



2018 Chairman's Award Recipient
Hau Thai-Tang
Executive Vice President,
Product Development & Purchasing
Ford Motor Company



SPONSORSHIP OPPORTUNITIES

PREMIER SPONSOR- \$35,000 (4 available)

- Opportunity for one company executive to be recognized as a Vice Chairman of the 2018 MS Dinner of Champions
- Opportunity for one VIP couple to sit at Burt Jordan's table at the event
- Two tables with prime seating for 20 guests
- Opportunity to provide a promotional item to be included in guest gift bags
- Premium wine service during dinner & the program
- Six tickets to the *Invitation Only* VIP reception hosted by Hau Thai-Tang and Ford Motor Company
- Full page color ad with premier placement in the MS Dinner of Champions program
- Vice Chair name included on the formal invitation (1000 distributed) if committed by July 1, 2018
- Logo acknowledgement on the Dinner of Champions website with hyperlink
- One featured post via the National MS Society – Michigan social networking sites (Facebook, Twitter)

CHAMPION SPONSOR - \$25,000

- Opportunity for one company executive to be recognized as a Vice Chairman of the 2018 MS Dinner of Champions
- Two tables with prime seating for 20 guests
- Opportunity to provide a promotional item to be included in guest gift bags
- Two tickets to the *Invitation Only* VIP reception hosted by Hau Thai-Tang and Ford Motor Company
- Full page color ad with premier placement in the MS Dinner of Champions program
- Vice Chair name included on the formal invitation (1000 distributed) if committed by July 1, 2018
- Logo acknowledgement on the Dinner of Champions website with hyperlink
- One featured post via the National MS Society – Michigan social networking sites (Facebook, Twitter)

PLATINUM SPONSOR - \$15,000

- One table with prime seating for 10 guests
- Full page color ad in the MS Dinner of Champions program
- Logo acknowledgement on the Dinner of Champions website with hyperlink
- One featured post via the National MS Society – Michigan social networking sites (Facebook, Twitter)

QUESTIONS | EVENT INFORMATION

Kristina Guse
National MS Society
Kristina.guse@nmss.org
(248) 936-0351

AD SPECIFICATIONS (Ad deadline is August 24, 2018)

SIZES

- Full page: 5" wide x 8" tall
- Half page: 5" wide x 3.875" tall

FORMATS:

- 300 DPI
- Full color (CMYK)
- Adobe Acrobat .PDF - With fonts & artwork embedded
- .JPG - Artwork flattened saved at highest quality
- TIF - Artwork flattened
- Adobe Illustrator .EPS - With fonts outlined & artwork embedded



SPONSORSHIP OPPORTUNITIES CONTINUED

SPECIALTY SPONSORSHIPS - \$12,500

VIP RECEPTION SPONSOR

- One table with seating for 10 guests
- Half page color ad in the MS Dinner of Champions program
- Company logo prominently displayed at the VIP reception
- Opportunity to provide a promotional item for the VIP reception
- Logo acknowledgement on the Dinner of Champions website with hyperlink

VALET SPONSOR

- One table with seating for 10 guests
- Half page color ad in the MS Dinner of Champions program
- Company logo prominently displayed in the Valet area
- If appropriate, product placement in the outdoor area of valet
- Logo acknowledgement on the Dinner of Champions website with hyperlink

AFTER GLOW SPONSOR

- One table with seating for 10 guests
- Half page color ad in the MS Dinner of Champions program
- Company logo prominently displayed in the After-Glow area
- Opportunity to provide a promotional item to be included in guest gift bags
- Logo acknowledgement on the Dinner of Champions website with hyperlink

GOLD SPONSOR - \$10,000

- One table with seating for 10 guests
- Half page color ad in the MS Dinner of Champions program
- Logo acknowledgement on the Dinner of Champions website with hyperlink

SILVER SPONSOR - \$5,000

- One table with seating for 10 guests
- Name recognition in the MS Dinner of Champions program
- Logo acknowledgement on the Dinner of Champions website with hyperlink

BRONZE SPONSOR - \$2,500

- Seating for 6 guests
- Name recognition in the MS Dinner of Champions program

MISSION SPONSOR - \$1,000

- Mission sponsorship does not include seating for the donor at Dinner of Champions 2018. Your contribution will allow 4 people living with MS to attend the Dinner of Champions
- Name recognition in the MS Dinner of Champions program

INDIVIDUAL TICKETS - \$250