



SPONSORSHIP PROPOSAL



Now in its 30th year, the MS Dinner Auction is San Diego's premier charity event. This prestigious gala returns once again to the beautiful Loews Coronado Bay Resort and will be held on Saturday, November 19, 2016.

Offering fantastic auction items, complimentary champagne & wine, a four-course dinner, and exciting entertainment, it has become a pre-holiday tradition for many of San Diego's prominent families and corporations. With over 700 live and silent packages, guests enjoy shopping for luxury hotel stays with first-class airfare, entertainment passes to the hottest shows and attractions, dining certificates and unique experiences.

**LEARN MORE AT [MSDINNERAUCTION.COM](http://MSDINNERAUCTION.COM)**



# National Multiple Sclerosis Society

## ABOUT MULTIPLE SCLEROSIS

- MS is the most common neurological disease leading to disability in young adults. It interrupts the flow of information between the brain and the rest of the body and stops people from moving.
- MS can cause blurred vision, loss of balance, poor coordination, slurred speech, tremors, numbness, extreme fatigue and even paralysis and blindness.
- At least two to three times more women than men have been diagnosed with MS.
- MS is typically diagnosed in the prime-of-life years, ages 20-50, though children under the age of 18 also live with MS.
- Studies indicate that genetic factors may make certain individuals more susceptible to the disease, but there is no evidence that MS is directly inherited.
- Worldwide an estimated 2.3 million people live with MS.

## LAST YEAR, THE PACIFIC SOUTH COAST CHAPTER...

- Fielded over 2,600 local requests for information and/or referral.
- Provided over \$141,000 in direct assistance to over 200 people living with MS for independence, modifications for homes, hand controls for cars, utility relief during hot summer months and more.
- Facilitated 40 volunteers to provide over 480 friendly visits to people with MS who rarely leave the home or live in long-term care facilities.
- Devoted nearly \$3 million to local research initiatives at UCSD, UCI, and Scripps aimed at finding a cure for MS

## HOW YOUR SUPPORT HELPS...

Working toward a world free of multiple sclerosis, the mission of the National Multiple Sclerosis Society is to mobilize people and resources so that everyone affected by MS can live their best lives as we stop MS in its tracks, restore what has been lost and end MS forever. Last year alone, the Society provided more than \$50.2 million to funding cutting-edge research to find a cure for MS and more than \$122.2 million to enhance the lives of more than one million people living with MS.

The Pacific South Coast Chapter serves over 51,500 people affected by MS in San Diego, Orange, and Imperial Counties, and the Hawaiian Islands. Through fundraising events like the MS Dinner Auction, the Chapter is able to raise vital funds for programs, services, and research in the community.

Learn more about support and resources at [MSpacific.org](http://MSpacific.org).

# BECOME A SPONSOR OF THIS INCREDIBLE EVENT

Partnerships between non-profits and corporations such as yours are mutually beneficial and necessary to supporting the community. Won't you join us by taking this opportunity to provide your company positive exposure, while contributing to a worthy cause. Join the movement in a world free of MS.

Corporations that put their name on our event can expect that they are associated with a quality product and brand. The MS Dinner Auction attendees are dedicated to our cause and will extend their loyalties to sponsors of events of the MS Society. Additionally, they offer an extensive network of family, friends, and donors.

## BENEFITS INCLUDE...

- Exposure on printed & electronic materials for event
- Media exposure through iHeart Media and other outlets
- Event coverage in the San Diego Union Tribune, Ranch & Coast Magazine, San Diego Business Journal, and more!
- On-site event benefits including tables to attend and recognition.
- Much, much more. See attached levels sheet for specifics.

## WHO ATTENDS THE MS DINNER AUCTION

Over 680 influential Southern Californians between the ages of 35-65

Over 25% have an average income of \$200,000+

75% of our guests return each year

60% have a personal connection to MS

Attendees live in prestigious areas, such as La Jolla, Rancho Santa Fe, Del Mar, Coronado, Newport Beach, Laguna Beach, and other surrounding Orange and San Diego County Areas.



## JOIN OTHER CORPORATIONS WHO SUPPORT THE LOCAL COMMUNITY

