

Dinner of *Champions*®

Saturday, September 24, 2022

**Golden Gate Club at the Presidio
San Francisco**

5:30 p.m. – Crush MS Wine Lounge and Silent Auction

7 p.m. – Dinner and Program

8 p.m. – Live Auction and Paddle Raise

9 p.m. – After Party

Dinner of Champions® brings together top corporate executives, philanthropists, and community leaders to celebrate the progress we have made towards creating a world free of MS. More than 2.3 million people are affected by multiple sclerosis worldwide, with nearly 1 million people in the U.S. The National MS Society addresses the challenges of each person affected by this disease by funding cutting-edge research, driving change through advocacy, collaborating with MS organizations around the world, and providing services designed to help people with MS and their families live their best lives.

Dinner Committee

Adam Gilberd, Chair
SALESFORCE

Cheri Devlin
MICROSOFT

Amy Kahn
OPTUM

Janell Pomeroy
POMME PRODUCTIONS

Meg Alexander
MEG ALEXANDER EVENTS

Bobbiann Froemke
SALESFORCE

Jason Kranz
HEIDRICK & STRUGGLES

Ellen Seebold
GENENTECH

Jim Carney
WORKDAY

Mike (Gus) Gustafson
**CARVE YOUR DESTINY,
LLC**

Eileen Mariano
CITY & COUNTY OF SF

Kyle Winkler
TIDEWATER CAPITAL

Seema Daryanani
GOOGLE

Brad Marks
OTRE INVESTMENTS



National
Multiple Sclerosis
Society

2022 Sponsorship Opportunities

SPONSORSHIP LEVELS	Presenting	Diamond	Platinum	Gold
	\$50,000	\$30,000	\$20,000	\$10,000
Benefits	Company recognition in all event materials, e.g. Bay Area Dinner of Champions Presented by Company Name, Opportunity to utilize DOC logo and event name in event-related communications and promotional initiatives. Sponsor one of the following: This is MS Exhibit, MS Milestones Gallery, Did You Know Gallery, Auction Experience	Sponsor one of the following: This is MS Exhibit, MS Milestones Gallery, Did You Know Gallery, Orange Carpet Moment (Photo Booth), Silent Auction or After Party	Sponsor one of the following: Orange Carpet Moment (Photo Booth), Silent Auction or After Party	Sponsor one of the following: Table Menu at each place setting, Opening Toast at Dinner
Table (10 seats)*	3 prime tables	2 prime tables	1.5 tables	1 table
Program Speech	Y	N	N	N
Program Ad	Full Page	Full Page	Full Page	Half Page
Logo/Name	Front of Program Sponsor Thank you, Event Program Listing, PPT Slide During Reception & Break, Script Mention, Event Website, Email Blast, Social Media	Event Program Listing, PPT Slide During Reception & Break, Event Website, Email Blast, Social Media	Event Program Listing, PPT Slide During Reception & Break, Event Website, Email Blast, Social Media	Event Program Listing, PPT Slide During Reception & Break, Event Website, Email Blast

SPONSORSHIP LEVELS	Silver	Bronze	Elite Donor	Individual Ticket
Benefits	\$7,500	\$5,000	\$1,000	\$350
Table (10 seats)*	1 table	1 table	2 seats	1 seat
Program Speech	N	N	N	N
Program Ad	Quarter Page	N	N	N
Logo/Name	Event Program Listing, PPT Slide During Reception & Break, Event Website, Email Blast	Event Program Listing, PPT Slide During Reception & Break, Event Website	Event Program Listing	N/A

*Number is subject to change due to COVID-19 guidelines.



2022 HONOREES

Women on the Move

We are excited to honor rising stars in Northern California that are leading the way to deliver breakthroughs to a cure by advancing both academic and commercial research and working tirelessly with MS patients in the clinic to live their best lives.

This year we are honoring clinicians, nurses, researchers and staff who are making a difference in the fight against MS.

As home to institutions including Stanford University, UCSF, The Gladstone Institute, UC Berkeley, UC Davis and more, we are touched by the work of these women in leadership roles and look forward to shining a light on the impactful work they are doing for individuals and their families affected by MS.



DINNER CHAIR

Adam Gilberd

EXECUTIVE VICE PRESIDENT, COMMERCIAL BUSINESS UNIT, SALESFORCE

Adam joined the Northern California Board of Trustees in 2021. He has been a long-time Bike MS: Waves to Wine participant, recently co-captaining the San Francisco Salesforce team that has raised over \$3.5M during the last 15 years. Adam currently serves as Executive Vice President of the U.S. Commercial Business Unit for Salesforce.



**National
Multiple Sclerosis
Society**



About the Society

We've never been closer to a cure for MS — to understanding how to prevent the disease and reverse its course, to finding treatments for progressive MS as effective as those we've discovered for relapsing-remitting MS and to bringing life-changing solutions and treatments to everyone with MS. And we're not stopping. All that progress has brought us to a profound new moment — the next chapter in our story could be the last chapter for MS.

Our progress is accelerating: the last five years have seen as much progress as the 70 that preceded it. We are now on the precipice of the breakthroughs we've been working toward since our movement began — breakthroughs that will change life with MS and go down in history as the ones that helped end the disease forever.

This is a new chapter — and it's our moment to break through and continue marshaling the strength of our movement — our energy, our voices, our resources—to make one billion dollars of transformative investments in:

- **Research:** We've never been closer to understanding what causes MS, how best to slow the progression and manage symptoms, how to restore what's been lost and how to end the disease forever.
- **Service:** To make sure that no one faces MS alone — and connect one million people and their families with the resources, information and support they need to live their best lives with MS.
- **Advocacy:** To amplify our movement's voices, shape every decision affecting people with MS, and make new solutions possible, affordable and accessible.

Every aspect of this vision for the future was informed by our movement — and every breakthrough can only be realized if each one of us steps forward to give what we can and do whatever it takes to end MS.

For all inquiries, please contact:
Linda Glassel, President Northern California
linda.glassel@nmss.org | 609-792-0709