



Louisville
MAGAZINE



Corporate Partnership Opportunities

WHAT IS MULTIPLE SCLEROSIS?

Multiple Sclerosis (MS) 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 be predicted, but advances in research and treatment are moving us closer to 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 contracting the disease. MS affects more than 400,000 people in the United States and 2.5 million people worldwide.

MS is the #1 disabling disease among young adults in the United States

NATIONAL MS SOCIETY, KENTUCKY SOUTHEAST INDIANA CHAPTER

Since its founding in 1946, the National Multiple Sclerosis Society has been the leader in the fight against MS. The National Multiple Sclerosis Society supports more MS research, offers more services for people with MS, provides more professional education programs, and furthers more MS advocacy efforts than any other MS organization around the world.

The Kentucky Southeast Indiana Chapter is one of a 50-state network of chapters and branches that represent the National MS Society. The Chapter offers education, support and wellness programs to people living in a 108-county area across Kentucky and Southeast Indiana, and serves more than 4,900 clients as well as their families, friends, caregivers, and health care providers.

MISSION

“We mobilize people and resources to drive research for a cure and to address the challenges of everyone affected by MS.”

EVENT DETAILS

In 1998, *Louisville Magazine* and the Kentucky Southeast Indiana Chapter of the National MS Society teamed up by joining what was known as the MS Society Bash and the “Best of Louisville” Awards to create the Best of Louisville Bash. The Best of Louisville Bash is a tasting event hosted annually by *Louisville Magazine* to recognize past and present recipients of the “Best of Louisville” Award. Each year, those recipients are invited to showcase their products and/or services. Attendees have the opportunity to sample menu favorites from some of Louisville’s top restaurants, while enjoying live entertainment, a silent auction and much more.

Proceeds from the Best of Louisville Bash benefit the Kentucky Southeast Indiana Chapter of the National MS Society. This allows the Society to offer much needed programs and services to clients and their loved ones, fund cutting edge research, support advocacy efforts on state and national levels and much more.

The 2013 Best of Louisville Bash will be hosted at Churchill Downs for the third year. This partnership allows for an even greater “hometown” feel for attendees. With the Twin Spires in the background, attendees will sample food and drink from the city’s best restaurants, distillers and brewers all while being entertained by top local musicians. A silent auction is also available.



Louisville
MAGAZINE



Corporate Partnership Opportunities

July 25, 2013
Churchill Downs

In today's society, families continually face challenges. Living with MS doesn't have to make this any more difficult. We are committed to the empowerment and education of these families. Your support of the Best of Louisville Bash will help us make a difference in the lives of those living with MS. Fifteen years ago there were no disease modifying drugs for people affected with MS, today there are nine with a tenth about to be released. This is a remarkable and life-changing achievement for those living with MS and their families.

The National Multiple Sclerosis Society, Kentucky-Southeast Indiana Chapter and Louisville Magazine annually present the Best of Louisville Bash. This year will be the 28th year of the "Best of Louisville" Awards. The event has been among Louisville's most anticipated and well-attended community celebrations. Each year we invite past and present winners of Louisville Magazine's "Best of Louisville" Award to showcase their products and services in a festive atmosphere. Attendees have the opportunity to sample menu favorites from some of Louisville's top restaurants, while enjoying live entertainment, a silent auction and much more.

As a corporate partner, you will receive recognition throughout the evening as well as in the wrap up edition of Louisville Magazine. Every year Louisville Magazine dedicates several pages to highlighting the Best of Louisville Bash, its sponsors, the attendees and booth vendors. This several-page spread is full of photographs highlighting the event as well as advertising space dedicated to event sponsors.

The Kentucky Southeast Indiana Chapter of the National Multiple Sclerosis (MS) Society is committed to serving individuals and their families by providing much needed programs and services, which support the challenges of people affected by MS. The Chapter serves 108 counties in Kentucky and Southeast Indiana. Locally, in the Jefferson County area, approximately 6000 people face the challenges of living with MS.

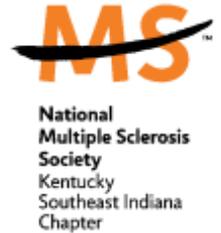
Please don't hesitate to contact me at 502-526-5303 or mary.carabella@nmss.org for more information or with questions. We sincerely appreciate your consideration and look forward to talking with you soon.

Sincerely,

Mary Carabella
Development Manager



Louisville
MAGAZINE



Corporate Partnership Opportunities

July 25, 2013
Churchill Downs

Louisville's Best! Sponsorship **\$3,000**

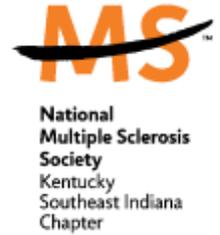
- Two (2) Corporate Tables (16 guest tickets, 32 drink tickets, 8 valet passes and table signage)
- Personal butler for the evening
- ½ page advertising space in *Louisville Magazine*
- Brown-Forman logo in MS Connection newsletter distributed to over 6,000 households
- Brown-Forman logo included on our event website
- Brown-Forman logo on official sponsor banner & opportunity to bring Brown-Forman banner to the event
- Verbal recognition from stage throughout event
- Associated with promotion of Bash event on all social media sites, Facebook and Twitter

Millionaire's Row Sponsorship **\$1,500**

- One (1) Corporate Table (8 guest tickets, 16 drink tickets, 4 valet passes and table signage)
- Personal butler for the evening
- 1/3 page advertising space in *Louisville Magazine*
- Mention in MS Connection newsletter distributed to over 6,000 households
- Company logo included on our event website
- Company logo identification on official sponsor banner
- Verbal recognition from stage throughout event
- Associated with promotion of Bash event on all social media sites, Facebook and Twitter

VIP Corporate Table With Concierge Service **\$1000**

- One table with eight tickets
- Personal butler for the evening
- Sixteen drink tickets
- 4 valet passes
- Table signage



Corporate Partnership Opportunities

July 25, 2013
Churchill Downs

YES! I would like to support the Kentucky-Southeast Indiana Chapter of the National Multiple Sclerosis Society by sponsoring the 2013 Best of Louisville Bash.

Select Level:

- Louisville's Best! Sponsorship** **\$3,000**
- Millionaire's Row Sponsorship** **\$1,500**
- VIP Corporate Table** **\$1,000**

Please Complete Agreement:

Company Name: _____

Address: _____

City, State, Postal Code: _____

Phone Number: _____

Email Address: _____

Authorized Signature: _____

Please forward signed agreement to:

Mary Carabella
Development Manager
NMSS – Kentucky Southeast Indiana Chapter
1201 Story Avenue, Suite 200
Louisville, KY 40206

Or fax to ATTN: Mary at 502-581-1010

Please feel free to contact us with any questions at 502-526-5303 or mary.carabella@nmss.org.

Thank you for your support!