



2017 Improving Lives Benefit

A fun and memorable evening honoring the accomplishments of MSAA champions in the MS community

Mission Honorees – Shana Stern, MSAA Art Showcase Artist
Walker Reynolds, Swim for MS Volunteer
Corporate Honoree – William Saunders, Meeteetse Advisors,
MSAA Board Treasurer

THURSDAY, MARCH 30, 2017

6:00 pm – 9:00 pm

The Downtown Club, 600 Chestnut Street, Philadelphia, PA



Pictured above: "Dream On" by Shana Stern

*"I'm so grateful for MSAA for all that they do and for showing the world that, yes, we may be knocked down a bit – we may have to work a little harder – but we are capable of great things, such as bringing beauty and art into the world."
- Shana Stern*

Our Improving Lives Benefit brings together industry leaders, corporate partners, clients, healthcare providers, and families from across the country. The evening includes a cocktail reception, dinner, online silent auction, and program presentation. In 2016, over 130 people attended the Benefit.

MSAA's mission is to be a leading resource
FOR THE ENTIRE MS COMMUNITY,
Improving Lives Today through vital services and support.

The Facts:

- ✓ Every week over 200 new people are diagnosed with multiple sclerosis (MS).
- ✓ Estimates are that 2.5 million people worldwide are diagnosed with MS.
- ✓ Multiple sclerosis is most often diagnosed between the ages of 15-50, in the prime of life.
- ✓ Women are three times more likely to develop MS than men.

How Your Dollars Make An Impact: The Multiple Sclerosis Association of America (MSAA) is a leading resource for the entire MS community, improving lives today through vital services and support. MSAA helps tens of thousands of individuals with MS, their families and their care partners each year. In addition, MSAA is a founding member of the MS Coalition bringing together several MS organizations in a single vision of improving the quality of life for those affected by MS.

Programs & Services: MSAA assists thousands of people each year by providing free, vital programs and services such as: a toll-free Helpline; award-winning publications including a magazine, *The Motivator*; dynamic website featuring educational videos and research updates; S.E.A.R.C.H.™ program to assist the MS community with learning about different treatment choices; a mobile phone app, My MS Manager™; a resource database, My MS Resource Locator®; equipment distribution; educational programs and activities; MRI funding; and more. Key impact in the lives of our members is seen through:

- Assisting more than 10,000 people through our Helpline, putting critical and timely information in the hands of our clients via phone, email or online chat.
- Providing MRI scans for more than 1,100 clients giving those uninsured or underinsured access to this important diagnostic and disease-monitoring tool.
- Distributing more than 4,300 pieces of free safety, mobility and symptom-management equipment, greatly improving the quality of life for recipients and their families.
- Conducting more than 130 programs across the country educating people with MS, family and healthcare providers on the cutting edge topics vital to quality of life.

Research Information: MSAA provides timely and vital information about MS symptom-management, research updates and clinical trials. MSAA publishes our annual *MS Research Update* containing the latest in MS research information helping people with MS and healthcare providers better assimilate to the constantly changing MS research landscape.

Advocacy: MSAA is a founding member of the MS Coalition (MSC). By working with fellow MS organizations, the MS Coalition's primary objective is to educate, advocate, collaborate, and improve the efficiency of services for individuals with MS and those who are close to them. With so much on the horizon in terms of MS research, treatments, advocacy, and symptom management, the MSC provides collaboration to ensure this collective support continues.

"We received the foot strap, utensils and cool vest. Thank you so very much. I haven't seen my husband feel so comfortable eating. Sadly, my husband is the type of man that would say he isn't hungry because he is having difficulty with this quality of life transition. We would like to thank all of you for assisting us and we are so grateful."

