

Sponsorship Opportunities



FASHION PLATES

a fashion show & luncheon

Presented by The Luongo Family

To benefit the National Multiple Sclerosis Society

November 4, 2022

11 a.m. – 1:30 p.m.

Lombardo's

6 Billings Street
Randolph, MA 02368



National
Multiple Sclerosis
Society

Nearly **1 MILLION PEOPLE** are living with multiple sclerosis in the United States.

Multiple sclerosis is an unpredictable disease of the central nervous system. Currently there is no cure. Symptoms vary from person to person and may include disabling fatigue, mobility challenges, cognitive changes, and vision issues. An estimated 1 million people live with MS in the United States. Early diagnosis and treatment are critical to minimize disability. Significant progress is being made to achieve a world free of MS.

MS is **3X MORE COMMON IN WOMEN** than in men and the cause of MS is still unknown.

Scientists believe that a combination of environmental and genetic factors contribute to the risk of developing MS. The progress, severity, and specific symptoms of MS in any one person cannot yet be predicted.

We are stronger together

Ending MS for good will take all of us. It's why fundraising matters so much. And it's why you matter so much. Each year, through the generous support of corporate sponsors, the Society is able to fund critical research, programs and services that genuinely make a difference in the lives of people affected by MS.

By joining the movement toward a world free of MS, companies engaged with the Society are able to reach potential consumers in a deep and meaningful way, as well as demonstrate their commitment to corporate philanthropy among customers, employees, and key company stakeholders.

An event to support and celebrate inspirational women

Fashion Plates, a fashion show and luncheon, is a premier fundraising event of the National Multiple Sclerosis Society, Greater New England. An important goal of Fashion Plates is to educate, motivate, and inspire business and community leaders to make the National MS Society one of the nonprofit organizations they support on an ongoing basis. Through your participation in Fashion Plates, you will:

- Help fund research to find a cure
- Build corporate awareness
- Create opportunities for employee involvement
- Gain exposure to high-income, highly educated, and professional attendees
- Receive special day-of-event promotional opportunities (product, promotions, etc.)
- Experience year-round promotional opportunities on social media and email campaigns



Driving change for good by the numbers

The National MS Society works tirelessly to ensure each person living with MS can live their best life.

- The Society is the largest private funder of MS research in the world and has **invested over \$1.1 billion** in research funding, and has recruited **over 1,000 new MS researchers** to the field since 1946.
- We provide **24/7 access** to the most comprehensive information and resources are available for every person affected by MS, including their families and loved ones. Each year 200,000 people connect to the Society's MS Navigator® program; 500,000 receive Momentum magazine; 1.9 million receive monthly eNews; 600,000 connect to those with shared experiences and experts through **MSconnection.org**
- We are **increasing investments in wellness research** including diet, exercise and complementary and alternative therapies. We are recognized as the catalyst for ALL major advancements in MS — we discovered and drove nerve and myelin repair in MS research.
- We engage **more than half a million volunteers** through our fundraising events. **75,000+ MS activists** across the country have united to secure an additional **\$25 million** in government research funding over the last six years.

In Good Company

The National Multiple Sclerosis Society, Greater New England, has formed mutually-beneficial partnerships with local and national organizations. Below are just some of the sponsors that support the annual Fashion Plates event and the Society throughout the year.

- Allways Health Partners
- Amanti & Sons
- Arbella Insurance Foundation
- Bank of America
- Bernie & Phyl's Furniture
- Biogen
- Blue Cross Blue Shield
- Caputo & Company
- Cigna Group Insurance
- Cook Company
- Designer Bath
- EMD Serono, Inc.
- Encompass Health Rehabilitation Hospital
- Evans Industries
- Fusion
- GEICO
- Genentech
- Harvard Pilgrim Health Care
- Heritage Financial Group, Inc.
- Honey Dew Donuts
- iCapital, LLC
- JMK Systems Solutions, Inc.
- Johnson & Johnson
- Lucozzi Portraits
- Mezzanine Safeti-Gates
- Millennium FRI
- North Shore Heating Supply Co.
- Opinion Dynamics
- Ports & Company
- Sanofi Genzyme
- Siemens
- Sealy
- Signature Consultants
- The Vadasz Family Foundation
- UBS
- Wells Fargo Bank

Sponsor Benefits

Below are the benefits associated with the different sponsorship levels.

