



**VS MS FEST**

IN-KIND CORPORATE PARTNERSHIPS  
OPPORTUNITY PACKAGE

**At MS Canada, we believe in the power of partnership - Together, we can create a future without MS.**



Every year, MS Canada works alongside researchers, volunteers, donors, and corporate partners to drive progress through world-class research, meaningful community programs, and inspiring fundraising events. One of our virtual events, Gamers Vs MS, not only raises critical funds but also unites Canadians in support of those affected by MS.

**We're committed to keeping people living with MS at the heart of everything we do.**

A key part of that commitment is working to ensure that the maximum amount of funds raised through Gamers Vs MS go directly toward research, advocacy, and support programs. To help make this possible, we're seeking in-kind contributions to help offset the operational costs associated with running the event - such as media and advertising sponsorship. fundraising incentives for participants, like gaming consoles, wearables, etc.

We also recognize the value of your support and offer brand exposure and recognition opportunities - ensuring your contribution is celebrated across our event touchpoints.

By donating products or services, your organization can:

- Help MS Canada direct more dollars back to those affected by MS
- Showcase your brand to a passionate, engaged, and community-minded audience
- Receive meaningful recognition through our in-kind activation strategy
- Demonstrate your commitment to social responsibility in a cost-effective way

We would love to explore how your company can support Gamers Vs MS through in-kind giving - helping ensure that every stream takes us closer to a world free of MS.



# About Gamers Vs MS

## Events that push toward the ultimate finish line

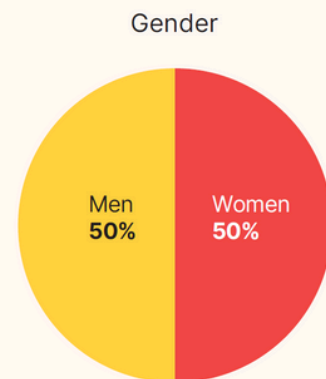
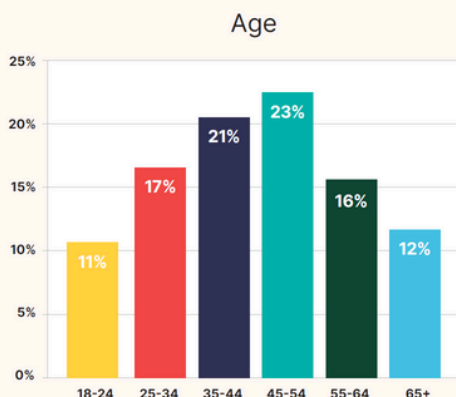
Gamers vs MS unites gamers, streamers, and content creators to power progress in the fight against multiple sclerosis. Whether you're a casual player or a pro content creator, anyone can get involved and make a difference.

We host two major annual events:

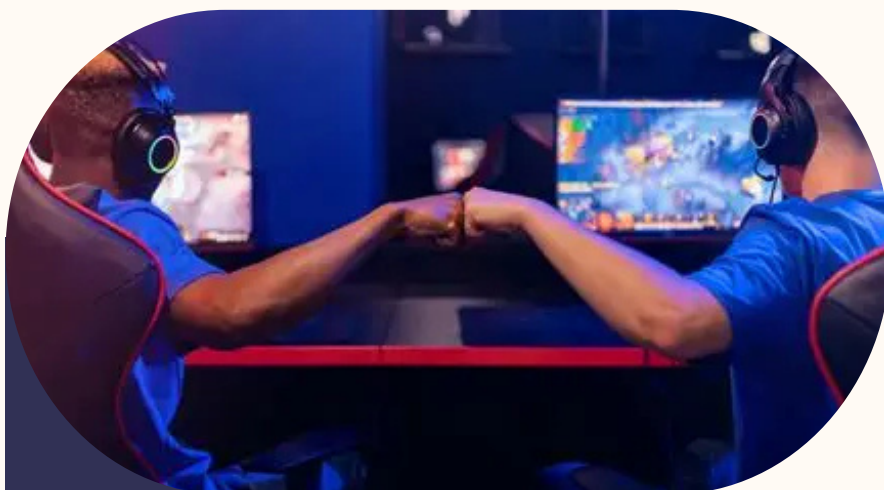
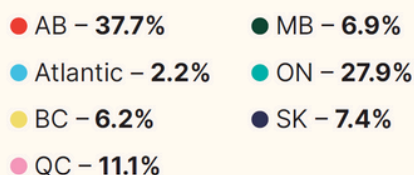
- The Relay (Spring): A non-stop, 168-hour marathon where 20–25 streamers each take on 6-hour shifts to keep the momentum going around the clock.
- Vs MS Fest (October): A month-long campaign open to all creators—gamers, streamers, YouTubers, artists, cosplayers, and more—raising funds and awareness together.

