

*Tracy Austin & John Austin  
present*

**SERVE IT UP**

**To End**



*Hosted by*



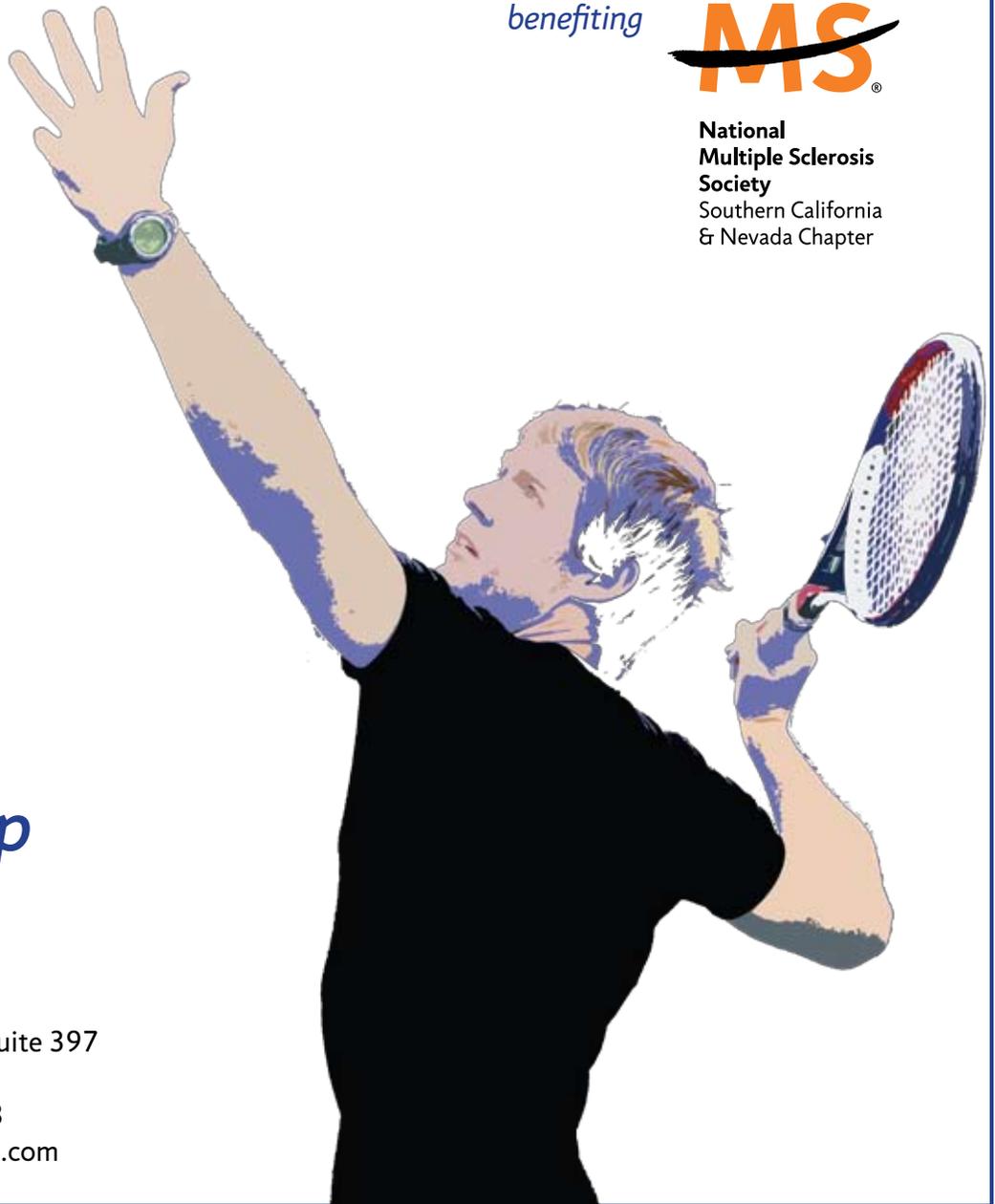
*benefiting*



**National  
Multiple Sclerosis  
Society**  
Southern California  
& Nevada Chapter

## *Sponsorship Proposal*

**Chris Ojakian, Iran Daniel**  
9663 Santa Monica Blvd., Suite 397  
Beverly Hills, CA 90210  
Telephone: (310) 770-1918  
Email: [Chris@OjakianTennis.com](mailto:Chris@OjakianTennis.com)





