



National  
Multiple Sclerosis  
Society



<b>Sponsor Benefits</b>	<b>\$7,500</b>	<b>\$4,500</b>	<b>\$3,000</b>	<b>\$1,500</b>	<b>\$1,000</b>
Tickets to the event	20	10	10	10	10
Opportunity to select one activation activity for event <small>*See reverse for opportunities at each level</small>	✓	✓	✓	✓	
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	Company Name
Recognition in event program	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 event 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**



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## Sponsorship Activations

### \$7,500 & \$4,500 Opportunities

**Auction Sponsor:** your company will receive logo recognition on the mobile bidding auction site and auction displays and signage during the event. Your company will have the opportunity to provide branded bags to be given to all auction winners as they checkout at the event.

**Did You Know Sponsor:** your company has the opportunity to create an engaging exhibit in the reception that would highlight advancements and breakthroughs in MS research and care that have resulted from National MS Society funded research. Your company will receive logo recognition on signs throughout the exhibit.

**MS Milestones Sponsor:** your company has the opportunity to create an educational gallery to inform attendees about key developments and breakthroughs in the MS community. Your company will receive logo recognition on signs throughout the gallery.

**This is MS Sponsor:** your company has the opportunity to create an engaging exhibit in the reception that would highlight photos and stories of people living with MS to demonstrate how each MS journey is unique. Your company will receive logo recognition on signs throughout the exhibit.

### \$3,000 Opportunities

**Appeal Sponsor:** your company will be recognized during the appeal portion of the event. Your company will receive logo recognition on the screens and on the bidder cards given to all guests. Your company also has the opportunity to provide a lead gift/matching gift in the room that will inspire others to give during the appeal. Your gift would be used to match every dollar raised up to the gift amount and motivate the gifts of other individual donors.

**Celebration Sponsor:** your company has the opportunity to create a celebratory atmosphere to thank all guests who give during the appeal portion of the event through confetti cannons, balloons, or another type of visual celebration. Your company will receive logo recognition on the screens and has the opportunity to provide all guests who make a gift the day of the event with a branded giveaway.

**Cocktail Reception Sponsor:** your company will receive logo recognition on signage and cocktail napkins in the reception prior to the dinner and program. Your company also has the opportunity to create and name a signature cocktail to be served to all guests during the reception.

**Entertainment Sponsor:** your company has the opportunity to introduce the entertainment and will receive logo recognition on the screens next to the stage. A company representative will have the opportunity to introduce the entertainment on stage or to thank them at the conclusion of their performance.

**Great to See You Sponsor:** your company has the opportunity to create a welcoming environment when guests arrive, including an orange carpet, signage, and a signature orange cocktail. Your company will receive logo recognition on the signage and has the opportunity to provide branded wine or cocktail charms for the signature cocktail.

**Menu Sponsor:** your company will receive logo recognition on the printed menus placed at every guest's seat in the room. Your company will have the opportunity to provide a small keepsake at each table setting as well.

**Purpose Pledge:** your company has the opportunity to create an interactive display where guests will have the opportunity to fill out a card or write on a display what their purpose is for helping the MS movement forward. Your company will receive logo recognition on the interactive display.



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## \$1,500 Opportunities

**Centerpiece Sponsor:** your company will receive logo recognition on all table signage in the dinner area. Dependent on venue, additional centerpieces can also be utilized throughout the event venue such as registration and/or the cocktail hour.

**Chair's Toast Sponsor:** your company has the opportunity to celebrate and recognize volunteer engagement the day of the event. A company representative will have the opportunity to toast outgoing and incoming Honorees and Chairs at the conclusion of the program. Your company will receive a speaking opportunity during the program, company logo recognition on the screens in the room and logo placement on charms located on the champagne glasses during the toast.

**Desert Reception Sponsor:** your company will receive logo recognition on signage and cocktail napkins in the reception following the dinner and program. Your company also has the opportunity for logo placement on specialty desserts.

**Let Loose Sponsor:** your company has the opportunity to create a fun and engaging area of the reception for guests to let loose and enjoy games like corn hole and giant Jenga. Your company will receive logo recognition on all signage around the games.

**Selfie & Share Sponsor:** your company has the opportunity to provide an engaging experience for attendees to capture their day of event fun at the designated event photo booth. Company recognition will be provided on the photo booth backdrop. Your company also has the opportunity to provide an optional branded customized photo frame to all attendees.

**Valet Sponsor:** your company has the opportunity to sponsor the valet parking area of the event. Company recognition will be provided on the signage at the valet area. Your company also has the opportunity to provide a note and branded water bottle that goes home with all guests who valet park.

**Wine Sponsor:** your company has the opportunity to sponsor the wine provided to all guests for the dinner. Your company will receive logo recognition on a branded message card on all tables in the room and on wine charms located on each wine glass. Your company also has the opportunity to provide branded bottles of wine as a takeaway item for all guests.