



Presented by *Novartis Pharmaceuticals Corporation*

**WHO:** **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 provides ongoing support and direct services to individuals with MS and the people close to them. MSAA provides free, vital programs and services such as: a toll-free Helpline; award-winning publications including a magazine, *The Motivator*; website featuring educational videos and research updates; S.E.A.R.C.H.<sup>TM</sup> program to assist the MS community with learning about different treatment choices; a mobile phone app, *My MS Manager*<sup>TM</sup>; a resource database, *My MS Resource Locator*; equipment distribution; educational events and activities; MRI funding and insurance advocacy; and more.

**Honorees:**

*Jack Burks, Chief Medical Officer MSAA*

JACK BURKS, MD, is a neurologist who specializes in MS. He is the chief medical officer for MSAA. He is also a member of the Medical Advisory Board of the National MS Society. Dr. Burks has edited two textbooks on MS, and in the 1970s, he established the Rocky Mountain MS Center in Colorado, one of the nation's first comprehensive MS centers.

*Anna Webber, My MS Manager Ambassador*

Anna Webber is a photographer best known for her musician portrait photography, in addition to being the first national ambassador for the Multiple Sclerosis Association of America (MSAA).

**WHEN:** Wednesday April 30, 2014  
6:00 p.m. Cocktail Reception  
7:00 p.m. Dinner  
8:00 p.m. Program presentation

**WHERE:** The Franklin Institute  
222 North 20th Street  
Philadelphia, PA 19103

**CONTACT:** Kimberly Goodrich, Senior Director of Development  
706 Haddonfield Road  
Cherry Hill, NJ 08002  
(800) 532-7667 ext. 101  
[kgoodrich@mymsaa.org](mailto:kgoodrich@mymsaa.org)  
[www.mymsaa.org](http://www.mymsaa.org)

## 2014 SPONSORSHIP OPPORTUNITIES

### PRESENTING SPONSOR

**\$25,000 (N/A)**

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- Exclusive presenting sponsorship; MSAA's Gala presented by (Company Name) to appear on all promotional materials and in media outreach.
- Two tables (20 seats), preferred placement
- Full page 4 color ad in program, preferred placement
- Special acknowledgement from the podium during the Welcome by CEO, Doug Franklin
- Speaking opportunity during program
- Sponsor logo will appear on any public relations and/or advertising material created to promote the Gala
- Sponsor logo will be prominently displayed at the Gala on all signage
- Sponsor logo will be in spotlight on the walls in the Ben Franklin National Memorial room
- Social media recognition
- Acknowledgment in Annual Report

### GOLD SPONSOR

**\$15,000 (4)**

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- One table (10 seats), preferred placement
- Full page, 4 color ad in Gala program
- Special acknowledgement from the podium during the Welcome by CEO, Doug Franklin
- Sponsor logo will appear on any public relations and/or advertising material created to promote the Gala
- Sponsor logo will be prominently displayed at the Gala on all signage
- Sponsor logo will be in spotlight on the walls in the Ben Franklin National Memorial room
- Social media recognition
- Acknowledgment in Annual Report

### SILVER SPONSOR

**\$10,000 (10)**

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- One table (10 seats)
- Full page, black and white ad in Gala program
- Special acknowledgement from the podium during the Welcome by CEO, Doug Franklin
- Sponsor logo will appear on any public relations and/or advertising material created to promote the Gala
- Sponsor logo will be prominently displayed at the Gala on all signage
- Acknowledgment in Annual Report

**BRONZE SPONSOR****\$5,000 (10)**

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- 4 Tickets to gala
- Half page, black and white ad in program
- Featured company name listing on event materials including invitation, website, and program.
- Acknowledgment in Annual Report

**MSAA SUPPORTER****\$2,500**

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- 2 Tickets to gala
- Company name listing in Gala program

*In order to receive all promotional benefits, your commitment and logo, and program ad (if applicable) must be received by **April 11, 2014**.*

**PROGRAM PROMOTIONS**

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**Gala Program Book Only**

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|-----------------------------------|-------|
| • Full Page (8”h x 5”w dimension) | \$500 |
| • Half Page (4”h x 5”w dimension) | \$250 |

*Please submit black and white ad by April 11, 2014, in a PDF file.*

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