MileStones
To benefit the National Multiple Sclerosis Society

Honoring
Wells Fargo
Recipient of the
Corporate MileStones Award
and
Dr. Ellen Lathi
Recipient of the
Hope Award

April 28, 2020
Boston, Massachusetts

For sponsorship information, contact Rebecca Schulman
860-913-2550 x52535 or milestonesgala@nmss.org
MSnewengland.org
What:  MileStones 2020  
- 300 to 500 affluent attendees from Boston, Metro West, South and North Shore  
- Auction of distinctive items  
- Dinner  
- Presentation of the annual MileStones Awards

Who:  Corporate MileStones Award  
Wells Fargo  
- Wells Fargo is the world’s fourth-largest bank by market capitalization and the fourth largest bank in the US by total assets  
- Through support for a variety of annual events, Wells Fargo has provided nearly $250,000 to the National Multiple Sclerosis Society and the New England market  
- Wells Fargo aims to pave a path to stability and financial success for underserved communities by focusing on housing affordability, small business growth, and financial health, among other local community needs

Hope Award  
Dr. Ellen Lathi  
- Dr. Ellen Lathi is Co-Director of the Elliot Lewis Center and a well-known speaker on treatment issues and wellness in MS  
- Dr. Lathi, a board-certified neurologist since 1980, has been recognized as a teacher of residents and medical students at Tufts University since 1977  
- Dr. Lathi is a Trustee, a long-standing member of the National Medical Advisory Committee for the Society and a member of the Consortium of MS Centers.

Event Chairs  
Bob Keeley, Trustee, Founder & President of DPM, current SVP of STV|DPM  
Douglas E. Bryant, Trustee, Senior VP & Regional Manager, Wells Fargo Bank (retired)

When:  April 28, 2020, Cocktail reception at 6 p.m., dinner and program at 7:30 p.m.

Where:  Sheraton Boston Hotel, 39 Dalton Street, Boston, Massachusetts

Why:  MileStones 2020 is a highly visible way for corporate leaders to engage in the movement to create a world free of multiple sclerosis, and to demonstrate support for the 22,000 people in Maine, Massachusetts, New Hampshire, Rhode Island, and Vermont whose lives are affected by MS.  
- Help fund research to find a cure  
- Create corporate awareness and enhance your identity  
- Great opportunity for employee involvement and/or incentive  
- Potential category exclusivity for your brand(s)  
- Opportunity for special promotion(s)  
- Exposure to high income, highly educated, professional attendees  
- High level corporate networking opportunity
Wells Fargo

Wells Fargo is proud to support the National Multiple Sclerosis Society and the Greater New England Market in their mission to help people affected by the disease live their best lives. Through support for a variety of annual events, Wells Fargo has provided nearly $250,000 to the cause.

Doug Bryant, former executive of Wells Fargo Commercial Banking and board member for the National MS Society, actively rallies the company’s members to support the organization through their time, money and passion.

Greg O’Brien, division executive for Wells Fargo Commercial Banking’s Northeast Division, is proud to accept the award on behalf of the company. Wells Fargo provides banking, investment, mortgage products, consumer and commercial finance solutions. Through its corporate philanthropy, Wells Fargo aims to pave a path to stability and financial success for underserved communities by focusing on housing affordability, small business growth, and financial health, among other local community needs.

Dr. Ellen Lathi

Dr. Ellen Lathi is Co-Director of the Elliot Lewis Center and a well-known speaker on treatment issues and wellness in MS. She has participated in countless clinical trials related to the treatment of MS, and is widely recognized for her clinical expertise and comprehensive, personalized approach to patient care. She believes that the relationship between patient and physician should be an intimate one, where there is ongoing dialogue and in-depth patient education.

Dr. Lathi, a board-certified neurologist since 1980, has been recognized as a teacher of residents and medical students at Tufts University since 1977. She is a member of the American Academy of Neurology. She is the founder of the MS Service Dog Program, sponsored by the National MS Society, and the ELC Foundation, a non-profit which assists patients in services or equipment not covered by insurance. She is chairman of the physician healthcare council of the Greater New England Market of the National MS Society as well as a Trustee, a long-standing member of the National Medical Advisory Committee for the Society and a member of the Consortium of MS Centers. She is a recipient of the 2017 Society Physician Health Care Professional Volunteer award and was inducted into the Society Hall of Fame in 2018.
The National Multiple Sclerosis Society mobilizes 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. In 2018 alone, through our comprehensive nationwide network of programs and services, the Society devoted over $120 million to connect more than one million individuals to the people, information, and resources they need. To move closer to a world free of MS, the Society also invested $42.1 million to support more than 380 new and ongoing research projects around the world. We are united in our collective power to do something about MS now and end this disease forever.

Learn more at nationalMSsociety.org.

Early and ongoing treatment with an FDA-approved therapy can make a difference for people with multiple sclerosis. Learn about your options by talking to your health care professional and contacting the National MS Society at MSnewengland.org or 1-800-344-4867.