Wayne Bryan, Dennis Rizza, Tracy Austin and the kids



Tracy Austin & Justin Gimelstob



Wayne Bryan

## Who?

Presented by: Tracy Austin and John Austin  
Co-chairs: Chris Ojakian and Iran Daniel  
Ojakian Tennis will host celebrities, professional tennis players and tennis enthusiasts from around the country.

## What?

This exciting event begins with junior and adult tennis clinics, followed by the official Celebrity Pro-Am tournament. The day wraps with a fantastic cocktail party, silent and live auctions, and an awards ceremony.

Thanks to Mercedes-Benz South Bay, all event participants (21 years or older) will receive a Wilson gift package and a chance to win a trip to Turtle Bay Resort in Hawaii to compete for a chance to win a trip to the 2012 US Open!

## When?

Saturday, October 13, 2012

## Where?

11 Montecillo Drive, Rolling Hills Estates, CA 90274

## Why?

The event will benefit the National Multiple Sclerosis Society, Southern California & Nevada Chapter. People with multiple sclerosis know something about moving that most of us don't understand—moving is not a guarantee. We need you! Your participation will help people with MS move their lives forward. There are two ways you can sponsor this event:

- Provide a **cash donation** to underwrite the expenses of the event.
- Provide **in-kind product**, such as food, supplies, apparel, or media time

Turn inside to learn more.

# A Letter from John Austin

I am hoping you will join with me in raising dollars to fight multiple sclerosis (MS) and find a cure.

My story is part of the reason I am fighting for an MS cure. I am a tennis player. I come from a storied tennis family. I played for UCLA and won the NCAA doubles title in 1978. I was a world class tennis pro ranked 40th in the world. I won the Wimbledon mixed doubles title with my sister, Tracy Austin, in 1980. I retired as a pro in 1984 and began managing tennis facilities. I coached Pete Sampras, Michael Chang, and Amy Frazier. I married my wife Karen and we had our son Reid, who is now 18 years old.

My life was never far from a tennis court. I competed in senior tennis events. In 2002, I won the national 35 doubles hardcourts and my team was number one in the country. I was 45 years old. My symptoms began easily enough—the feeling of being tired and wondering if the reason I had trouble tracking a tennis ball was due to 40-something vision problems. Doctors decided it was an “age” thing. My legs, my balance, and my bladder became significant issues. I began having trouble with cognitive thinking—perception, memory, judgment, reasoning, emotional and decision making. Wow. What was happening to me? I found a specialist and had a brain MRI. The diagnosis was MS. I began an MS treatment, but it didn’t help me. I started a new drug in June 2007, and my MS symptoms have lessened. I am stronger, have better balance, and I am not as tired. My cognitive abilities have improved.

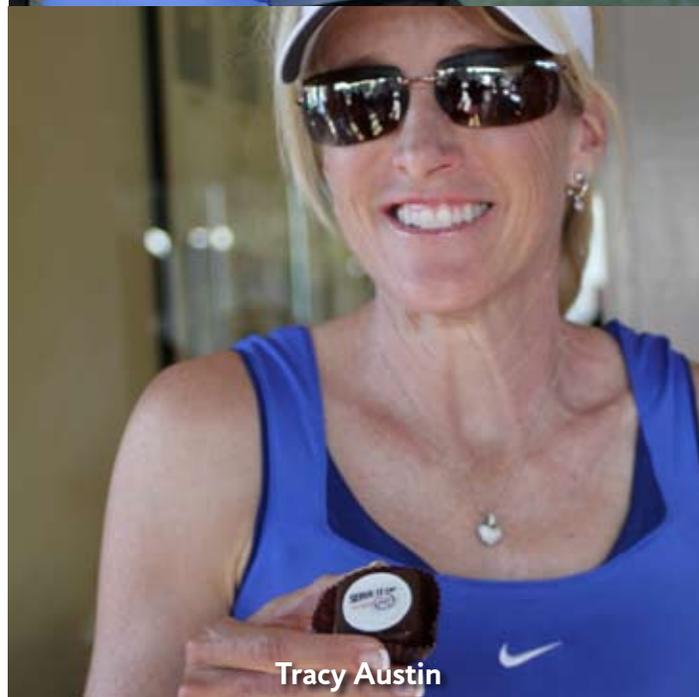
I am a spiritual person. I figure God has a plan for me. My mom taught me what is, is. It is not for me to question. I believe it is my task to find a cure for MS. My sister, Tracy Austin, is working with me to raise funds and awareness sefor MS.

