



May 19, 2018 | 5:00 to 9:30pm

The Piazza in Northern Liberties

Philadelphia, PA

SPONSORSHIP PROPOSAL

PREAKNESS AT THE PIAZZA

—>>> BENEFITING THE NATIONAL MS SOCIETY <<<—

GREETINGS!

Make a difference, dance the night away, and look good while doing so. That's what the 6th annual Preakness at the Piazza is all about. Preakness at the Piazza, on May 19, 2018, is a fundraising event to benefit the National Multiple Sclerosis Society. Last year's event raised more than \$140,000 with 750 guests. In its five-year history, the event has raised more than \$600,000 to support people living with MS.

Preakness at the Piazza celebrates the 143rd running of the Preakness Stakes and features good food, great drinks, live music, and more. The VIP area will be better than ever for those who want to get out of the crowd, and the Best Dressed Contest creates fierce fashion competition. This rain or shine event is 21+ and an expected 1,000 people will attend, all dressed to impress in big hats and colorful bow ties. Visit www.PreaknessAtThePiazza.com to watch last year's event video and music video.

Our goal this year is to raise more than \$150,000 to bring us closer to a world free of MS. Most people don't know that multiple sclerosis is a devastating disease of the central nervous system that usually first strikes people when they are in their 20's and 30's. Every dollar we raise will have a direct impact on local people living with MS.

On behalf of the Preakness at the Piazza committee and the more than 15,000 people living with MS in the Greater Philadelphia region, we hope you will support this event and we thank you for taking the time to consider this proposal.

-The Preakness at the Piazza Committee



SECRETARIAT SPONSOR \$15,000 (limit one)

Ability to use the Society logo January 2018 to October 2018

Pre-Event Benefits

Media

- Mention of support in all online press (2018 media partners pending. 2017 partners included Phillymag.com, PhillyChitChat.com, PhillyVoice.com, and uwishunu.com)
- Mention of support in all radio press (2018 media partners pending. 2017 partners included 96.5 AMP Radio, SportsRadio 94WIP, 95.7 Ben FM)
- Mention of support in TV spots (2018 media partners pending. 2017 partners included Fox 29, CBS 3, NBC 10, PHL17)
- Mention of support in press release

Print Materials

- Prominent logo placement on event posters (150 distributed) - Logo due 2/23
- Prominent logo placement on event flyers (2,500 distributed) - Logo due 2/23

Online & Social Media

- Prominent logo with link on website - www.PreaknessatthePiazza.com event info page
- Prominent logo with link on website sponsor page
- Prominent logo with link on all promotional emails (avg. 3,000 recipients x 13 emails with a 34% open rate)
- 4 Facebook posts on event page - www.facebook.com/PreaknessatPiazza (3,517+ likes)
- 3 Tweets via event handle @PreaknessPiazza (750+ followers)
- 3 posts via Instagram handle @PreaknessPiazza (1081+ followers)

Event Benefits

- Exclusive opportunity for corporate leader to speak during event program
- Prominent logo placement on table top materials
- Opportunity to distribute company branded materials or product display as applicable
- Opportunity to display company banner
- Digital ad on Jumbotron
- 8 VIP tickets

Post-Event Benefits

- Prominent logo placement on thank you email (532 recipients in 2017)
- Return on investment presentation within 45 days following event
- Right of first refusal the following year



SEABISCUIT SPONSOR \$10,000

Ability to use the Society logo January 2018 - October 2018

Pre-Event Benefits

Media

- Mention of support in all radio press (2018 media partners pending. 2017 partners included 96.5 AMP Radio, SportsRadio 94WIP, 95.7 Ben FM)
- Mention of support in TV spots (2018 media partners pending. 2017 partners included Fox 29, CBS 3, NBC 10, PHL17)
- Mention of support in press release

