

Dinner of Champions®

2022 EVENT INFORMATION

- **Date:** September 8, 2022
- **Time:** 6PM Reception, 7PM Dinner
- **Location:** Hotel Roanoke
110 Shenandoah Ave, NE Roanoke, VA 24016
- **Honorees:** Jack Avis, Don Halliwill, and Ginger Poole
- **Anticipated Attendance:** 300+

2022 SPONSOR OPPORTUNITIES

DINNER OF CHAMPIONS: ROANOKE SEPTEMBER 8, 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 ROANOKE

Roanoke's Dinner of Champions was established in 1991. 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 Honorees and support the mission of the National MS Society.



Honoree: Jack Avis
Owner, Chairman, and Treasurer,
Avis Construction



Honoree: Don Halliwill
Executive Vice President and
Chief Financial Officer, Carilion Clinic



Honoree: Ginger Poole Avis
Producing Artistic Director,
Mill Mountain Theatre

2022 DINNER COMMITTEE

DINNER CHAIRS

Mark and Cynthia Lawrence

VICE CHAIRS

Nancy Howell Agee
David Allen
Dr. George Anderson
Craig Balzer
Jason Bingham

Dr. Nathaniel Bishop
George Cartledge III
Dr. J. Randolph Clements
Dr. John Dooley

Maryellen Goodlatte
Jim Hale
Joe Hoff
John Lugar

Eddie Martin
Justice Elizabeth McClanahan
Anna Muncy
Paul Nester

Dr. Aashit Shah
Eddie Smith
Daniel Summerlin III
Dr. Patrice Weiss
Damon Williams

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 1946. 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 Honorees
(L-R) David & Leah Wiley and
Sharon & Craig Ramey**

SPONSORSHIP LEVELS

PRESENTING SPONSOR BENEFITS (\$20,000)

- 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, Wine)

\$1,500 SPONSORSHIP BENEFITS

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



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**