M.R. – FL (Equipment Program)

Multiple Sclerosis Association of America 2017 Improving Lives Benefit

Each year, we recognize those in our MS community who are at the forefront of improving lives and advocating for clients. This year, we are proud to have the following honorees:

Mission Honorees

Shana Stern, MSAA Art Showcase Artist



Since 2013, Shana Stern has actively participated in MSAA's Art Showcase campaign. Shana's bold and vibrant paintings reflect not just her artistry, but also her willingness to rise above the ongoing challenges of multiple sclerosis. Diagnosed with MS in 1999, Shana battles a variety of symptoms. Frustrated by constantly dropping the brush and her inability to control the path of the paint, Shana overcame these challenges by sitting on the floor, balancing the canvas on her knees, and painting with her fingers and knuckles. By adapting to this new and unique style, Shana has regained control of her artistic abilities and found an even deeper connection to her love of painting. Shana explains, "We may get knocked down a bit and have to work a little harder, but we are capable of great things such as bringing beauty and art into the world! Yes, I have MS, but I *am* an artist."

Walker Reynolds, 2016 Swim for MS Volunteer

Walker Reynolds, 12, is Shana Stern's son and 2016 Swim for MS fundraising volunteer. Inspired by his mother's spirit and determination, Walker also wanted to get involved with MSAA and help make a difference. Walker discovered our Swim for MS fundraising campaign, where volunteers can create their own swim activity, set a challenge goal, and collect pledges from family and friends to help support the organization's programs and services. As a self-described "fish," Walker's love of swimming and the ability to raise funds while having fun in the pool made for a perfect match. Starting in June 2016, Walker dedicated his summer to swimming one minute for each dollar donated, with the ambitious goal of raising \$1,600. By summer's end, with the support of their family, friends, and other contributors, Walker not only reached, but exceeded his goal and raised more than \$1,800 to help support the MS community.

Corporate Honoree



William Saunders, Meeteetse Advisors, MSAA Board Treasurer

William Saunders is a long-standing member of MSAA's Board of Directors, presently serving as Treasurer and member of the Executive Committee. He has served as Treasurer for the past eight years and has been a leader in supporting MSAA's mission while seeking new ways to help further the organization. Bill has also been involved with other charities in the Philadelphia area, including the World Affairs Council of Philadelphia and the Center for Literacy. In 2005, Bill created Meeteetse Advisors, LLC, a financial services company specializing in alternative investments. He is a cum laude graduate of the University of Pennsylvania, with honors in Russian Language and Literature, and speaks Russian, French, and Polish. An avid art collector, Bill currently serves on the Collection Committee of the Pennsylvania Academy of the Fine Arts. Bill is married with two sons and lives with his wife, Sally, in Bryn Mawr, Pennsylvania.

BACK BY POPULAR DEMAND!

Our virtual auction site offers top level sponsors a national platform to help clients exhibit their community involvement.

Multiple Sclerosis Association of America 2017 Improving Lives Benefit

2017 SPONSORSHIP OPPORTUNITIES

PRESENTING SPONSOR

\$25,000 (Unavailable)

-
- Exclusive presenting sponsorship; MSAA's Improving Lives dinner with presenting sponsor (Company Name) to appear on all promotional materials and in media outreach.
 - Two tables (20 tickets), preferred placement
 - Twenty (20) tickets to our VIP Cocktail hour
 - Full page, 4 color ad in the Tribute Journal, preferred placement
 - Special acknowledgement from the podium during the welcome
 - Speaking opportunity during program
 - Sponsor logo will appear on any marketing and/or advertising material created to promote the Benefit dinner
 - Sponsor recognition prominently displayed at the Benefit dinner
 - Acknowledgment in Annual Report

GOLD SPONSOR

\$15,000

-
- One table (10 tickets), preferred placement
 - Ten (10) tickets to our VIP Cocktail hour
 - Full page, 4 color ad in the Tribute Journal
 - Special acknowledgement from the podium during the welcome
 - Company logo included in the Tribute Journal, event website and auction website
 - Featured company name listing on event invitation and emails
 - Sponsor recognition prominently displayed at the Benefit dinner
 - Acknowledgment in Annual Report

"This organization is the most supportive, helpful of all the MS organizations in my opinion. They give their all in being supportive, giving helpful, clear-cut information. I've had MS over 27 years, and they supported me with a free cool vest when I was new to living in Florida, helpful guidance in choosing my neurologist, therapy, and always know if there are ways to handle being "blessed" with this unique disease. And they always do it with a smile to help me laugh, even on the most trying days.