Join with Tracy and me in fighting this terrible disease.

Yours truly,  
John Austin



Tracy Austin & John Austin



Tracy Austin

# A Message From Co-Chair *Chris Ojakian*



Growing up with 50% of my family having multiple sclerosis (MS) was a very tough thing to wrap my mind around, as I could not quite comprehend how this could happen. My father Gene was diagnosed in 1974 after over a decade of experiencing symptoms in which no doctor could attribute a cause. He was in the prime of his life, just 44 years young, and over the next few decades I watched helplessly as MS took away his mobility and independence.

In 1990 my brother Paul was diagnosed, and in 1992 my sister Cathy was also diagnosed with MS. Once again I watched two more lives change. Today my father is confined to a wheelchair and sleeps in a hospital bed; my brother Paul needs a cane to get around and tires easily; and my sister has virtually no mobility left.



Iran Daniel & Chris Ojakian

My family is not the only one hit hard with this horrible disease. The National MS Society, Southern California & Nevada Chapter alone serves more that 19,000 people living by MS.

I share my family's story with you not to make you feel sorry for us, but to tell you why finding a cure is so important, and why we constantly are striving to make a difference. Last year, my partner and co-chair Iran Daniel and I started the **Serve It Up to End MS** event. My brother Mark, the Deputy State Controller for the State of Connecticut, started his own gala event in Connecticut two weeks after ours. We are fighting the battle together with a joint fundraising effort: **TWO BROTHERS. TWO COASTS. ONE CAUSE.**

Iran and I are asking you to team up with us as a sponsor for this Serve It Up to End MS event, presented by Tracy Austin and John Austin, on October 13th at the prestigious Jack Kramer Club. By doing so, you demonstrate your commitment to those living with insurmountable physical, emotional and financial challenges. As difficult as it is to watch my family battle this disease, they inspire me every single day with their courage to work tirelessly to find a cure.

With the help and generosity of corporate sponsors and individuals, last year we raised a tremendous amount of awareness and funds to benefit the MS community. I know we can surpass this success. Thank you in advance for joining us in helping their lives and the lives of so many others with MS. Your generosity is greatly appreciated.

Multiple sclerosis may stop people from moving, but the National MS Society exists to make sure it doesn't.

Join the movement—make a difference!

Chris Ojakian  
Co-Founder, Ojakian Tennis  
Trustee, National MS Society, Southern California & Nevada Chapter

## ***2 Brothers. 2 Coasts. 1 Cause.***

# Where the Money Goes



## About Multiple Sclerosis

Multiple sclerosis interrupts the flow of information from the brain to the body and stops people from moving. Every hour in the United States, someone is newly diagnosed with MS, an unpredictable, often disabling disease of the central nervous system. 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 moving us closer toward a world free of MS. Most people with MS are diagnosed between the ages of 20 and 50, with more than twice as many women as men being diagnosed with the disease. MS affects more than 400,000 people in the U.S., and 2.1 million worldwide.

## The National MS Society

MS stops people from moving. The National MS Society exists to make sure it doesn't. The Society helps each person address the challenges of living with MS through its 50-state network of chapters. They fund more MS research, provide more services to people with MS, offer more professional education and further more advocacy efforts than any other MS organization in the world. The Society is dedicated to achieving a world free of MS. We are people who want to do something about MS now.

