TV/film star and fitness icon



"David's MS Fitness Challenge is one of the best, if not the best challenge I have seen."

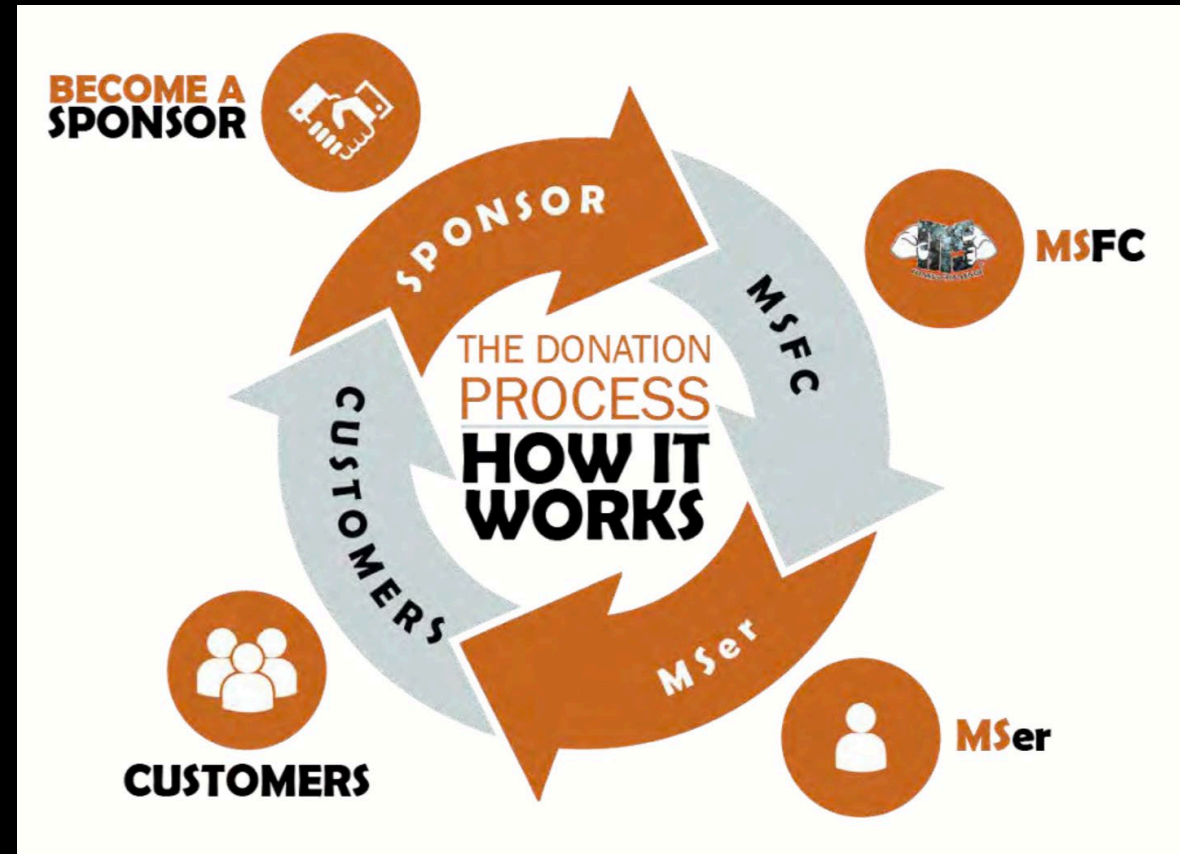
- La Toya Jackson, TV/music star

How You Can Help

As a unique charity and cause to help people with MS live a lifestyle of fitness, MSFC is also unique in its support and sponsorship opportunities. We understand that each company has different needs in reaching their market and varied budgets to work with in supporting non profit organizations. MSFC has designed “sponsorship tiers” for companies to consider.

However, MSFC can also "custom design" a sponsorship package that fits within your company's vision with one-time, monthly, or annual donations.

No company is too small or too big to partner with our cause.



Sponsorship Tiers

GOLIATH SPONSOR - \$20,000

- Full partner page on the MSFC website for a 2 year term.
- Recognition as a GOLIATH Sponsor on all public event communications
- Name posted on the MS Fitness Challenge Facebook page
- Name posted on the MS Fitness Challenge GYM Facebook page
- Logo added to all MSFC event banners and posters for a 2 year term
- Logo added to select videos for promotion
- Logo added to T-shirts for 12 week challenge participants for a 2 year term

RENEWED SPONSOR - \$15,000

- Full partner page on the MSFC website for a 2 year term.
- Recognition as a RENEWED Sponsor on all public event communications
- Name posted on the MS Fitness Challenge Facebook page
- Name posted on the MS Fitness Challenge GYM Facebook page
- Logo will be added to all MSFC event banners and posters for a 2 year term

Sponsorship Tiers

TRANSFORMED SPONSOR - \$10,000

- Full partner page on the MSFC website for a 2 year term.
- Recognition as a TRANSFORMED Sponsor on all public event communications
- Name posted on the MS Fitness Challenge Facebook page
- Name posted on the MS Fitness Challenge GYM Facebook page

INSPIRED SPONSOR - \$5,000

- Full partner page on the MSFC website for a 1 year term.
- Recognition as an INSPIRED Sponsor on all public event communications
- Name posted on the MS Fitness Challenge Facebook page

Sponsors

Join others who have taken the MS Fitness Challenge...



Partnership

The MS Fitness Challenge, a 501(c)(3) not-for-profit organization, implements the support people with MS need to stay as fit as possible, overcome limits and keep their bodies moving. You can help us help those with MS to beat this disease through health & fitness and combat its devastating effects on the body.

100% of all sponsor donations go to the cost of the MS Fitness Challenge program.

We encourage you to join our Challenge and help us reach our goal of providing certified fitness professionals to people with MS nationwide. Together, we can directly change the lives of many people.

Contact Info

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email us at: msfcinfo1@gmail.com

www.MSFitnessChallenge.com

www.facebook.com/MSFitnessChallenge

www.facebook.com/MSFitnessChallengeGYM

www.twitter.com/MSFitChallenge

