

Sponsorship Opportunities

26th Annual

Dinner of *Champions*

Honoring

John J. "Jack" Broaddus

President & CEO, Sunnyside Communities

Dr. Karen W. Wigginton

VP - Corporate Marketing & Communications
Sunnyside Communities

Thursday, May 21, 2020

JMU Festival Conference Center

Harrisonburg, Virginia

6pm Reception

7pm Dinner

*Black Tie Optional

About Dinner of Champions

Dinner of Champions

Founded in 1972 by Howard Cosell and Frank Gifford, Dinner of Champions is the premier, black-tie gala of the National Multiple Sclerosis Society. The event recognizes individuals and/or companies who have shown great leadership and civic responsibility within their community by bestowing the Hope Award, the most prestigious Society volunteer award at the chapter level.



Rodney D. Alderfer, Dinner Chair (left)
Dwight E. Houff, 2019 Honoree

HISTORY IN HARRISONBURG

The Harrisonburg Dinner of Champions was established in 1994 and continues today as recognition for distinguished individuals, as well as local corporations and their employees. Friends and colleagues of the honored guest come together for an evening to share experiences and stories of the honoree and raise funds for the National MS Society. To date, the Harrisonburg Dinner of Champions has raised more than \$2.1 million to support local programs and fund MS research.

PAST HONOREES & DINNER CHAIRS

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|---|--|
| 2019 Honoree: Dwight E. Houff Chair: Rodney D. Alderfer | 2007 Honoree: Joseph K. Funkhouser, II Co-Chairs: Peter Yates and Suzanne Bothamley |
| 2018 Honoree: Mark J. Warner Chair: Donna Harper | 2006 Honoree: Richard E. "Dick" Lyons Chair: Mark B. Callahan |
| 2017 Honoree: Devon Anders Chairs: Ann and George Homan, II | 2005 Honorees: Wes and Glenna Graves Chair: Robert Hopkins Strickler |
| 2016 Honorees: Jim and Vicki Krauss Chairs: Cory Davies and Judith Trumbo | 2004 Honoree: Francis Bell, Jr. Co-Chairs: George R. Aldhizer, Jr. and Richard R. J. Morin |
| 2015 Honoree: Peter S. Yates Chair: Dr. Karen W. Wigginton | 2003 Honoree: Pablo Cuevas Co-Chairs: Rodney L. Eagle and Dr. John B. Noftsinger |
| 2014 Honoree: Neal Menefee Co-Chairs: Wes Graves and Chris Runion | 2002 Honoree: Dr. Linwood H. Rose Chair: Rodney L. Eagle |
| 2013 Honoree: Dr. Loren Swartzendruber Chair: Ryan Waid | 2001 Honoree: Dr. Philip Stone Chair: T. Carter Melton |
| 2012 Honorees: Judith S. Strickler and the late Charles O. "Chip" Strickler Co-Chairs: Wes Graves and George Pace | 2000 Honoree: Rodney L. Eagle Chair: Dr. Mark J. Warner |
| 2011 Honoree: George W. Pace Chair: Dick Johnson | 1999 Honoree: T. Carter Melton Co-Chairs: Dr. Ronald E. Carrier and Zane D. Showker |
| 2010 Honoree: Marsha Garst Chair: Peter Yates | 1998 Honoree: Dr. Ronald E. Carrier Chair: Zane D. Showker |
| 2009 Honoree: Karl and Barbara Stoltzfus Chair: Peter Yates | 1997 Honoree: Richard R. J. Morin Chair: Dr. Ronald E. Carrier |
| 2008 Honoree: John N. Neff Co-Chairs: Dick Lyons and Mark Callahan | 1995 Honoree: Charles W. Wampler, Jr. Co-Chairs: Dr. Ronald E. Carrier and James Keeler |
| | 1994 Honoree: Zane D. Showker Chair: Dr. Ronald E. Carrier |

2020 EVENT INFORMATION

Date: Thursday, May 21, 2020

Location: JMU Festival Conference Center
Harrisonburg, Virginia

Honorees: John J. "Jack" Broaddus
Dr. Karen W. Wigginton

Expected Attendance: 350

Sponsorship Opportunities



HOPE SPONSOR: \$20,000

- Logo to appear on inside front cover of Dinner Program
- Recognition in Dinner Program as Hope Sponsor
- Full page ad in Dinner Program
- Premiere Seating for two tables of eight
- Hope Sponsor recognition on sponsor boards at Dinner
- Recognition in all pre- and post-event promotions
- Recognition on event website



PLATINUM SPONSOR: \$10,000

- Recognition in Dinner Program as Platinum Sponsor
- Full page ad in Dinner Program
- Preferred seating for one table of eight
- Platinum Sponsor recognition on sponsor boards at Dinner
- Recognition in all pre- and post-event promotions
- Recognition on event website



GOLD SPONSOR: \$5,000

- Recognition in Dinner Program as Gold Sponsor
- Half page ad in Dinner Program
- One table of eight
- Gold Sponsor recognition on sponsor boards at Dinner
- Recognition on event website



