

MS FITNESS CHALLENGE

Strength Has No Limits. Neither Does Your Impact.

A Sponsorship Partnership Proposal

Founded by David Lyons | National Fitness Hall of Fame Inductee | MS Conqueror Since 2006

501(c)(3) Nonprofit Organization



THE CHALLENGE

A disease that takes mobility. A system that doesn't fight back.

1M

Americans living with Multiple Sclerosis today

NATIONAL MS SOCIETY

2.9M

People affected by MS worldwide

NATIONAL MS SOCIETY

450+

New MS diagnoses every week in the U.S. alone

ATLAS OF MS

36

The average age of MS diagnosis — in the prime of careers and family life

ATLAS OF MS

There is no cure for MS — but fitness, the right way, restores what the disease tries to take.

OUR MISSION

Empowering people with MS to take back control of their lives.

The MS Fitness Challenge is a 501(c)(3) nonprofit built on exercise, nutrition, and mindset — delivered by trainers who actually understand the disease. We meet people wherever they are: in a wheelchair, a walker, with a cane, or just afraid to start.



Exercise

Adaptive, science-backed training for every ability level



Nutrition

Practical guidance to fuel recovery and energy



Mindset

Mental resilience training & a community that gets it



FREE 8-WEEK FITNESS CHALLENGE

Our flagship program — free to every person with MS, anywhere in the world. Certified trainers, structured progress, and a community that understands the fight.

100% of donations fund this program directly



THE FACE OF THE FIGHT

David Lyons

Founder, MS Fitness Challenge | National Fitness Hall of Fame Inductee

In 2006, David Lyons was hospitalized and diagnosed with Multiple Sclerosis at 47. He chose to fight — and at 50, stepped on stage in an NPC bodybuilding competition, winning an award for Most Inspirational Bodybuilder.

That fight became a mission: build the training method MS patients actually need, and put it in the hands of everyone who can't access it. Today he is recognized as one of the world's leading fitness experts for MS and chronic conditions.

- ✓ Only person with MS to receive the Health Advocate Lifetime Achievement Award from Arnold Schwarzenegger (2015)
- ✓ Inducted into the National Fitness Hall of Fame in 2019 — the only fitness expert with MS so honored
- ✓ Author, “Everyday Health and Fitness with Multiple Sclerosis” (#1 selling) and “Mind Over Muscle”
- ✓ Current host, Weekend Workout on KMIR – NBC Palm Springs



National Fitness Hall of Fame induction, 2019

“

“After my diagnosis, I realized this is not the direction I want to go. I’m a fighter, and I need to fight this — the way I’ve always done things: physically.”

David Lyons

Founder, MS Fitness Challenge

REAL RESULTS

This isn't motivational talk. It's measurable change.

“

Yesterday, for the first time in 2 years, I walked without limping or swaying. I am over the moon — this is REALLY WORKING!

Jennifer R.

18 years with MS

“

I went from falling and frustrated to empowered and making progress. David understands the body and MS.

Heather S.

MSFC Participant



He has a philosophy: wheelchair to walker, walker to cane, cane to walking unassisted.

Y.J., 1-on-1 Training Client

WHAT WE DELIVER

Programs that reach people wherever they're fighting.



Free 8-Week Challenge

Flagship program, free to any person with MS worldwide



On-Demand Library

Exercise, nutrition, mindset & stretching videos, free to access



Certified Trainer Network

MSFC-certified “trainers with heart” trained specifically for MS



MSFC Podcast & Blog

Ongoing education from medicine, nutrition, and mindset experts



Live Events & Training Camps

In-person camps connecting top minds in MS care with patients



Caregiver Support

Dedicated resources for the families fighting alongside patients

CREDIBILITY & VISIBILITY

A platform already trusted by industry icons and national media.



Health Advocate Lifetime Achievement — Arnold Schwarzenegger (2015)



National Fitness Hall of Fame Inductee (2019)



Social Health Network Lifetime Achievement Award (2023)



National MS Society Milestone Award



With Arnold Schwarzenegger, receiving the Health Advocate Lifetime Achievement Award, 2015



AS SEEN ON

NBC — Weekend Workout (current host)

CBS • FOX

Muscle & Fitness Plus Network

MSN

“The Journey” — a documentary on David’s life with MS — is winning awards on the film festival circuit now.

TRUSTED BY

You'd be joining a partner roster already doing the work.

ProMera Sports

DVC Stem

**Fellowship of Christian
Athletes**

MedFit Education Foundation

National Fitness Hall of Fame

NFPT

Previnex

SportsLife Leadership

Endorsed by Lou Ferrigno, Tony Little, Daymond John (Shark Tank), and LaToya Jackson — names that bring instant audience trust and amplification to any partner activation.

A global mission, growing every year.



2,500+

People with MS trained through MSFC programs



55,000+

Active followers across MSFC social media



25

Countries reached with MSFC training and resources



100+

Certified “trainers with heart” active in the MSFC network



2012

Founded — over a decade of dedicated MS fitness programming



100%

Of sponsor donations go directly to program costs

MSFC's reach and impact continue to grow year over year as awareness of MS-specific fitness training spreads worldwide.



THE PARTNERSHIP

Three ways to fuel the fight.

Every tier funds real programming — free training, certified coaching, and community for people with MS.
Choose the level of visibility and impact that fits your organization.



SPONSORSHIP LEVELS

Choose your level of impact.

ALLY

\$5,000+

- ✓ Name & logo on MSFC website Partners page (1-year term)
- ✓ Name posted on MSFC Facebook & MSFC GYM Facebook pages
- ✓ 3 dedicated social media thank-you posts
- ✓ Recognition in the MSFC email newsletter

MOST IMPACT

CHAMPION

\$15,000+

Everything in Ally, plus:

- ✓ Full partner page on MSFC website (2-year term)
- ✓ Logo on all MSFC event banners & posters (2-year term)
- ✓ Logo on 8-Week Challenge participant T-shirts (2-year term)
- ✓ Co-branded content piece featuring David Lyons
- ✓ Quarterly written impact report

FOUNDING PARTNER

\$25,000+

Everything in Champion, plus:

- ✓ Named presenting sponsor of an MSFC program
- ✓ Logo featured in select MSFC promotional videos
- ✓ David Lyons as a speaker at your company event
- ✓ Dedicated co-branded campaign
- ✓ Year-round PR & media inclusion

Not quite a fit? We'll gladly build a custom sponsorship package around your budget — no company is too small to partner with our cause.

YOUR IMPACT

100% of donations fund the program. Here's what that buys.

\$5,000

Funds certified trainer coaching for 25 people with MS through a full 8-week challenge

\$15,000

Underwrites a regional training camp — bringing medical, nutrition & fitness experts together with patients

\$25,000

Sustains a full MSFC program track for a year, reaching thousands through the free content library

MS Fitness Challenge is a registered 501(c)(3) — contributions are tax-deductible to the extent allowed by law.

WHY PARTNER NOW

Momentum is already here. Bring your brand into it.



“The Journey” documentary is winning festival awards right now — a natural media hook for any sponsor announcement



Active weekly national TV presence via Weekend Workout on NBC Palm Springs



A growing global community of MS warriors actively engaged across social, podcast, and live events



A founder story that makes the mission impossible to ignore — and easy to amplify



Let's get to work.

Every dollar your organization commits puts strength back into the hands of someone fighting MS. Let's build a partnership that does real good — and tells a story worth sharing.



CONTACT

David Lyons, Founder



EMAIL

david@msfitnesschallenge.org



WEBSITE

www.msfitnesschallenge.org



No company is too small or too big to partner with our cause — ask us about a custom sponsorship.