Thank you MSAA."

B. T. – FL

SILVER SPONSOR**\$10,000**

- One table (10 tickets)
- Half page, full color ad in the Tribute Journal
- Special acknowledgement from the podium during the welcome
- Company logo included in the Tribute Journal, event website and auction website
- Featured company name listing on event invitation and emails
- Sponsor recognition prominently displayed at the Benefit dinner
- Acknowledgment in Annual Report

BRONZE SPONSOR**\$5,000**

- 4 tickets to Benefit dinner
- Quarter page, full color ad in the Tribute Journal
- Company logo included in the Tribute Journal, event website and auction website
- Featured company name listing on event invitation and emails
- Acknowledgment in Annual Report

MSAA SUPPORTER**\$2,500**

- 2 tickets to Benefit dinner
- Company name listing in the Tribute Journal
- Acknowledgment in Annual Report

ATTENDEE**\$300**

- One (1) ticket to Benefit dinner

Our goal for 2017 is to raise \$200,000!
Support.mymsaa.org/Benefit

Multiple Sclerosis Association of America 2017 Improving Lives Benefit

EXCLUSIVE EVENT SPONSOR OPPORTUNITIES

TRIBUTE JOURNAL SPONSOR

\$6,000

The Improving Lives Benefit Dinner guests will take home a Tribute Journal containing messages from the honorees' family and friends.

- Recognition in the Tribute Journal, on event materials including website, program and all appropriate event signage
- Half page, full color ad in the Tribute Journal
- 4 tickets to Benefit dinner
- Acknowledgment in Annual Report

COCKTAIL SPONSOR

\$5,000

The Improving Lives Benefit Dinner will offer a selection of beverages during the cocktail hour.

- Recognition in the Tribute Journal, on event materials including website, program and all appropriate event signage.
- Half page, full color ad in the Tribute Journal
- 2 tickets to Benefit dinner
- Acknowledgment in Annual Report

WINE SPONSOR

\$5,000

Fine wines will be served throughout dinner to compliment a delicious meal. Bottles of select red and white wines will be available at each dinner table with Sponsor Logos on the bottle.

- Recognition in the Tribute Journal, on event materials including website, program and all appropriate event signage.
- Half page, full color ad in the Tribute Journal
- 2 tickets to Benefit dinner
- Acknowledgment in Annual Report

ENTERTAINMENT SPONSOR

\$4,000

The Improving Lives Benefit Dinner will provide musical entertainment during the cocktail hour.

- Recognition on the Improving Lives Benefit webpage
- Quarter page, full color ad in the Tribute Journal
- 2 tickets to Benefit dinner
- Acknowledgment in Annual Report

"I just want to say thank you very much. Today, I received the cooling vest from your organization. Living in North Florida and having MS and still trying to maintain an active life had proven difficult, but no more! Thank you so very much for the opportunity to continue to live the life that I dream of."

J.H. – FL (Apr. '16)

CLIENT HONOREE SPONSOR

\$3,000

MSAA will honor a MSAA client at the Improving Lives Benefit Dinner. Support MSAA by sponsoring the travel arrangement costs for the honoree who is currently living with MS.

- Recognition on the Improving Lives Benefit webpage
- Verbal recognition of sponsor during announcement of client honoree
- 2 tickets to Benefit dinner
- Acknowledgment in Annual Report

PHOTOGRAPHY SPONSOR

\$2,500

The Improving Lives Benefit Dinner will use professional photographers to capture key moments throughout the evening.

- Recognition on the Improving Lives Benefit webpage
- 2 tickets to Benefit dinner
- Acknowledgment in Annual Report

FAVOR SPONSOR

\$1,500

The Improving Lives Benefit Dinner guests will receive a favor for attending the 2017 Improving Lives Benefit.

- Recognition on the favors
- Acknowledgment in Annual Report

FLORAL SPONSOR

\$1,000

Beautiful Floral Arrangements will enhance the venue. Sponsor will be recognized with name or company name listed in the Tribute Journal and on all appropriate event signage.