SILVER SPONSOR: \$2,500

- Recognition in Dinner Program as Silver Sponsor
- Quarter page ad in Dinner Program
- One table of eight
- Silver Sponsor recognition on sponsor boards at Dinner
- Recognition on event website

BRONZE SPONSOR: \$1,500

- Recognition in Dinner Program as Bronze Sponsor
- Four tickets to the Dinner
- Bronze Sponsor recognition on sponsor boards at Dinner

LOGO and AD SPECIFICATIONS

AD SIZES:

- Full-page: 5.5" w x 8.5" h
- Half-page: 5.5" w x 4.25" h
- Quarter-page: 2.75" w x 4.25" h

AD and LOGO FORMATS:

- 300 DPI
- black & white (ads) color (logo)
- .PDF, .JPG, or .TIF

E-MAIL ADS and LOGOS TO:

Phil Licking at
philip.licking@nmss.org

**Due by no later than
April 30, 2020**

We are people who want to do something about MS now.

ABOUT MULTIPLE SCLEROSIS

- Multiple sclerosis is an unpredictable, often disabling disease of the central nervous system. Symptoms range from numbness and tingling to blindness and paralysis. The progress, symptoms and severity of MS in any one person cannot yet 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 at least two to three times more women than men being diagnosed with the disease. MS affects more than 2.3 million worldwide.
- A new study funded by the National MS Society has confirmed that nearly 1 million people are living with MS in the US. That's twice the number from a previous study. With twice as many people living with MS, solutions are now twice as important.

MS STOPS PEOPLE FROM MOVING. WE EXIST TO MAKE SURE IT DOESN'T.

OUR VISION: A world free of MS.

OUR MISSION: People affected by MS can live their best lives as we stop MS in its tracks, restore what has been lost and end MS forever.

Life-changing breakthroughs ensure people have what they need to navigate the challenges of MS, and help them live their best lives every day.

ABOUT THE NATIONAL MS SOCIETY

- The National MS Society is the largest private funder of MS research in the world, having invested more than \$974 million since 1947. In 2017, the Society invested \$40 million in research covering 454 projects.
- We offer more solutions for people with MS and provide access to more life-changing services than ever before. More than 130,000 MS activists influence legislation that will change the world for people with MS. We actively work to improve access to affordable, quality healthcare for everyone with MS.
- The National MS Society has been at the core of virtually every major breakthrough in understanding and treating MS. Our targeted approach includes focused efforts to advance commercial research development and significant investments to test promising treatment in clinical trials.
- Twenty five years ago, there were no treatments for MS. Today, there are 16 FDA approved therapies. In May 2018, approval was given for the first therapy specifically designed to treat children and adolescents with relapsing MS. This is the first therapy specifically approved to treat pediatric MS.



MS sat me down.

I will dance at my daughters' weddings.

Jim, diagnosed in 1998

Virginia - West Virginia

ABOUT THE CHAPTER

In Virginia - West Virginia, the National Multiple Sclerosis Society serves more than 18,000 individuals with MS and their families. Included are three counties in northeastern North Carolina and seven counties in southeastern Kentucky. Offices are located in Richmond, VA and Virginia Beach, VA.

MS causes debilitating fatigue.

I will knockout MS.



Yvette, diagnosed in 2014

PROGRAMS & SERVICES

The MS Navigators - highly skilled, compassionate professionals - connect those living with MS to the information, resources and support needed to move their life forward. These supportive partners help navigate the challenges of MS unique to the situation.

PROVIDING:

- Information and education
- Emotional support resources
- Help through the complexities of finding a healthcare provider, benefits, insurance and access to coverage, and employment
- Resources to face financial challenges and plan for the future
- Wellness strategies
- Assessment for personalized case management
- Crisis intervention

CHAPTER TERRITORY





National Multiple Sclerosis Society

2020 DINNER OF CHAMPIONS HARRISONBURG SPONSORSHIP COMMITMENT FORM

I am pleased to support the Harrisonburg Dinner of Champions being held on May 21, 2020 at the following level:

- Hope Sponsor \$20,000
- Platinum Sponsor \$10,000
- Gold Sponsor \$5,000
- Silver Sponsor \$2,500
- Bronze Sponsor \$1,500
- Other \$ _____

Company Name: _____

Contact Person Name: _____

Address: _____

City/State/Zip: _____

Phone Number: _____

Email: _____

Accepted on Behalf of Sponsor _____
(Signature) (Name)

Please include your preferred company or individual name for sponsorship recognition
(i.e. "ABC Corporation" "John J. Jones")

Sponsorships may be purchased by credit card online at <http://tiny.cc/HarrisonburgDOC>

Or mail signed commitment form with check payable to "NMSS"

Mail to: National MS Society, Virginia - West Virginia
4200 Innslake Drive, Suite 301, Glen, Allen VA 23060

For more information or questions, please contact:
Phil Licking, Development Manager, Leadership Events
Phone: 804.591.3041 or email: philip.licking@nmss.org