2019 Corporate Supporters

**Acentech**
**Amica Insurance**
**Bernie & Phyl’s Furniture**
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**Bowdoin Construction**
**Brigham & Women’s Hospital**
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**Wells Fargo**
**WHDH-TV**
**Winged Keel Group**
**WSBK-TV CBS Boston (WBZ-TV)**
MileStones
Honoring
Wells Fargo and Dr. Ellen Lathi

Tuesday, April 28, 2020
at the
Sheraton Boston Hotel
To benefit the National MS Society

PRESENTING SPONSOR $50,000
• COMPANY NAME IN EVENT TITLE
• TWO TITLE TABLES OF 10
• CENTERFOLD FULL PAGE AD & LOGO ON INVITATION
• SIGNAGE RECOGNITION & BANNER
• RECOGNITION FROM THE PODIUM
• SPEAKING OPPORTUNITY FROM PODIUM
• LOGO AND SLIDE SHOW TO BE SHOWN DURING THE EVENT

PLATINUM SPONSOR $25,000
• TWO PLATINUM TABLES OF 10
• PLATINUM FULL PAGE AD & LOGO ON INVITATION
• SIGNAGE RECOGNITION & BANNER
• RECOGNITION FROM THE PODIUM
• LOGO AND SLIDE SHOW TO BE SHOWN DURING THE EVENT

MILESTONES SPONSOR $15,000
• MILESTONES TABLE OF 10
• GOLD FULL PAGE AD & LOGO ON INVITATION
• SIGNAGE RECOGNITION
• RECOGNITION FROM THE PODIUM
• LOGO AND SLIDE SHOW TO BE SHOWN DURING THE EVENT

SILVER, VENUE, COCKTAIL RECEPTION, PRODUCTION, OR CENTERPIECE SPONSOR $10,000
• MILESTONES TABLE OF 10
• SILVER FULL PAGE AD & NAME LISTING
• SIGNAGE RECOGNITION WITH LOGO

PROGRAM, DESSERT, WINE, OR AUCTION SPONSOR $5,000
• FIVE (5) MILESTONES TICKETS
• FULL PAGE AD & NAME LISTING
• SIGNAGE RECOGNITION AT EACH TABLE

COAT CHECK, PARKING, OR PHOTOGRAPHY SPONSOR $3,000
• FIVE (5) PROGRESS TICKETS
• HALF PAGE AD & NAME LISTING
• SIGNAGE RECOGNITION

MILESTONES TABLE $5,000
• MILESTONES TABLE OF 10
• SILVER FULL PAGE AD & NAME LISTING

PROGRESS TABLE $3,500
• PROGRESS TABLE OF 10
• FULL PAGE AD & NAME LISTING

HOPE TABLE $2,500
• HOPE TABLE OF 10
• QUARTER PAGE AD & NAME LISTING

MILESTONES TABLE $5,000
• ONE MILESTONES TICKET
• NAME LISTING

PROGRESS TABLE $3,500
• ONE PROGRESS TICKET
• NAME LISTING

HOPE TABLE $2,500
• ONE HOPE TICKET

PROGRAM ADVERTISEMENTS*
PLATINUM FULL PAGE $5,000
GOLD FULL PAGE $4,000
SILVER FULL PAGE $3,000
FULL PAGE $1,000
HALF PAGE $600
QUARTER PAGE $400

*All ads must be received by March 30, 2020 to be printed in the program. Ad specifications will be sent to you upon receipt of your reservation.

PLEASE RESERVE THE FOLLOWING:

SPONSORSHIP
○ PRESENTING SPONSOR $50,000
○ PLATINUM SPONSOR $25,000
○ MILESTONES SPONSOR $15,000
○ SILVER, VENUE, COCKTAIL RECEPTION, PRODUCTION, OR CENTERPIECE SPONSOR $10,000
○ PROGRAM, DESSERT, WINE, OR AUCTION SPONSOR $5,000
○ COAT CHECK, PARKING, OR PHOTOGRAPHY SPONSOR $3,000

PROGRAM ADVERTISEMENTS
○ PLATINUM FULL PAGE $5,000
○ GOLD FULL PAGE $4,000
○ SILVER FULL PAGE $3,000
○ FULL PAGE $1,000
○ HALF PAGE $600
○ QUARTER PAGE $400

TABLES AND TICKETS
Please indicate the number of tables or tickets needed.

_______ MILESTONES TABLE $5,000
_______ PROGRESS TABLE $3,500
_______ HOPE TABLE $2,500
_______ MILESTONES TICKET $525
_______ PROGRESS TICKET $375
_______ HOPE TICKET $275

Name ________________________________________________
Title _________________________________________________
Company _____________________________________________
Address ______________________________________________
City, State, Zip _________________________________________
Phone _______________________________________________
Fax __________________________________________________
Email ________________________________________________
____ Please accept the enclosed donation of $__________
____ Check payable to NMSS Enclosed
____ AMEX ____ VISA ____ MC ____ DISC
Card # _____________________________CVV Code__________
Signature __________________________________ Exp. ______

Please return this form in the enclosed envelope by mail or via fax to:
Rebecca Schulman
National Multiple Sclerosis Society
101A First Ave, Waltham, MA 02451
Tel: 860-913-2550 x52535 Fax: 781-890-2089
Questions? milestonesgala@nmss.org