- Recognition on centerpieces during dinner program
- Acknowledgment in Annual Report

*"Thank you so much for processing my application so quickly. It's so difficult for people in my position to get the help we need and you are the only ones who have supported me during this difficult time. Please remember that the work you do means the world to people like me – and keep on doing what you're doing."
A.B. – NY (MRI Recipient)*

**Multiple Sclerosis Association of America
2017 Improving Lives Benefit**

TRIBUTE JOURNAL ADS

FULL COLOR, FULL PAGE	\$1,000
FULL COLOR, HALF PAGE	\$500
FULL COLOR, QUARTER PAGE	\$250
<hr/>	
NAME LISTING ONLY	\$100

*Tribute Ads vary based on placement in Tribute Journal and color. EPS is the preferred format, however, PDF, JPEG & TIF are acceptable. Journal will be 5 ½ x 8 ½ inches.

DEADLINE FOR ALL AD SUBMISSIONS IS 3/10/17

CONTACT:

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www.mymsaa.org

*"I just received my complimentary kit and wanted to take a moment to say thank you!
I agreed to go camping and was worried about the heat aspect. The kit came at the
perfect time to help me to continue living my life on my terms, not MS's!"
Thanks again! M.D. – CO*

Multiple Sclerosis Association of America 2017 Improving Lives Benefit

Thank you for supporting MSAA and our "Improving Lives Benefit" on Thursday, March 30, 2017. Due to your generosity, we can continue to be a resource for the entire MS community.

Please check off a selection(s) below:

BENEFIT SPONSORS:

- | | |
|----------------------------------------------------|---------------------------------------------------|
| <input type="checkbox"/> Gold Sponsor - \$15,000 | <input type="checkbox"/> Bronze Sponsor - \$5,000 |
| <input type="checkbox"/> Silver Sponsor - \$10,000 | <input type="checkbox"/> MSAA Supporter - \$2,500 |

EXCLUSIVE EVENT SPONSORS:

- | | |
|------------------------------------------------------------|-----------------------------------------------------------|
| <input type="checkbox"/> Tribute Journal Sponsor - \$6,000 | <input type="checkbox"/> Client Honoree Sponsor - \$3,000 |
| <input type="checkbox"/> Cocktail Sponsor - \$5,000 | <input type="checkbox"/> Photography Sponsor - \$2,500 |
| <input type="checkbox"/> Wine Sponsor - \$5,000 | <input type="checkbox"/> Favor Sponsor - \$1,500 |
| <input type="checkbox"/> Entertainment Sponsor - \$4,000 | <input type="checkbox"/> Floral Sponsor - \$1,000 |

TRIBUTE JOURNAL ADS:

- | | |
|----------------------------------------------------------|-----------------------------------------------------------|
| <input type="checkbox"/> Full Color, Full Page - \$1,000 | <input type="checkbox"/> Full Color, Quarter Page - \$250 |
| <input type="checkbox"/> Full Color, Half Page - \$500 | <input type="checkbox"/> Name Listing Only - \$100 |

BENEFIT TICKETS:

- \$300 Per Ticket

DEADLINE FOR ALL AD SUBMISSIONS IS 3/10/17

- I am unable to attend, but would like to support MSAA with a gift of \$_____.

Please make checks payable to "Multiple Sclerosis Association of America" or pay by Credit Card:

Contact Name: _____

Contact Company: _____

Address: _____

City: _____ State: _____ Zip: _____

Contact Phone: _____

Contact Email: _____

Number of Tickets: _____

CHECK ONE: American Express Visa MasterCard Discover

Card # _____ Exp. Date _____ CVV Code _____

Signature _____

Mail to: MSAA, c/o Improving Lives Benefit, 375 Kings Highway North, Cherry Hill, NJ 08034. MSAA is a 501(c)(3) non-profit organization; Federal Tax ID Number is 22-1912812.

To purchase online, please visit support.mymsaa.org/benefit

Thank You For Your Support!