

SPONSORSHIP
OPPORTUNITIES

MS
SUMMER
SOIREE

08.11.22 @ ACADEMY LA

400 GUESTS | OPEN BAR | LOCAL FOOD
SILENT AUCTION | MUSIC & DANCING



National
Multiple Sclerosis
Society

FOLLOW US:



FACEBOOK.COM/MSSOCIETYELB



ELBFIGHTSMS

MS SUMMER SOIREE

Event Details

WHO

400 expected guests
(young professionals)

WHAT

A summer cocktail party
fundraiser and silent auction

WHEN

Thursday, August 11, 2022
7-11 pm

WHERE

The Academy LA
nightclub in Hollywood

WHY

To raise funds and
awareness to end MS

To strengthen and engage a
young community around MS
since most are diagnosed
between the ages of 20 & 50

WHAT IS THE MS SUMMER SOIREE?

The MS Summer Soiree is an annual cocktail party and silent auction event supporting the Southern California Chapter of the National Multiple Sclerosis Society. It will take place at the outdoor lounge of the Academy nightclub in Hollywood with an open bar, local food, a silent auction, entertainment, music and dancing. It's hosted by the Emerging Leaders Board (ELB) of the Chapter. Our mission is to build community, awareness and support of MS in the younger segment of the adult population of the Chapter, develop future leaders, and diversify the fundraising initiatives of the NMSS.

OUR SUCCESS

Our last in-person event in 2019 raised \$72,775, while our 2021 virtual event raised \$57,000. Our silent auction, sponsorships, and tickets have been major contributors to our ongoing success.

WHY THIS EVENT?

In addition to raising money and awareness, the goal of the event is to engage a younger demographic with a more accessible sister event to The Society's annual Dinner of Champions. Since most of those living with the disease are diagnosed between the ages of 20 & 50, it's important to create connection, mobilize, inspire, empower, educate, and give hope to those new to the disease—a group of active, young professionals.

OUR FUNDRAISING GOAL: \$ 75,000

MS SUMMER SOIREE

Sponsorship Experience

SPONSORSHIP: A SMART INVESTMENT

Partnering with the National Multiple Sclerosis Society (NMSS) isn't only a great way to support the community, it's also a smart business investment. As a sponsor, you'll align your company with the largest MS organization in the world that has a broad base of passionate supporters. You'll create valuable awareness for your company and connect your employees with a well-respected organization and worthy cause.

PARTNERSHIP BENEFITS WITH THE NMSS

- Reach an engaged and influential group of young professionals in Southern California including entrepreneurs, creatives, influencers, media professionals, educators, public servants, and those in the entertainment industry
- Reach the National MS Society's broad base of passionate supporters
- Increase visibility and enhance customer loyalty through brand love
- Create valuable awareness through event marketing and PR that focuses on a digital and social engagement strategy and leverages influencers and celebrities
- Demonstrate community involvement
- Connect and engage employees with a well-regarded organization & worthy cause

2018 MS Summer Soiree | ELB Members



CREATE BREAKTHROUGHS FOR PEOPLE WITH MS

ABOUT MS

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 the body.

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.

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.



*Courtney Platt, Beat MS Dance Walk founder
with fellow ELB members*



Blake Arnet, Dunk MS founder & ELB member



Chelsea Liang, ELB member (left)

SPONSORSHIP *Levels*

\$10,000 PRESENTING SPONSOR

(2 OPPORTUNITIES)

- Brand recognition and priority positioning as Presenting Sponsor on print and electronic collateral; including but not limited to: emails, event signage, social media, and event website
- Special acknowledgement during the evening program
- Acknowledgment in pre- and post- event communications
- Logo displayed in online campaign materials and event webpage linked to company website
- Logo on Step and Repeat
- Dedicated Social Media Post
- Name on Exclusive Appreciation Wall
- Opportunity for customized branded asset during event (*Food Truck, Beverage, Photo Booth, Orange Carpet, Dessert Bar*)
- VIP Admission for up to 15 guests



