



2019 Improving Lives Benefit

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



THURSDAY, MARCH 21, 2019

6:00 pm – 9:00 pm

The Down Town Club, 600 Chestnut Street, Philadelphia, PA

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, silent auction, and program presentation. In 2018, over 140 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 12,000 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 nearly 1,100 clients giving those uninsured or underinsured access to this important diagnostic and disease-monitoring tool.
- Distributing nearly 5,000 pieces of free safety, mobility and symptom-management equipment, greatly improving the quality of life for recipients and their families.
- Conducting more than 100 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.

Multiple Sclerosis Association of America 2019 Improving Lives Benefit

2019 SPONSORSHIP OPPORTUNITIES

PRESENTING SPONSOR

\$30,000

-
- Exclusive presenting sponsorship; MSAA's Improving Lives dinner with presenting sponsor (Company Name) to appear on all promotional materials and in media outreach
 - 20 tickets to Benefit dinner, preferred placement
 - 20 tickets to our VIP Cocktail hour
 - Full page, 4 color ad in the Tribute Journal
 - Special acknowledgement from the podium during the welcome
 - Speaking opportunity during program
 - Company recognition plaque with sponsorship level
 - Photo opportunity with honorees
 - Company logo included on the event website
 - Featured company name listing on event invitation
 - Sponsor recognition prominently displayed at the Benefit dinner
 - Acknowledgment in Annual Report

PLATINUM SPONSOR

\$20,000

-
- Sponsor logo will appear on any marketing and/or advertising material created to promote the event
 - 15 tickets to Benefit dinner, preferred placement
 - 15 tickets to our VIP Cocktail hour
 - Full page, 4 color ad in the Tribute Journal
 - Company recognition plaque with sponsorship level
 - Photo opportunity with honorees
 - Company logo included on the event website
 - Featured company name listing on event invitation
 - Sponsor recognition prominently displayed at the Benefit dinner
 - Acknowledgment in Annual Report

GOLD SPONSOR

\$15,000

-
- 10 tickets to Benefit dinner, preferred placement
 - 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 on the event website and auction website
 - Sponsor recognition prominently displayed at the Benefit dinner
 - Acknowledgment in Annual Report

Multiple Sclerosis Association of America 2019 Improving Lives Benefit

2019 SPONSORSHIP OPPORTUNITIES

SILVER SPONSOR

\$10,000

-
- 10 tickets to Benefit dinner
 - Half page, full color ad in the Tribute Journal
 - Special acknowledgement from the podium during the welcome
 - Company logo included on the event website
 - 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 on the event website
 - 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

***Early bird rate is \$225 by 12/22/2018**

WINE PULL IN-KIND DONOR

VARIED

Donate a bottle of red and/or white wine that will be available for our wine pull auction during the event.

- Company recognition displayed at the wine pull
- Company name listing in the Tribute Journal

“Thank you with your help with my request for a walker with a seat. I received the walker on Saturday, Jan. 7, just days after my request. It works wonderfully for me and has helped me tremendously. Again thank you and the MSAA for your help.” — C.C. from Kentucky

Multiple Sclerosis Association of America 2019 Improving Lives Benefit

2019 SPONSORSHIP OPPORTUNITIES

CLIENT ATTENDEE SPONSOR

\$3,000

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

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

WINE PULL SPONSOR

\$2,000

Bottles of select red and white wines will be available for our wine auction during the event.

- 2 tickets to Benefit dinner
- Company recognition displayed at the wine pull
- Company name listing in the Tribute Journal
- Acknowledgment in Annual Report

FAVOR SPONSOR

\$1,500

Guests will receive a favor for attending the 2018 Improving Lives Benefit.

- 2 tickets to Benefit dinner
- Recognition on the favors
- Acknowledgment in Annual Report

CENTERPIECE SPONSOR

\$1,500

Beautiful arrangements will enhance the venue.

- 2 tickets to Benefit dinner
- Recognition on centerpieces
- Acknowledgment in Annual Report

**Multiple Sclerosis Association of America
2019 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 is also acceptable. Journal will be 5 ½ x 8 ½ inches.

DEADLINE FOR ALL AD SUBMISSIONS IS 3/8/19

CONTACT:

Jen Gaynor, Special Events Coordinator
375 Kings Highway North
Cherry Hill, NJ 08034
(800) 532-7667 ext. 161
jgaynor@mymxaa.org
www.mymxaa.org

"I cannot thank you enough for this opportunity [cooling] and what you're doing those of us that are dealing with MS. It's because of people like you that make it not so bad, so I appreciate it and you. Thank you." — J.W. from California

Multiple Sclerosis Association of America 2019 Improving Lives Benefit

Thank you for supporting MSAA and our Improving Lives Benefit on Thursday, March 21, 2019.
Due to your generosity, we can continue to be a resource for the entire MS community.
Please check off a selection(s) below:

BENEFIT SPONSORSHIPS:

- | | |
|--|---|
| <input checked="" type="checkbox"/> Presenting Sponsor - \$30,000 | <input type="checkbox"/> Bronze Sponsor - \$5,000 |
| <input type="checkbox"/> Platinum Sponsor - \$20,000 | <input type="checkbox"/> MSAA Supporter - \$2,500 |
| <input type="checkbox"/> Gold Sponsor - \$15,000 | <input type="checkbox"/> Wine Pull In-Kind Donor |
| <input type="checkbox"/> Silver Sponsor - \$10,000 | |

EXCLUSIVE SPONSORSHIPS:

- | | |
|---|--|
| <input type="checkbox"/> Client Honoree Sponsor - \$3,000 | <input type="checkbox"/> Favor Sponsor - \$1,500 |
| <input type="checkbox"/> Wine Auction Sponsor - \$2,000 | <input type="checkbox"/> Centerpiece Sponsor - \$1,500 |

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 (\$225 early bird rate until 12/21/2018)

DEADLINE FOR ALL AD SUBMISSIONS IS 3/8/19

- 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

If you have any questions regarding sponsorships, contact Jen Gaynor
(800) 532-7667 ext. 161
jgaynor@mymsaa.org

Thank You For Your Support!