

*Taste of* <sup>MS</sup>  
**GENEROSITY**

**SEPTEMBER 10, 2022**

**5:00 – 8:00 PM**

**ROYAL OAK FARMERS MARKET**

316 E Eleven Mile Rd, Royal Oak, MI 48067



National  
Multiple Sclerosis  
Society

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## WE ARE PEOPLE WHO WANT TO DO SOMETHING ABOUT MS NOW.

### About the MS Taste of Generosity

What does generosity taste like? It tastes like the finest Michigan made, grown, and produced food and beverages available! From our State's top growers, producers, bakers, cooks, chefs, brewers, vintners, and bottlers you can enjoy samples, nibbles, bites, cocktails, and beverages of all of these delicacies. This first annual "Michigan Made Food and Fun Festival" to benefit the National Multiple Sclerosis Society will feature Michigan made items for guests to sample and taste (and purchase to take home), free activities for children, as well as engaging and educational exhibits regarding multiple sclerosis and those affected by it. Open to guests of all ages, this event is an exciting and fun way for the whole family to support your National MS Society in their mission to cure MS while empowering people affected by MS to live their best lives.

### About the National MS Society

The Society mobilizes people and resources so that everyone affected by multiple sclerosis can live their best lives as we stop MS in its tracks, restore what has been lost and end MS forever. Last year alone, through our comprehensive nationwide network of services, the Society devoted more than \$100 million to connect approximately one million people affected by MS to the connections, information, and resources they need. To move closer to a world free of MS, the Society also invested \$42 million to support more than 380 new and ongoing research projects around the world. We are united in our collective power to do something about MS now and end this disease forever. Learn more at [nationalMSSociety.org](http://nationalMSSociety.org).

### About Multiple Sclerosis

Multiple sclerosis is an unpredictable, often disabling disease of the central nervous system that disrupts the flow of information within the brain, and between the brain and body. The cause of MS is still unknown. Scientists believe that a combination of environmental and genetic factors contribute to the risk of developing MS.

Symptoms range from numbness and tingling to blindness and paralysis. The progress, severity, and specific symptoms of MS in any one person cannot yet be predicted, but advances in research and treatment are leading to better understanding and moving us closer to a world free of MS. Most people with MS are diagnosed between the ages of 20 and 50, with at least two to three times more women than men being diagnosed with the disease. MS affects more than 2.3 million worldwide.

### Sponsor experience

- Invest in your business goals—whether audience reach, cause marketing or employee engagement—in partnership with a well-respected, long-standing, recognized brand.
- Create valuable awareness for your company through a coordinated cross-channel approach, combining both traditional and digital marketing strategies
- Reach an engaged audience—the National Multiple Sclerosis Society's broad base of passionate supporters
- Support the community and connect with attendees in an engaging way



## **PRESENTING SPONSOR BENEFITS – INVESTMENT OF \$35,000 (1 AVAILABLE)**

- Recognition as the Presenting Sponsor on all promotional materials (print and digital) leading up to the local event and 60 days post event
- Thirty (30) tickets to the event
- Logo/Name recognition on all event promotional materials
- Logo/Name placement on local event website
- Full-page recognition in the event print program
- Facebook recognition including local event listing incorporating Presenting Sponsor name into the title ex: MS Taste of Generosity Presented by Company Name
- Opportunity for sponsor to use Taste of Generosity event logo and event name in all event-related communications (with pre-approval from Society)
- Opportunity to conduct promotional campaign utilizing Taste of Generosity event logo and event name (with pre-approval from Society)
- Recognized as the “Selfie & Share” sponsor. Company recognition will be provided on the photo booth backdrop.
- Opportunity for company/individual to provide a give-away to attendees

## **PLATINUM SPONSOR BENEFITS – INVESTMENT OF \$20,000\***

- Twenty-five (25) tickets to the event
- Logo/Name recognition on all event promotional materials
- Logo/Name placement on local event website
- Full-page recognition in the event print program
- Facebook recognition including local event listing
- Opportunity for sponsor to use Taste of Generosity event logo and event name in two event-related communications (with pre-approval from Society)
- Opportunity for company/individual to provide a give-away to attendees

## **THIS IS MS EXHIBIT SPONSOR – INVESTMENT OF \$10,000\* (1 AVAILABLE)**

- This exhibit highlights photos and stories of people living with MS to demonstrate how each MS journey is unique. You will receive logo/name recognition on signs throughout the exhibit.
- Twenty (20) tickets to the event
- Name recognition on all event promotional materials
- Name placement on local event website
- Full-page recognition in the event print program
- Facebook recognition including local event listing

## **MS MILESTONES EXHIBIT SPONSOR – INVESTMENT OF \$10,000\* (1 AVAILABLE)**

- This educational gallery informs attendees about key developments and breakthroughs in the MS community. You will receive logo/name recognition on signs throughout the gallery.
- Twenty (20) tickets to the event
- Name recognition on all event promotional materials
- Name placement on local event website
- Full-page recognition in the event print program
- Facebook recognition including local event listing

## **“DID YOU KNOW” EXHIBIT SPONSOR – INVESTMENT OF \$10,000\* (1 AVAILABLE)**

- An engaging exhibit that will highlight advancements and breakthroughs in MS research and care that have resulted from National MS Society funded research. You will receive logo/name recognition on signage throughout the exhibit.
- Twenty (20) tickets to the event
- Name recognition on all event promotional materials
- Name placement on local event website
- Full-page recognition in the event print program
- Facebook recognition including local event listing

## **CHILDREN’S ACTIVITY AREA SPONSOR – INVESTMENT OF \$10,000\* (1 AVAILABLE)**

- You will receive logo/name recognition on signs throughout the children’s area.
- Twenty (20) tickets to the event
- Name recognition on all event promotional materials
- Name placement on local event website
- Full-page recognition in the event print program
- Facebook recognition including local event listing

## **GOLD SPONSOR BENEFITS – INVESTMENT OF \$7,500\***

- Twenty (20) tickets to the event
- Name recognition on all event promotional materials
- Name placement on local event website
- Half-page recognition in the event print program
- Facebook recognition including local event listing

## **SILVER SPONSOR BENEFITS – INVESTMENT OF \$5,000\***

- Fifteen (15) tickets to the event
- Name placement on local event website
- Half-page recognition in the event print program

## **BRONZE SPONSOR BENEFITS – INVESTMENT OF \$2,500\***

- Ten (10) tickets to the event
- Name placement on local event website
- Name recognition in the event print program

**\* To receive recognition in the print program, sponsorship must be received by July 15, 2022**

## **INDIVIDUAL TICKETS (CHILDREN 12 AND UNDER ARE FREE)**

### **Ambassador Ticket package - \$1,000\***

- 4 tickets
- Name placement on local event website
- Name in print program

### **Leader Ticket package - \$500\***

- 4 tickets
- Name placement on local event website
- Name in print program

### **Patron Ticket package - \$250\***

- 4 tickets
- Name placement on local event website
- Name in print program

### **Adult Tickets (age 13+, 12 and under are free) - \$50**

#### **For additional information please contact:**

Kristina Guse  
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National MS Society, Michigan  
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248.936.0351

**Please note: To receive recognition in the print program, ticket packages must be purchased by July 15, 2022**