



Recognizing MSAA's

ANNIVERSARY
50TH

Improving Lives for 50 Years



2020 Improving Lives Benefit

Hyatt Regency Jersey City on the Hudson • April 4, 2020 • 5:00-10:00pm
featuring a special concert by The Hit Men

2020 Improving Lives Benefit Sponsorship Opportunities

About MSAA

The Multiple Sclerosis Association of America (MSAA) has been a leading resource for the entire MS community, improving lives through vital services and support for 50 years. MSAA provides free programs and services to individuals with multiple sclerosis and their families. Programs include a Helpline with trained specialists; award-winning educational videos and publications, including MSAA's magazine, *The Motivator*; safety and mobility equipment distribution; cooling accessories for heat-sensitive individuals; educational programs held across the country; MRI funding; and a Lending Library, among other services.

MSAA's 50th Anniversary marks the commitment of MSAA staff, volunteers, and supporters to the organization's mission. MSAA continues to be steadfast in addressing the needs of people affected by MS, and remains dedicated to serving as a reliable and responsive resource throughout one's journey with multiple sclerosis.

This event will include a benefit dinner, presentation, concert by The Hit Men, and a dessert reception.



About the Band

The Hit Men are legendary musicians and singers who, throughout the 1960s, 70s, 80s, and 90s, toured and recorded with some of the biggest names in the music business - huge stars from Frankie Valli and Carly Simon, to Tommy James, Carole King, Cat Stevens, Jim Croce, Cheap Trick, Elton John, Paul McCartney, Barry Manilow, Rod Stewart, Blood Sweat & Tears, and many, many more. They are the actual artists who helped rocket many songs to the top of the Billboard charts.

The Hit Men's credentials, showmanship, and sheer talent are unmatched by any other group in modern music. They deliver sizzling shows that combine hit after hit after hit with videos and reminiscences born from their witnessing and making musical history.

About the Venue

Hyatt Regency Jersey City on the Hudson combines breathtaking views, exceptional dining, and the energy of New York City with the tranquility of the waterfront.



2020 Improving Lives Benefit Sponsorship Opportunities

50th ANNIVERSARY PRESENTING SPONSOR (1 available)

\$45,000

- * Exclusive presenting sponsorship; “MSAA’s 50th Anniversary Improving Lives Benefit with presenting sponsor (Company Name)” to appear on all promotional materials and in media outreach
- * 20 tickets to Benefit dinner with premium placement
- * 20 tickets to The Hit Men concert with premium seating
- * Full page, 4-color ad in the Tribute Journal and on screen
- * Special acknowledgement from the podium during the welcome
- * Speaking opportunity during program
- * Company recognition plaque with sponsorship level
- * Photo opportunity with honorees and band members
- * Company logo included on the event website
- * Featured company name listing on event invitation
- * Sponsor recognition prominently displayed at the Benefit dinner
- * Product sampling/materials featured at information table
- * Acknowledgment in MSAA’s Annual Report
- * Special recognition in print and digital media campaign for MSAA’s 50th anniversary

PLATINUM SPONSOR

\$30,000

- * Sponsor logo will appear on promotional materials and in media outreach
- * 15 tickets to Benefit dinner, preferred placement
- * 15 tickets to The Hit Men concert with preferred seating
- * Full page, 4-color ad in the Tribute Journal and on screen
- * Special acknowledgement from the podium during the welcome
- * Company recognition plaque with sponsorship level
- * Photo opportunity with honorees and band members
- * Company logo included on the event website
- * Featured company name listing on event invitation
- * Sponsor recognition prominently displayed at the Benefit dinner
- * Product sampling/materials featured at information table
- * Acknowledgment in MSAA’s Annual Report

GOLD SPONSOR

\$20,000

- * 10 tickets to Benefit dinner, preferred placement
- * 10 tickets to The Hit Men concert with preferred seating
- * Full page, 4-color ad in the Tribute Journal and on screen
- * Company logo included on the event website and auction website
- * Sponsor recognition prominently displayed at the Benefit dinner
- * Product sampling/materials featured at information table
- * Acknowledgment in MSAA’s Annual Report

For more information on registration or sponsorship opportunities, contact Jen Gaynor, Manager of Special Events at (800) 532-7667 x161 or jgaynor@mymsaa.org.

