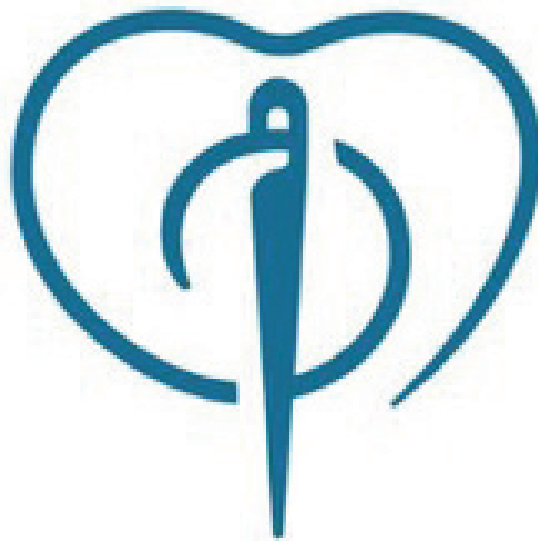




*Invites you to their inaugural event*

**MS FOCUS ON FASHION**



***Wednesday, November 6, 2024 at 6:30 p.m.***

***Design Center of the Americas (DCOTA)  
1855 Griffin Road, Dania Beach, FL 33004***

***Cocktails • Dinner • Fashion Show • Silent Auction***

# MS Focus on Fashion

## Event Overview

You are cordially invited to a signature event for the Multiple Sclerosis Foundation. MS Focus On Fashion will be an unforgettable evening of cocktails, fabulous food, silent auction, and a fashion show featuring adaptive clothing modeled by our special guests living with MS and other disabilities. Our purpose for the evening is to create awareness of our programs and services and raise funds to continue to provide those services free of charge to all those we serve. Sponsors and guests will have the opportunity to mix and mingle with some surprise guests and influential members of our South Florida community. We hope you will join us so that together we can make a difference in the lives of all those living with MS.

## About Multiple Sclerosis & Multiple Sclerosis Foundation

Since 1986, the Multiple Sclerosis Foundation has been providing life-changing programs and services free of charge to those living with MS. We are also the premier educational resource, operating nationwide from one single location in Fort Lauderdale, Florida. We support all those we serve with compassion and personal attention to ensure they can enjoy the best quality of life safely and with dignity.

Multiple sclerosis is a progressive and degenerative disease affecting the spine and central nervous system of more than one million people in the U.S. MS can affect people of any age, race, gender, ethnic or socio-economic background and is one of the most expensive diseases to manage because of ever-changing and often worsening symptoms. There is currently no cure for this neurological disease, but by supporting our programs and services, and specifically, this inaugural event, you will help us make better days for those we serve.



National Headquarters: 6520 North Andrews Avenue, Fort Lauderdale, Florida 33309-2132  
National Toll-Free Helpline: 888-673-6287 • Fax: 954-351-0630 • Email: [TraciShur@msfocus.org](mailto:TraciShur@msfocus.org)  
[www.msfocus.org](http://www.msfocus.org)

# MS Focus on Fashion 2024 Sponsorship Benefits

## Title Sponsor

### Donation of \$50,000 is requested.

- Company's name/logo will appear as Title Sponsor on all collateral material related to the MS Focus on Fashion event (i.e. Your Company Name/logo's MS Focus on Fashion 2024), including: all invitations, event signage, press releases, social media and promotional materials.
- Company name/logo on sponsor board prominently placed at the event.
- Three tables of 10 with premier seating.
- Opportunity to provide a table for people with MS to attend the event.
- Company name promoted by host throughout the event.
- Company name promoted on video screen throughout the event.
- Company name recognition will appear as enduring material on YouTube featuring event highlights and recap.
- Company name on listing of sponsors on the event page of the MS Focus website including a hyperlink to their website.
- Inside front cover or back cover ad in the digital program book available to all attendees and accessible on the MS Focus website.
- Banner ad on msfocusmagazine.org.
- Company name/logo will be acknowledged in the Multiple Sclerosis Foundation's donor newsletter and support groups newsletter.
- Company name recognition in post-event article in both the print version and digital version of MS Focus Magazine, which has 70,000 subscribers and is read by approximately 125,000 people.

## Presenting Sponsor

### Donation of \$25,000 is requested.

- Company's name/logo will appear as Presenting Sponsor on all collateral material related to the MS Focus on Fashion event, (ie. MS Focus on Fashion 2024 presented by Company Name/Logo), including: invitations, event signage, press releases, social media and promotional materials.
- Company name/logo on sponsor board prominently placed at the event.
- Two tables of 10 with premier seating.
- Company name promoted by host throughout the event.
- Company name promoted on sponsor screen throughout the event.
- Company name will appear as enduring material on YouTube featuring event highlights and recap.
- Full page ad in digital program book available to all attendees and accessible on the MS Focus website.
- Company name/logo will be acknowledged in the Multiple Sclerosis Foundation's donor newsletter and support groups newsletter.
- Company name recognition in post-event article in both the print version and digital version of MS Focus Magazine which, has 70,000 subscribers and is read by approximately 125,000 people.