Since our first event in 2018, we've grown from a small grassroots effort to a thriving community, raising over \$500,000 for MS Canada. And we're just getting started.

### Demographics



### Geography



"Most people are diagnosed with MS between the ages of 20 and 49 and the unpredictable effects of the disease will last for the rest of their lives."



# Recognition for Your In-Kind Support

We know that meaningful partnerships go both ways. To ensure your generosity is recognized, we offer a range of visibility and promotional opportunities based on the value of your in-kind contribution.

Whether you're donating physical products, digital goods, services, or experiences, your support will be used to:

- Recruit new creators to join Vs MS Fest
- Motivate participants to reach key fundraising milestones
- Reward donors and viewers during livestreams
- Create excitement and community through giveaways and prize drops

Some of our most-requested in-kind contributions include:

- Tech and gaming gear (headsets, controllers, accessories)
- Gift cards (gaming platforms, food delivery, online shops)
- Tickets or experiences (virtual or in-person)
- Branded swag or apparel
- Digital tools or services for streamers



IN-KIND SPONSORSHIP RECOGNITION LEVELS	Bronze Level	Silver Level	Gold Level
	\$250 - \$499	\$500- \$999	\$1000+
"Sharable" assets provided to be used on company's own social media channels	✓	✓	✓
Company mention during various livestreams during event			✓
Logo inclusion on sponsor page of event web site	✓	✓	✓
Company logo included in thank you emails to all participants		✓	✓

We'd love to explore other ways your brand can be part of this unique, creator-powered movement in support of Canadians affected by MS.  
Let's talk!



# About Us

We meet today's challenges,  
and fund tomorrow's answers.

Multiple sclerosis (MS) is a chronic autoimmune disease of the central nervous system. In Canada, we have one of the highest rates of MS in the world:



**90,000+**  
Canadians live  
with MS



**12 Canadians** on  
average are  
diagnosed every day.



Women are **3X**  
**more likely** to be  
diagnosed.



**43** is the  
average age of  
diagnosis

These numbers don't scare us. They fuel us. We advocate for change and offer programs that help people living with MS take on the challenges they face. We do this while investing in research with the greatest potential to uncover new answers and benefit those living with MS in the future.



- Understanding and halting disease progression - \$19.4 million
- Advancing treatment and care - \$12.5 million
- Preventing MS - \$2.1 million
- Other areas - \$1 million
- Enhancing well-being - \$447,625



## We help Canadians facing MS live life fully

With our sights firmly set on a world free of MS, our mission is to connect and empower the MS community to create positive change. The community is vibrant, diverse and includes people living with MS, families, friends, volunteers, corporate partners, donors, researchers, clinicians, and many others. By coming together as one community, people affected by MS will have the systems and support needed to live rich and full lives.

# Your Impact

People living with MS across Canada are at the heart of everything we do.

Your support powers real change - faster diagnoses, better treatments and support services, and a hope for a cure.



Your support helps MS Canada deliver vital support to those living with MS, their families, and caregivers through:

- **The MS Knowledge Network** – expert guidance via phone, email, and live chat
- **Peer Support and MS Support Groups** – virtual and in-person spaces for connection and shared experiences
- **Quality of Life Equipment Grants** – funding for mobility aids and home support devices
- **Wellness Programs** – national education webinars, virtual wellness activities, and We Talk MS, our new online community



We amplify the voices of the MS community to influence meaningful change - engaging with governments and stakeholders to improve healthcare, financial assistance, and access to public programs for people affected by MS.



