

RUNWAY FOR MS

FASHION SHOW GALA

Heritage Club at Bethpage
Wednesday, May 4, 2022



2022 SPONSOR & JOURNAL AD OPPORTUNITIES

SPONSORSHIP LEVELS

PRESENTING SPONSOR BENEFITS (\$30,000)

- Recognition as a Presenting Sponsor on all promotional materials (print and digital) including the invitation, sent to a target list of MS supporters in our local market
- Recognition as Presenting Sponsor in all social media mentions and e-mail blasts; Chapter e-newsletter (85,000 subscribers); and in all post event communications
- Opportunity for a company representative to speak during the program; and recognition from the podium in the Welcome Remarks and during the program
- Signage recognition, name or logo, on the stage, throughout the event space and at all guest tables
- Logo placement on the local MS event website, registration page and mobile auction platform, includes a live link to your company's landing page
- Platinum Electronic Journal Ad supplied by your company running in loop on the monitor
- Opportunity for sponsor to use Runway for MS event logo and event name in event-related communications (with pre-approval from Society)
- Opportunity to provide giveaway item to all guests (with pre-approval from the Society)
- Two (2) tables for 20 guests with premium seating

MISSION SPONSOR BENEFITS (\$20,000)

- Recognition as a Mission Sponsor on all promotional materials (print and digital) including the invitation, sent to targeted list of MS supporters in our local market
- Recognition as Mission Sponsor in all MS social media mentions and e-mail blasts, Chapter e-newsletter (85,000 subscribers); and in all post event communications
- Recognition from the podium in Welcome Remarks; and special recognition during Mission Moment presentation (someone living with MS will address the guests)
- Signage recognition, name or logo, on stage and at all guest tables
- Logo placement on local event website, registration and mobile auction site, includes a link to your company's landing page
- Platinum Electronic Journal Ad supplied by your company running in loop on the monitor
- Opportunity to provide giveaway item to all guests (with pre-approval from the Society)
- Two (2) tables for 20 guests with premium seating

RUNWAY SPONSOR BENEFITS (\$15,000)

- Recognition as the Runway Sponsor on all promotional materials (print and digital) including the invitation, sent to a targeted list of MS supporters in our local market
- Recognition as Runway Sponsor in all MS social media mentions and e-mail blasts, Chapter e-newsletter (85,000 subscribers); and in all post event communications
- Recognition from the podium in Welcome Remarks; and special recognition during Fashion Show
- Signage recognition, name or logo, on Runway during Fashion Show and at all guest tables
- Logo placement on local event website, registration and mobile auction site, includes a link to your company landing page
- Silver Electronic Journal Ad supplied by your company running in loop on the monitor
- One (1) table for 10 guests

RECEPTION SPONSOR BENEFITS (\$10,000)

- Recognition as a Reception Sponsor on all promotional materials (print and digital) including the invitation, sent to a targeted list of MS supporters in our local market
- Recognition as Reception Sponsor in all MS social media mentions and e-mail blasts, Chapter e-newsletter (85,000 subscribers); and in all post event communications
- Recognition from the podium in Welcome Remarks
- Signage recognition, name or logo, in Reception Area during Cocktail Hour and Dinner and at all guest tables
- Logo placement on local event website, includes a link to your company landing page
- Silver Electronic Journal Ad supplied by your company running in loop on the monitor
- One (1) table for 10 guests

TRENDSETTER SPONSOR BENEFITS (\$5,000)

- Recognition as a Trendsetter Sponsor on promotional materials (print and digital) including the invitation, sent to targeted list of MS Supporters on our local market
- Signage recognition, name or logo, at the event
- Bronze Electronic Journal Ad supplied by your company running in loop on the monitor
- One (1) table for 10 guests

MODEL SPONSOR BENEFITS (\$3,000)

- Recognition during Fashion Show as the sponsor of the model of your choice
- Bronze Electronic Journal Ad supplied by your company running in loop on the monitor
- One (1) table for 10 guests

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Electronic Journal Ads



Platinum Ad: \$1,000

Seven (7) 8-second ads per electronic ad journal rotation

Silver Ad: \$500

Three (3) 8-second ads per electronic ad journal rotation

Bronze Ad: \$250

One (1) 8-second ad per electronic ad journal rotation

JOURNAL SPECIFICATIONS:

Suggested content is a congratulatory ad or logo. Logos and ads may be supplied in the following formats: 300 DPI, Full color, PDF or High-res JPEG file, 7x5 horizontal.

Please email ads to carolyn.clayton@nmss.org by **Tuesday, April 19, 2022.**

Journal is played at start and end of virtual event and will be circulated electronically to all attendees and our mailing list. Printed copies will be sent to our Honorees and sponsors upon request.



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Thank you!

2022 Runway for MS Event Committee

Chair: Elaine Lichas/LNK International, Inc. **Vice Chair:** Korinne Weil

Anne Dunne/AdvantageCare Physicians **Diane Engelhardt/KPMG** **April Haupt** **Dennis Lichas/McKesson** **Magalie Louis**
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National Multiple Sclerosis Society Greater NYC-Long Island Board of Trustees

Board Chair: David Rottkamp/Grassi Advisors & Accountants **Vice Chair & Governance Committee Chair:** Steve Nettler/ING **Community Engagement Chair:** April Haupt
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Larry Silverstein/Madison Performance Group **Jon Tuck/Professionals Fighter League** **Len Van Orden/KPMG** **Brandon Williams/City National Bank**

For more information on the event and sponsorship opportunities, please contact:

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