

# SPONSORSHIP OPPORTUNITIES

# MS *Gala* Luncheon

HONORING MARAL BARDAKJIAN

FRIDAY, JANUARY 24, 2020  
Boca West Country Club



National  
Multiple Sclerosis  
Society

# 2020 HONOREE

## MARAL BARDAKJIAN



Maral Bardakjian is a Middle Eastern born, Armenian-American housewife who has resided in Boca Raton, Florida since the age of 10. She is a mother of three children, Shant 17, Shiraz 14 and Chantal 8. She has been married for 18 years, to Jack Bardakjian, Director of Pre-owned Sales for the Experience Auto Group. Maral was diagnosed with relapsing-remitting multiple sclerosis (MS) 12 years ago at the age of 33. Raising kids and running a household while dealing with the challenges of MS have been both a challenge and a blessing for her. A few years ago, when a dear friend of theirs was diagnosed with MS, she decided to join him in the fight to help find a cure for this life-altering, unpredictable disease that affects 2.3 million people globally.

## MS GALA LUNCHEON

On January 24, 2020 the National Multiple Sclerosis Society will host one of the most prestigious luncheons in South Florida at the Boca West Country Club. This year the MS Hope Award, the Society's highest award, will be presented to Maral Bardakjian.

### QUICK FACTS ABOUT THE MS GALA LUNCHEON

- 800 supportive men and women in attendance from Broward (48%), Miami-Dade (11%), Palm Beach (35%) and other areas (6%).
- Over 40% of attendees are married; median age is 48.
- Unforgettable fashion show and spectacular silent auction items.
- To date, the MS Gala Luncheon has raised \$7.6 million to help fund critical MS research, programs and services.

### WHY BECOME A SPONSOR?

- Fund research for a cure for MS
- Create awareness of corporate identity
- Increase visibility and enhance customer loyalty
- Unique chance for employee involvement
- Demonstrate community interest
- Potential category exclusivity for brand(s)
- Opportunity for special promotions

# SPONSORSHIP OPPORTUNITIES

## ELITE PATRON \$20,000

- Inner Circle seating for two tables of twelve
- Full page color ad on inside back cover of program
- Corporate name on all event signage and recognition in the MS Connection newsletter
- Recognition including name on invitation
- Fifty word company profile and logo with link to website on National MS Society web page
- Recognition in pre- and post-event promotions
- Special recognition from the podium during lunch

## PHILANTHROPIC PATRON \$15,000

- Inner Circle seating for one table of twelve
- Full page color ad in program
- Corporate name on all event signage and recognition in the MS Connection newsletter
- Recognition including name on invitation
- Fifty word company profile and logo with link to website on National MS Society web page
- Recognition in pre- and post-event promotions
- Special recognition from the podium during lunch

## AUTOMOBILE PATRON \$12,000

- Seating for one table of ten
- Full page color ad in program
- Corporate name on all event signage and recognition in the MS Connection newsletter
- Recognition including name on invitation
- Recognition in pre- and post-event promotions
- Vehicles displayed at the MS Gala Luncheon
- Special recognition from the podium during lunch

## JEWELRY PATRON \$10,000

- Seating for one table of ten
- Double Full page color ad in program
- Corporate name on all event signage and recognition in the MS Connection newsletter
- Recognition including name on invitation
- Recognition in pre- and post-event promotions
- Special recognition from the podium during lunch

## PLATINUM PATRON \$10,000

- Seating for one table of ten
- Full page color ad in program
- Corporate name on all event signage and recognition in the MS Connection newsletter
- Recognition including name on invitation
- Recognition in pre- and post-event promotions
- Thirty word company profile and logo with link to website on National MS Society web page

## DIAMOND PATRON \$5,000

- Seating for one table of ten
- Full page black and white ad in program
- Recognition including name on invitation

## GOLD PATRON \$2,500

- Five tickets to MS Gala Luncheon
- Half page black and white ad in program
- Recognition including name on invitation

## SILVER PATRON \$1,000

- One ticket to MS Gala Luncheon
- Quarter page black and white ad in program

### PROGRAM AD ONLY OPPORTUNITIES

We invite you to join our list of advertisers. Your ad and/or message will be printed in the Gala program that will be distributed to our 800+ guests. Does not include seats.

Full Page / Color \$2,500

Full Page / Black & White \$1,000

Half Page / Black & White \$500

Quarter Page / Black & White \$250

Artwork must be submitted as an .eps file or as a 300dpi .pdf file due by December 13, 2019 via email to [jina.oneill@nmss.org](mailto:jina.oneill@nmss.org)