Print Materials

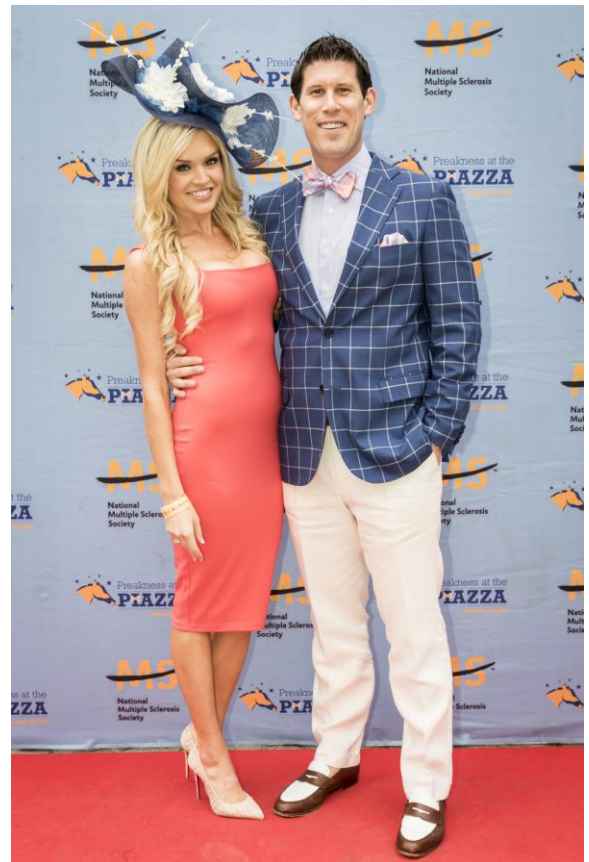
- Prominent logo placement on event posters (150 distributed) - Logo due 2/23
- Prominent logo placement on event flyers (2,500 distributed) - Logo due 2/23

Online & Social Media

- Prominent logo with link on website - www.PreaknessatthePiazza.com event info page
- Prominent logo with link on website sponsor page
- Prominent logo with link on all promotional emails (avg. 3,000 recipients x 13 emails with a 34% open rate)
- 2 Facebook posts on event page - www.facebook.com/PreaknessatPiazza (3,517+ likes)
- 2 Tweets via event handle @PreaknessPiazza (750+ followers)
- 2 posts via Instagram handle @PreaknessPiazza (1081+ followers)

Event Benefits

- Opportunity to display company banner
- Prominent logo placement on table top materials
- Recognition during event program
- Digital ad on Jumbotron
- 6 VIP tickets



Post-Event Benefits

- Prominent logo placement on thank you email (532 recipients in 2017)
- Return on investment presentation within 45 days following event

SMARTY JONES SPONSOR \$5,000

Ability to use the Society logo January 2018 - October 2018

Pre-Event Benefits

Media

- Mention of support in press release

Print Materials

- Logo placement on event posters (150 distributed) - logo due 2/23
- Logo placement on event flyers (2,500 distributed) - logo due 2/23

Online & Social Media

- Logo with link on website sponsor page
- Logo with link on all promotional emails (avg. 3,000 recipients x 13 emails with a 34% open rate)
- 2 Facebook posts on event page - www.facebook.com/PreaknessatPiazza (3,517+ likes)

- 1 Tweet via event handle - @PreaknessPiazza (750+ followers)
- 1 post via Instagram handle- @PreaknessPiazza (1081+ followers)

Event Benefits

- Logo placement on table top materials
- Recognition during event program
- Digital ad on Jumbotron
- 4 VIP tickets or 8 general admission tickets

Post-Event Benefits

- Prominent logo placement on thank you email (532 recipients in 2017)
- Return on investment presentation within 45 days following event

FUNNY CIDE SPONSOR \$2,500

Ability to use the Society logo January 2018 - October 2018

Pre-Event Benefits

Online & Social Media

- Logo on website sponsor page
- Company listing on all promotional emails (avg. 3,057 recipients x 12 emails)
- 1 Facebook posts on event page - www.facebook.com/PreaknessatPiazza (3,517+ likes)
- 1 Tweet via event handle - @PreaknessPiazza (750+ followers)