## **Fashion Show/ Runway Sponsor**

### **Donation of \$15,000 is requested.**

- Company's name/logo will be acknowledged as Runway Sponsor on all collateral material related to the MS Focus on Fashion event including: all invitations, event signage, press releases, social media and promotional materials.
- One table of 10 with premier seating.
- Company name promoted by host during event.
- Company name /logo on sponsor board prominently placed at event.
- Company name promoted on video screen during fashion show.
- Company name enduring on YouTube featuring event highlights and recap.
- Full page ad in the digital program book available to all attendees and accessible on the MS Focus website.
- Company name recognition in post-event article in both the print version and digital version of MS Focus Magazine, which has 70,000 subscribers and is read by approximately 125,000 people.

## **Gift Bag Sponsor**

### **Donation of \$10,000 is requested.**

- Company name/logo imprinted on all gift bags.
- Opportunity to include an approved branded item in each gift bag.
- One table of 10 with premier seating.
- Company name/logo on sponsor board prominently placed at the event.
- Company name promoted on sponsor screen during event.
- Full page ad in the digital program book available to all attendees and accessible on the MS Focus website.
- Company name recognition in post-event article in both the print version and digital version of MS Focus Magazine, which has 70,000 subscribers and is read by approximately 125,000 people.

## **Cocktail Reception Sponsor**

### **Donation of \$5,000 is requested.**

- Company name or logo imprinted on all cocktail napkins at all bars.
- Company name or logo on signage located at all bars.
- Six (6) tickets with premier seating.
- Company name promoted on sponsor screen during event.
- Full page ad in the digital program book available to all attendees and accessible on the MS Focus website.
- Company name recognition in post-event article in both the print version and digital version of MS Focus Magazine, which has 70,000 subscribers and is read by approximately 125,000 people.

## **Photo Booth Sponsor**

### **Donation of \$5000 is requested.**

- Company name or logo imprinted on all photo frames.
- Company name or logo on all signage located at Photo Booth.
- Six (6) tickets with premier seating.
- Company name promoted on sponsor screen during event.
- Full page ad in the digital program book available to all attendees and accessible on the MS Focus website.
- Company name recognition in post-event article in both the print version and digital version of MS Focus Magazine, which has 70,000 subscribers and is read by approximately 125,000 people.

## **Fashionista Sponsor**

### **Donation of \$2500 is requested.**

- Company name/logo on sponsor board prominently placed at the event.
- Four (4) tickets to event with premier seating.
- Name/Company name promoted on sponsor screen during event.
- Half page ad in the digital program book available to all attendees and accessible on the MS Focus website.
- Company name recognition in post-event article in both the print version and digital version of MS Focus Magazine, which has 70,000 subscribers and is read by approximately 125,000 people.

# MS Focus on Fashion: Sponsorship Commitment Form

## Wednesday, November 6, 2024

Yes, I/we want to fund the vital programs and services of the Multiple Sclerosis Foundation:  
Please indicate your level of sponsorship by checking the appropriate listing below.

Title Sponsor.....\$50,000  
Presenting Sponsor.....\$25,000  
Fashion Show/Runway Sponsor.....\$15,000  
Gift Bag Sponsor.....\$10,000  
Cocktail Reception Sponsor.....\$5,000  
Photo Booth Sponsor.....\$5,000  
Fashionista Sponsor.....\$2,500  
Individual Ticket:.....\$175

I am unable to attend, but I would like to make a contribution to MS Focus on Fashion:  
Please accept my donation of \$ \_\_\_\_\_

Sponsorship chosen: \_\_\_\_\_  
Company Name: \_\_\_\_\_  
Contact Name: \_\_\_\_\_  
Address: \_\_\_\_\_  
City: \_\_\_\_\_ State: \_\_\_\_\_ Zip \_\_\_\_\_  
Phone: \_\_\_\_\_ E-mail: \_\_\_\_\_

Reservations are made final upon receipt of payment. Please return this form by October 1 with your check made payable to:

Multiple Sclerosis Foundation  
Attention: Traci Allyn Shur  
6520 North Andrews Avenue  
Fort Lauderdale, FL 33309-2132  
Email: [tracishur@msfocus.org](mailto:tracishur@msfocus.org) / Phone: 786-213-0003

For Credit Card Charges: Visa • Mastercard • American Express

Name as it Appears on Card \_\_\_\_\_  
Credit Card Number: \_\_\_\_\_  
Expiration Date: \_\_\_\_\_ Code: \_\_\_\_\_  
Signature: \_\_\_\_\_

**Thank you for your kind support!**