2020 Improving Lives Benefit Sponsorship Opportunities

SILVER SPONSOR

\$15,000

- * 10 tickets to Benefit dinner
- * 10 general admission tickets to The Hit Men concert
- * Half page, full color ad in the Tribute Journal and on screen
- * Company logo included on the event website
- * Sponsor recognition prominently displayed at the Benefit dinner
- * Product sampling/materials featured at information table
- * Acknowledgment in MSAA's Annual Report

BRONZE SPONSOR

\$7,500

- * 6 tickets to Benefit dinner
- * 6 general admission tickets to The Hit Men concert
- * Quarter page, full color ad in the Tribute Journal and on screen
- * Company logo included on the event website
- * Product sampling/materials featured at information table
- * Acknowledgment in MSAA's Annual Report

DESSERT RECEPTION SPONSOR (1 available)

\$5,000

- * 5 tickets to Benefit dinner
- * 5 general admission tickets to The Hit Men concert
- * Quarter page, full color ad in the Tribute Journal and on screen
- * Company name listing included on the event website
- * Sponsor recognition prominently displayed at the dessert reception
- * Acknowledgment in MSAA's Annual Report

CLIENT ATTENDEE SPONSOR

\$3,500

Your sponsorship helps underwrite the costs for people affected by MS to attend this event

- * 4 tickets to Benefit dinner
- * 4 general admission tickets to The Hit Men concert
- * Quarter page, full color ad in the Tribute Journal and on screen
- * Company name listing included on the event website
- * Acknowledgment in MSAA's Annual Report

CONFIRMED

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2020 Improving Lives Benefit Sponsorship Opportunities

MSAA SUPPORTER **\$2,500**

- * 3 tickets to Benefit dinner
- * 3 general admission tickets to The Hit Men concert
- * Company name listing in the Tribute Journal and on screen
- * Company name listing included on the event website
- * Acknowledgment in MSAA's Annual Report

FAVOR SPONSOR **\$2,500**

- * 2 tickets to Benefit dinner
- * 2 general admission tickets to The Hit Men concert
- * Company name listing in the Tribute Journal and on screen
- * Company name listing included on the event website
- * Recognition in favor of
- * Acknowledgment in MSAA's Annual Report

CENTERPIECE SPONSOR **\$2,500**

- * 2 tickets to Benefit dinner
- * 2 general admission tickets to The Hit Men concert
- * Company name listing in the Tribute Journal and on screen
- * Company name listing included on the event website
- * Recognition in centerpieces
- * Acknowledgment in MSAA's Annual Report

PHOTOGRAPHER SPONSOR (1 available) **\$2,500**

- * 2 tickets to Benefit dinner
- * 2 general admission tickets to The Hit Men concert
- * Company name listing in the Tribute Journal and on screen
- * Company name listing included on the event website
- * Recognition in cocktail and dinner area
- * Acknowledgment in MSAA's Annual Report

ATTENDEE **\$375**

- * 1 ticket to Improving Lives Benefit and The Hit Men concert

***Early bird rate \$325 until September 1, 2019**

CONCERT ONLY (limited quantity available) **\$55**

- * 1 ticket to The Hit Men concert only

2020 Improving Lives Benefit Sponsorship Opportunities

TRIBUTE JOURNAL ADS

FULL PAGE AD	\$1,000
<ul style="list-style-type: none">* Full color* 5"w X 8"h	
HALF PAGE AD	\$500
<ul style="list-style-type: none">* Full color* 5"w X 4"h	
QUARTER PAGE AD	\$250
<ul style="list-style-type: none">* Full color* 2 ½"w X 4"h	
NAME LISTING ONLY	\$100

For graphic ads, EPS is the preferred format, however PDF, JPEG, & TIF are acceptable. Journal will be 5 ½" X 8 ½" inches. Tribute ads vary based on placement in Tribute Journal and color (if graphic).

DEADLINE FOR ALL AD SUBMISSIONS IS 3/20/20. IF NO AD IS SUBMITTED BY DEADLINE MSAА WILL CREATE A GENERIC AD IN PLACE.

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2020 Improving Lives Benefit Sponsorship Opportunities

Benefit Sponsorship Options

- ~~PRESENTING SPONSOR \$45,000~~
- PLATINUM SPONSOR \$30,000
- GOLD SPONSOR \$20,000
- SILVER SPONSOR \$15,000
- BRONZE SPONSOR \$7,500
- ~~DESSERT RECEPTION SPONSOR \$5,000~~
- CLIENT ATTENDEE SPONSOR \$3,500
- MSAA SUPPORTER SPONSOR \$2,500
- ~~FAVOR SPONSOR \$2,500~~
- ~~CENTERPIECE SPONSOR \$2,500~~
- PHOTOGRAPHY SPONSOR \$2,500

Tribute Journal Ads

- FULL PAGE AD \$1,000
- HALF PAGE AD \$500
- QUARTER PAGE AD \$250
- NAME LISTING ONLY \$100

Benefit & Concert Tickets

- ATTENDEE \$375 (*early bird rate OF \$325 until 9/1/19*)
- CONCERT ONLY \$55

Registration & Payment

Contact Name & Title

Company

Address

City

State

Zip Code

Phone

Email

Check One: American Express Visa Master Card Discover

Card Number

Exp. Date

CVV Code

Signature

Please make all checks payable to MSAA

Mail sponsorship sheet to MSAA HQ - 375 Kings Highway N, Cherry Hill, NJ 08034

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