All ads must be received by **October 8, 2022**. A description of fully prepared recognition requirements will be sent to you as soon as we receive your reservation for the program.

Presenting Sponsor \$15,000

- Brand recognition in event title
- Logo on invitation
- One table of 12 seats
- Centerfold recognition (2 pages) and logo listing in program
- Banner (sponsor provided)
- Exposition table at event
- Logo projection and signage recognition
- Website logo

Platinum Sponsor \$10,000

- Logo on invitation
- One table of 12 seats
- Full-page recognition and logo listing (back cover ad for first responder)
- Banner (sponsor provided)
- Exposition table at event
- Logo projection and signage recognition
- Website logo

Model Sponsor \$7,500

- Logo on invitation
- Eight tickets
- Full-page recognition and logo
- Banner (sponsor provided)
- Signage at all guest tables
- Signage recognition
- Exposition table at event
- Website logo

Reception Sponsor \$6,000

- Logo on invitation
- Six tickets
- Full-page recognition and logo
- Banner (sponsor provided)
- Signage as reception sponsor
- Highly visible signage throughout the reception
- Exposition table at event
- Website logo

Diamond Sponsor \$5,000

- Logo on invitation
- Six tickets
- Full-page recognition and logo
- Banner (sponsor provided)
- Signage recognition
- Exposition table at event
- Website logo

Emerald Sponsor \$3,000

- Two tickets
- Half-page recognition and name listing
- Signage recognition
- Exposition table at event
- Website logo

Ruby Sponsor \$2,000

- Two tickets
- Quarter-page recognition and name listing
- Signage recognition
- Website logo

Registration or

Coat Check Sponsor \$1,000

- Signage recognition
- Quarter-page recognition and name listing

A La Carte \$250—\$1,000

- \$250—One 5-second ad per electronic journal rotation
- \$400—Two 5-second ads per electronic journal rotation
- \$500—Name on website with hyperlink
- \$600—Four 5-second ads per electronic journal rotation
- \$1,000—Logo on website with hyperlink

Fashion Plates

November 4, 2022

11 a.m. – 1:30 p.m. ET

Please return this form Seth Gordon
by mail or email to: National Multiple Sclerosis Society
101A First Avenue, Waltham, MA 02451

To reserve your sponsorship package or a la carte additions, please check your selections below. For questions on sponsorship or the event, please contact Seth Gordon at Seth.gordon@nmss.org or 603-718-0528.

A La Carte

- Full-page recognition /
4-5 second recognitions \$600
- Half-page recognition /
2-5 second recognitions \$400
- Quarter-page recognition /
1-5 second recognition \$250
- Exposition table at event \$1,000
- Website hyperlinked-logo \$1,000
- Website hyperlinked-name \$500

Sponsorship

- Presenting Sponsor \$15,000 SOLD
- Platinum Sponsor \$10,000
- Model Sponsor \$7,500
- Reception Sponsor \$6,000
- Diamond Sponsor \$5,000
- Emerald Sponsor \$3,000
- Ruby Sponsor \$2,000
- Table Sponsor \$1,500
- Registration Sponsor \$1,000
- Coat Check Sponsor \$1,000

Tables and Tickets

Please indicate the number needed

_____ Tables of 12 seats @ \$1,500
(includes Name Listing _____ Tickets @ \$125)

_____ Please accept the enclosed donation of \$ _____

_____ Check Payable to National MS Society Enclosed

_____ AMEX _____ VISA _____ MC _____ DISC

Card# _____

Exp. _____ CVV _____

Signature _____

Name _____

Title _____

Company _____

Address _____

City, State, Zip _____

Phone _____

Email _____



National
Multiple Sclerosis
Society