## The Southern California & Nevada Chapter

Founded in 1947, the Southern California & Nevada Chapter serves 19,000 people living with MS and their loved ones. Headquartered in Los Angeles, our Southern California & Nevada Chapter has offices in Bakersfield, Fresno, Las Vegas, Palm Desert, Reno, Santa Barbara and Upland.



**National Multiple Sclerosis Society**  
Southern California & Nevada Chapter

## MS FACTS:

MS is the #1 disabling disease among young adults in the U.S.

The average annual cost of living with MS exceeds \$57,000 per person with the lifetime costs of more than \$3.7 million!

Most people are diagnosed with MS between the ages of 20 and 50, although children as young as two years old are now being diagnosed.

Women are more than twice as likely as men to get MS.

Every hour someone is diagnosed with MS.

MS affects more than 400,000 Americans.



Pam Shriver, Arnand Armitraj,  
Donna Mills



Chris Ojakian, Cory Fiene,  
Justin Gimelstob,  
Robert Landsdorp, Tracy Austin



Alan Thicke & John Hermansen

# Why Become a Sponsor?

By supporting Serve It Up to End MS, you create awareness of your corporate identity and portray a positive image to your current stakeholders and a new audience of potential employees and customers.

## Who Is Our Target Audience?

### The Amateurs

100% are Tennis Players

60% are women

70% of the participants are between the ages of 40 and 60

75% make more than \$200,000 a year

**Presented by:** Tracy Austin and John Austin

### The Tennis Professionals

We are inviting a mix of current and past professionals with amazing credentials, including:

Chuck Adams

Vijay Armitraj

The Bryan Brothers

Michael Chang

Lindsay Davenport

Scott Davis

Phil Dent

Taylor Dent

Debbie Graham

Tony Graham

Tom Gullickson

Ashley Harkleroad

Luke Jensen

Rick Leach

John Lloyd

Todd Martin

Alex O'Brien

Derrick Rostagno

Bill Scanlon

Leif Shiras

Pam Shriver

Jeff Tarango

Eliot Teltscher

Rainn Wilson

### The Celebrities

Many famous faces who love tennis include:

Lucius Allen

Eric Braeden

Billy Crystal

Scott Foley

Kelsey Grammer

Chelsea Handler

Brody Jenner

Jon Lovitz

Maria Menounous

Esai Morales

Julie Moran

Sendhil Ramamurthy

Gavin Rossdale

Jamie-Lynn Sigler

Paul Sorvino

Alan Thicke

Linda Thompson

Depending on the size and type of partnership, you may be promoted in the following ways:

- **Logo or Name prominently displayed in all printed materials** related to the sponsored event or program. Materials may include brochures, banners, and more.
- **Potential for online exposure** with a logo/name and website hotlink
- **Potential for media exposure** by partnering with one of our media sponsors



Sendhil Ramamurthy



Megyn Price and Michael Chang



Murphy Jensen



Gavin Rossdale



# Sponsorship Benefit Chart

Grand Slam \$15,000	Tournament Champion \$7,500	Golden Set \$5,000	Aces \$1,000
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## Promotions & Visibility

**Radio/TV Recognition	•			
**Recognition on web banner ads	•			
Corporate recognition in 1 National MS Society, Southern California & Nevada Chapter newsletter (c. 30,000)	•			
Recognition in email blast	•	•	•	
Recognition in print and television press materials	•	•		
Recognition on invitations and posters	Color Logo	Color Logo	Name	
Logo on t-shirts	Color Logo	Color Logo	B&W Logo	Name
Recognition on Ojikian Tennis and Southern California & Nevada Chapter web sites	Logo with link	Logo with link	Logo	Name
Page in ad journal	•	•	•	
On-site signage opportunity	Up to 8 banner/sign	Up to 4 banners/signs	2 banners/signs	1 banners/signs
Product sampling opportunities	•	•	•	•
Volunteer opportunity	•	•	•	•

## Tickets

Entry into afternoon event	1			
Tickets to Tennis Clinic on Saturday morning	6	4	2	1
Pro-Am Tickets (includes lunch and cocktail party)	6	4	2	1
Access to players' lounge	4	2	1	

\*\* Contingent upon media sponsorship