2018 MS Summer Soiree



2018 Special Guest DJ Lisa Pittman

\$7,500 DIAMOND SPONSOR

- Special acknowledgement during the evening program
- Acknowledgment in pre- and post- event communications
- Logo displayed in online campaign materials and event webpage linked to company website
- Logo on Step and Repeat
- Name on Exclusive Appreciation Wall
- Opportunity for customized branded asset during event (*Food Truck, Beverage, Photo Booth, Orange Carpet, Dessert Bar*)
- VIP Admission for up to 10 guests



ELB Member, Antonia Juarez (diagnosed 2017)
with board medical advisor Dr. Kaisey (@themsmd)
of Cedars-Sinai & UCLA

For more information or to customize your sponsorship, please contact:
Katie LoBianco | katie.lobianco@nmss.org | 310-481-1106

SPONSORSHIP *Levels*

\$5,000 PLATINUM SPONSOR

- Special acknowledgement during the evening program
- Acknowledgment in pre- and post- event communications
- Logo displayed in online campaign materials and event webpage linked to company website
- Logo on Step and Repeat
- Name on Exclusive Appreciation Wall
- Opportunity for customized branded asset during event (*Food Truck, Beverage, Photo Booth, Orange Carpet, Dessert Bar*)
- VIP Admission for up to 8 guests



2018 MS Summer Soiree

\$2,500 GOLD SPONSOR

- Special acknowledgement during the evening program
- Acknowledgment in pre- and post- event communications
- Logo displayed in online campaign materials and event webpage linked to company website
- Name/Logo on Event Signage
- Logo on Step and Repeat
- VIP Admission for up to 5 guests



2018 Summer Soiree Candy Bar

\$1,000 SILVER SPONSOR

- Special acknowledgement during the evening program
- Acknowledgment in pre- and post- event communications
- Logo displayed in online campaign materials and event webpage linked to company website
- Name/Logo on Event Signage
- Admission for up to 5 guests



2018 MS Summer Soiree Food Trucks
District Burger & Stop By Cafe

\$500 BRONZE SPONSOR

- Acknowledgment in pre- and post- event communications
- Logo displayed in online campaign materials and event webpage linked to company website
- Name/Logo on Event Signage
- Admission for up to 4 guests

For more information or to customize your sponsorship, please contact:
Katie LoBianco | katie.lobianco@nmss.org | 310-481-1106

2022 SPONSORSHIP Form

YES! We would like to be a part of the effort to achieve a world free of MS by sponsoring at the following level(s):

_____ **\$10,000 Presenting Sponsor** _____ **\$2,500 Gold Sponsor**
_____ **\$7,500 Diamond Sponsor** _____ **\$1,000 Silver Sponsor**
_____ **\$5,000 Platinum Sponsor** _____ **\$500 Bronze Sponsor**

Please indicate your sponsorship support by selecting an option above and returning this form to:

Katie LoBianco

National MS Society Southern California Chapter

5150 W. Goldleaf Circle, Suite 400 | Los Angeles, CA, 90056

NAME: _____

MY PAYMENT OF \$ _____ IS ENCLOSED VIA:

NAME TO APPEAR ON WEBSITE/SIGNAGE:

CHECK (MAKE PAYABLE TO NATIONAL MS SOCIETY)

PLEASE INVOICE ME

INCLUDE COMPANY LOGO (EMAIL . EPS / . AI FILE)

VISA MASTERCARD AMEX DISCOVER

WEBSITE URL: (IF APPLICABLE)

CARD NUMBER: _____

ADDRESS: _____

EXP. DATE: ____ / ____ VERIFICATION #: _____

CITY, STATE, ZIP: _____

NAME ON CREDIT CARD:

PHONE: _____

SIGNATURE:

EMAIL: _____

For more information or to customize your sponsorship, please contact:

Katie LoBianco | katie.lobianco@nmss.org | 310-481-1106