We are also committed to research that could one day bring us closer to a cure. Since 1948, we have contributed more than \$224 million to MS research; in 2024 alone, we invested \$6.6 million, supporting over 80 research initiatives.

We've partnered with organizations around the world to bring together the greatest minds of today to tackle the most challenging questions people living with MS have, from advancing treatments to halting disease progression - and even preventing MS altogether.



“Now, I'm really optimistic. I sometimes feel a little bit like an imposter, since I'm doing so well with my MS. But obviously that's because I'm reaping the benefits of tons of research and tons of fundraising and everything that's gone into this.”

Mel, lives with MS

“Very thankful for this group. Ability to meet, socialize and speak with others going through MS has been a god-send in dealing with my mental state.”

Peer to peer participant

“You have truly made a difference in my life, and I am extremely grateful. It is a huge source of comfort knowing that MS Canada is working hard on behalf of people affected by MS.”

Equipment recipient

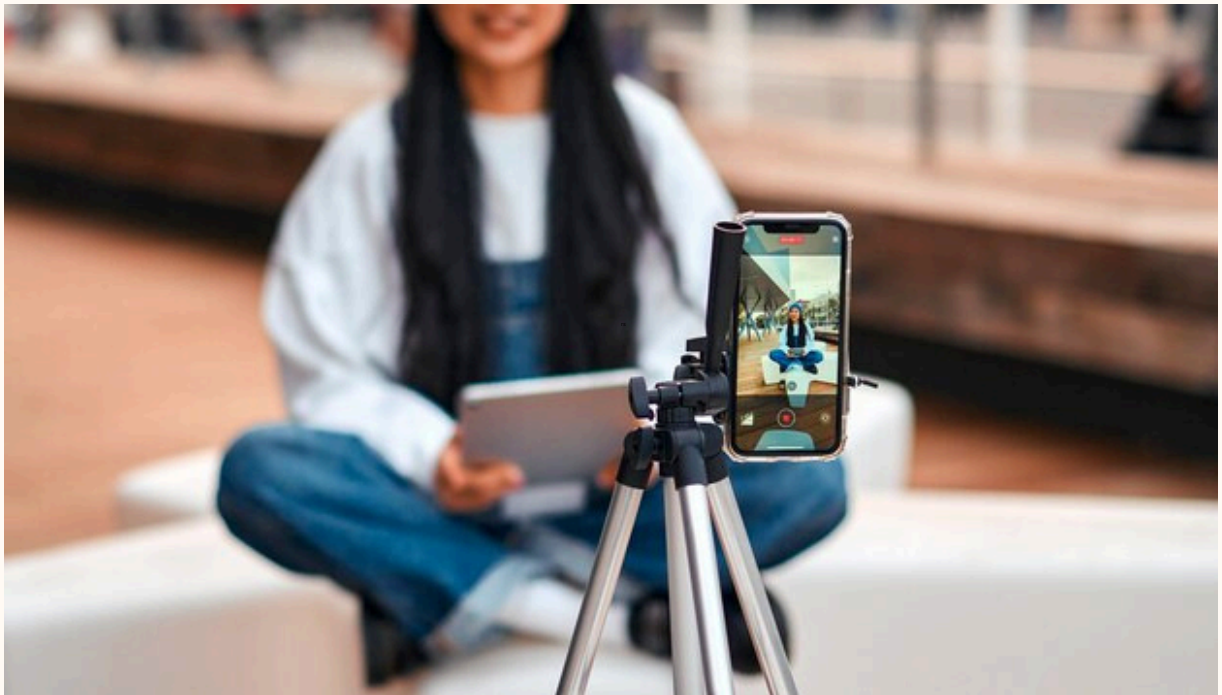


# Contact Us

Let's level up together and book a 15-minute chat to explore in-kind opportunities today!

## WE CHALLENGE MS TEAM

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Our Vision:  
A world free  
of MS

Our Mission:  
To connect and  
empower the MS  
community to create  
positive change.