Event Benefits

- Company listing on table top materials
- Digital ad on Jumbotron
- 2 VIP tickets or 6 general admission tickets

Post-Event Benefits

- Prominent logo placement on thank you email (532 recipients in 2017)
- Return on investment presentation within 45 days following event

CITATION SPONSOR \$1,500

Pre-Event Benefits

- Logo on website sponsor page
- 2 Tweets via event handle - @PreaknessPiazza (750+ followers)

Event Benefits

- Company listing on table top materials
- Digital ad on Jumbotron
- 1 VIP tickets or 4 general admission tickets

I'LL HAVE ANOTHER SPONSOR \$1,000

Pre-Event Benefits

- Company name listed on website sponsor page

Event Benefits

- Company listing on table top materials
- Digital ad on Jumbotron
- 2 general admission tickets





Company Name

Contact Name

Contact Position

Address

Address Line 2

City, State, Zip

Phone

Email

Website

How did you hear about this event?

- Yes! We would like to become part of the effort to achieve a world free of MS by becoming a sponsor at the following level:
- \$15,000 - Secretariat Sponsor
- \$10,000 - Seabiscuit Sponsor
- \$5,000 - Smarty Jones Sponsor
- \$2,500 - Funny Cide Sponsor
- \$1,500 - Citation Sponsor
- \$1,000 - I'll Have Another Sponsor
- I would like to make a donation \$_____

Please email a high resolution logo (EPS or JPEG format) that you wish to appear on our website and print materials to stephanie.marakowski@nmss.org.

We would also like to purchase additional tickets for **Preakness At The Piazza**:

Single General Admission Ticket x\$89

Single VIP Ticket x\$165

Ticket Discount Code _____

Total:

Payment Information:

Check enclosed (payable to the National MS Society)

Please send me an invoice

Charge my:

Credit Card Number: _____

Expiration Date: _____ CVV: _____

Name (as it appears on card): _____

Signature: _____

Please return the completed form to:
National Multiple Sclerosis Society ATTN:
Stephanie Marakowski
30 S. 17th Street, Suite 800 Philadelphia,
PA 19103
Fax: 215.271.6122
Email: stephanie.marakowski@nmss.org

Signature _____

For more information or to learn more about the MS Society please contact:
Stephanie Marakowski at 267.765.5113 or stephanie.marakowski@nmss.org

The National Multiple Sclerosis Society is a 501(c)3 nonprofit charity organization.

All sponsorships and donations made to the organization are tax deductible to the fullest extent of the law.

The National MS Society

**WE ARE PEOPLE WHO WANT
TO DO SOMETHING ABOUT MS NOW.**

About the National MS Society

The Society mobilizes people and resources so that everyone affected by multiple sclerosis can live their best lives as we stop MS in its tracks, restore what has been lost and end MS forever. Last year alone, through our comprehensive nationwide network of services, the Society devoted more than \$100 million to connect approximately one million people affected by MS to the connections, information and resources they need. To move closer to a world free of MS, the Society also invested \$42 million to support more than 380 new and ongoing research projects around the world. We are united in our collective power to do something about MS now and end this disease forever. Learn more at nationalMSSociety.org.

About Multiple Sclerosis

Multiple sclerosis is an unpredictable, often disabling disease of the central nervous system that disrupts the flow of information within the brain, and between the brain and body.

Symptoms range from numbness and tingling to blindness and paralysis. The progress, severity and specific symptoms of MS in any one person cannot yet be predicted, but advances in research and treatment are leading to better understanding and moving us closer to a world free of MS. Most people with MS are diagnosed between the ages of 20 and 50, with at least two to three times more women than men being diagnosed with the disease. MS affects more than 2.3 million worldwide.



KAREN, DIAGNOSED IN 2007



DAVID, DIAGNOSED IN 1998



BROOKE, DIAGNOSED IN 2010





**National
Multiple Sclerosis
Society**

Stephanie Marakowski
National MS Society
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