CHAMPION SPONSORSHIP - $25,000
- Opportunity to air one 60-second advertisement pre-recorded by company representative
- Premier logo placement with link to company website on auction Home Page (www.DinnerOfChampionsKC.org), Items Page, and Donate Page (3 pages total)
- One inclusive Champion Sponsor announcement post on Mid America Market social media pages (9,000+ followers) & event Facebook page
- Verbal name & on-screen logo recognition during program
- Premier logo placement with link to company site in post-campaign sponsor “thank you” email
- Premier logo placement in post-campaign sponsor “thank you” post on Mid America Market social media pages & “thank you” text to all virtual guests

ADVOCATE SPONSORSHIP - $15,000
- Opportunity to air one 30-second advertisement pre-recorded by company representative
- Standard logo placement with link to company site on auction Home Page and Items Page (2 pages total)
- One inclusive Advocate Sponsor announcement post on Mid America Market social media pages & event Facebook page
- Verbal name & on-screen logo recognition during program
- Secondary logo placement with link to company site in post-campaign sponsor “thank you” email
- Secondary logo placement in post-campaign sponsor “thank you” post on Mid America Market social media pages & “thank you” text to all virtual guests

BENEFACTO SPONSORSHIP - $10,000
- Opportunity to air one 15-second advertisement pre-recorded by company representative
- Standard logo placement with link to company website on auction homepage
- One inclusive Benefactor Sponsor announcement post on Facebook Event page
- On-screen logo recognition during program
- Tertiary name placement with link to company site in post-campaign sponsor “thank you” email
- Tertiary name placement in post-campaign sponsor “thank you” post on Mid America Market social media pages & “thank you” text to all virtual guests

PATRON SPONSORSHIP - $5,000
- Standard logo placement on auction site homepage
- On-screen logo recognition during program
- Standard name placement in post-campaign sponsor “thank you” email
- Standard name placement in post-campaign sponsor “thank you” post on Mid America Market social media pages & “thank you” text to all virtual guests

FRIEND SPONSORSHIP - $2,500
- Standard logo placement on auction site homepage
- On-screen name recognition during program
- Standard name placement in post-campaign sponsor “thank you” text to all virtual guests
WE ARE PEOPLE WHO WANT TO DO SOMETHING ABOUT MS NOW.

THE CARES ACT BOOSTS TAX INCENTIVES FOR CORPORATE GIVING

This new law raises the annual limit on deductions for corporations from 10% of taxable income to 25%. Any excess may still be carried over for up to five years. *This change is only effective for the 2020 tax year.*

ABOUT MULTIPLE SCLEROSIS

Multiple sclerosis is an unpredictable, often disabling disease of the central nervous system. There is currently no cure for MS. Symptoms vary from person to person and range from numbness and tingling, to mobility challenges, blindness and paralysis. An estimated 1 million people live with MS in the United States. Most people are diagnosed between the ages of 20 and 50 and it affects women three times more than men.

ABOUT THE NATIONAL MS SOCIETY

The National MS Society, founded in 1946, funds cutting-edge research, drives change through advocacy, and provides programs and services to help people affected by MS live their best lives. Connect to learn more and get involved: [nationalMSsociety.org](http://nationalMSsociety.org), Facebook, Twitter, Instagram, YouTube or 1-800-344-4867.

CONTACT:
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ARTWORK
SIZE/FORMAT
· < 200 pixels
· Square or Horizontal
· .jpg, .gif, or .png files

DEADLINE:
Tuesday, Sept. 1, 2020