

Dinner of Champions®

2022 SPONSOR OPPORTUNITIES

DINNER OF CHAMPIONS: CHARLOTTESVILLE, APRIL 28, 2022

ABOUT DINNER OF CHAMPIONS

Founded in 1972 by Howard Cosell and Frank Gifford, Dinner of Champions is the premier, black-tie gala of the National Multiple Sclerosis Society. The event recognizes individuals and/ or companies who have shown great leadership and civic responsibility within their community by bestowing the Hope Award, the most prestigious Society volunteer award at the chapter level.

HISTORY IN CHARLOTTESVILLE

Charlottesville's Dinner of Champions was established in 1992. Each year, we come together to honor local champions with a warm and meaningful acknowledgement of their contributions to our community. Businesses and individuals sponsor the event to both recognize the Honoree and support the mission of the National MS Society.

2022 DINNER COMMITTEE

Co-Chairs

Mark Lorenzoni

Colette Sheehy

Vice Chairs

Dorrie Fontaine

Craig Kent

Lauretta Harbilas

Craig Littlepage

Peter Harbilas

Debbie Ryan

Jen Hochrein

Ronald (Ron) Tweel

Todd Hochrein

2022 EVENT INFORMATION

- **Date:** April 28, 2022
- **Time:** 6PM Reception, 7PM Dinner
- **Location:** Boar's Head Resort, Charlottesville
- **Honoree:** Dr. William A. Petri, Jr.
- **Anticipated Attendance:** 300+



Honoree: Dr. William A. Petri, Jr.
Physician & Scientist in Infectious
Diseases, University of Virginia

ABOUT THE NATIONAL MS SOCIETY

OUR MISSION

We will cure MS while empowering people affected by MS to live their best lives

ABOUT MULTIPLE SCLEROSIS

Multiple sclerosis is an unpredictable, often disabling disease of the central nervous system. Symptoms range from numbness and tingling to blindness and paralysis. The progress, symptoms, and severity of MS in any one person cannot yet be predicted, but advances in research and treatment are moving us closer to a world free of MS.

VIRGINIA – WEST VIRGINIA CHAPTER TERRITORY

The National Multiple Sclerosis Society serves more than 19,242 individuals living with MS and their families. Included are three counties in northeastern North Carolina and seven counties in southeastern Kentucky. Office located in Richmond, VA.

SPONSOR EXPERIENCE

- Invest in your business goals 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.

EMPOWERING PEOPLE

We offer more solutions for people with MS and provide access to more life-changing services than ever before. The MS Navigators are highly skilled, compassionate professionals who connect those living with MS to the information, resources and support needed to move their lives forward. These supportive partners help navigate the challenges of MS unique to each person’s situation.

- Information and education
- Emotional support resources
- Help through the complexities of finding a healthcare provider, benefits, insurance, access to coverage, and employment
- Resources to face financial challenges and plan for the future
- Wellness strategies
- Assessment for personalized case management
- Crisis intervention

CURING MS

The National MS Society is the largest private funder of MS research in the world, having invested almost \$1 billion since 1947. Our targeted approach includes focused efforts to advance commercial research development and significant investments to test promising treatment in clinical trials. Twenty-five years ago, there were no treatments for MS. Today there are 23 FDA approved DMTs. Beyond the personal losses and economic disruptions caused by COVID-19, research into MS has been disrupted as the pandemic shut down laboratories and paused clinical trials around the world. But MS doesn’t stop, and neither will the National MS Society. The Society committed over \$16 million to support 50 new multi-year research projects and training fellowships, with global investments in research totaling \$65 million.



**2019 Honoree and Co-Chairs
Craig Littlepage, Dr. Alvin Edwards, John
Kluge & William Atwood**

SPONSORSHIP LEVELS

PRESENTING SPONSOR BENEFITS (\$25,000)

- Recognition as the Presenting Sponsor on all promotional materials (print and digital) 60 days around the local event
- Two (2) tables for a total of 16 guests at the event
- Opportunity for company representative to speak during program
- Logo recognition on all event promotional materials
- Logo recognition during event program presentation
- Logo placement on local event website
- Full-page recognition in the event program
- Facebook recognition including local event listing incorporating Presenting Sponsor name into the title
- Opportunity to use Dinner of Champions event logo and event name in event-related communications (with pre-approval from Society)
- Opportunity to conduct promotional campaign utilizing Dinner of Champions event logo and event name (with pre-approval from Society)
- Opportunity to select of one of three (3) unique event activation/milestone activities for event sponsorship (Did You Know, MS Milestones, This Is MS)

\$10,000 SPONSORSHIP BENEFITS

- One (1) table for 8 guests at the event
- Logo recognition on all event promotional materials
- Logo recognition during event program presentation
- Logo placement on local event website
- Full page recognition in the event program
- Opportunity to select of one of three (3) unique event activation/milestone activities for event sponsorship (Did You Know, MS Milestones, This is MS)

\$5,000 SPONSORSHIP BENEFITS

- One (1) table for 8 guests at the event
- Logo recognition on all event promotional materials
- Logo recognition during event program presentation
- Logo placement on local event website
- Full page recognition in the event program
- Opportunity to select of one of four (4) unique event activation/milestone activities for event sponsorship (Appeal, Celebration, Great to See You, Cocktail Reception)

\$3,000 SPONSORSHIP BENEFITS

- One (1) table for 8 guests at the event
- Company name recognition during event program presentation
- Company name placement on local event website
- Half page recognition in event program
- Opportunity to select of one of five (5) unique event activation/milestone activities for event sponsorship (Centerpiece, Chair/Honoree Toast, Selfie & Share, Valet, Wine)

\$1,500 SPONSORSHIP BENEFITS

- Four (4) tickets to the event
- Company name recognition during event program presentation

Dinner of Champions®

SPONSOR BENEFITS	PRESENTING	\$10,000	\$5,000	\$3,000	\$1,500
Tickets to the event	16	8	8	8	4
Opportunity to select one activation/milestone activity for event	✓	✓	✓	✓	
Logo recognition on all event promotional materials	✓	✓	✓		
Recognition during event program presentation	Logo	Logo	Logo	Company Name	Company Name
Recognition type on local event website	Logo	Logo	Logo	Company Name	
Recognition in event program	Full Page	Full Page	Full Page	Half Page	
Recognition as the Presenting Sponsor on all promotional materials (print and digital) 60 days around the local event	✓				
Opportunity for company representative to speak during program	✓				
Facebook recognition including local event listing incorporating Presenting Sponsor name into the title	✓				
Opportunity to use Dinner of Champions event logo and event name in event-related communications**	✓				
Opportunity to conduct promotional campaign utilizing Dinner of Champions event logo and event name **	✓				

**** pre-approval from the Society required**