

Sponsorship Opportunities



Preakness at the **PIAZZA**

Benefit for MS

Date: Saturday May 17th, 2014

Location: Piazza at Schmidts
Northern Liberties in Philadelphia, PA



Dress:
Derby Attire!





Preakness at the
PIAZZA

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Greetings!

Girls in hats. Guys in bowties. Hundreds of people looking good and making a difference. That's what the 2nd annual Preakness at the Piazza, scheduled for Saturday, May 17, will be about. Last year's event raised \$95,000 and attracted 800 people, numbers we hope to nearly double in 2014.

The inaugural Preakness at the Piazza event was a successful fundraising event; more important, it was a FUN fundraising event. That means the young professionals who attended last year's party will be back this year with many more of their friends for good food, great beverages, cool outfits, and the fantastic fun that can only be possible at one of Philadelphia's best outdoor venues.

Guests enjoy all of this while watching the 139th Running of the Preakness Stakes on the Piazza's one-of-a-kind outdoor screen. Not only will they be able to bid on their favorite horse, guests can also take home great auction items. The Preakness at the Piazza will be even better in 2014 with VIP access and a rousing after-party.

Our goal this year is to raise more than \$150,000 for the fight against MS and to do that, we need your help:

- Be a cash or in-kind sponsor
- Make a donation
- Buy tickets

Being part of the Preakness at the Piazza gives your business access to a great crowd and a great cause. Most people don't know that multiple sclerosis is a devastating disease of the central nervous system that usually first strikes people in when they are in their 20s and 30s. That's why this cause is so important to people in this age group – it's why your support is so important as well. Every dollar we raise brings us a little bit closer to a world free of MS.

On behalf of the Preakness at the Piazza committee and the 14,000 people living with MS in the Greater Philadelphia region, we hope you will support this event and we thank you for taking the time to consider this proposal.

Sincerely,

The Preakness at the Piazza Committee



Sponsorship Opportunities



Secretariat Sponsor – \$15,000 (limit one)

- Your business name included in the name of the event, i.e. “Preakness at the Piazza presented by (Your Company).”
- Sponsor recognition and opportunity to speak during Preakness at the Piazza program.
- Naming rights to the VIP section.
- Name/Logo in print and electronic advertising, including press release, PreaknessatthePiazza.com, and social media.
- Name/Logo acknowledgement as presenting sponsor on the save the date and invitation emails.
- Digital ad on Jumbotron at the event.
- 20 VIP tickets.



Seabiscuit Sponsor – \$10,000

- Name/logo in print and electronic advertisement, including press release, PreaknessatthePiazza.com, and social media.
- Naming rights to the Best Dress Contest, Betting Boards, OR After Party (opportunity on a first come, first serve basis).
- Sponsor recognition during Preakness at the Piazza program.
- Name/logo acknowledgement on the even e-invitation according to giving level.
- Digital ad on Jumbotron at the event.
- 15 VIP tickets.



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Smarty Jones Sponsor – \$5,000 (or in-kind donation equivalent)

- Name/logo in electronic advertisement, including press release, PreaknessatthePiazza.com, and social media.
- Name/logo acknowledgement on the even e-invitation according to giving level.
- Digital ad on Jumbotron at the event.
- 10 event tickets.

Funny Side Sponsor – \$2,500 (or in-kind donation equivalent)

- Name/logo in PreaknessatthePiazza.com, and social media.
- Name acknowledgement on the event e-invitation according to giving level.
- Digital ad on Jumbotron at the event.
- 6 event tickets.



Citation Sponsor – \$1,500 (or in-kind donation equivalent)

- Name/logo in PreaknessatthePiazza.com, and social media.
- Digital ad on Jumbotron at the event.
- 4 event tickets.



I'll Have Another Sponsor – \$1,000 (or in-kind donation equivalent)

- Digital ad on Jumbotron at the event.
- 2 event tickets.



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Company Name:

Contact Name:

Address:

City, State, Zip:

Telephone:

Email:

Website:

How did you hear about this event?:

___ Yes! We would like to become part of the effort to achieve a world free of MS by becoming a sponsor at the following level:

_____ \$15,000 - Secretariat Sponsor

_____ \$10,000 - Seabiscuit Sponsor

_____ \$5,000 - Smarty Jones Sponsor

_____ \$2,500 - Funny Cide Sponsor

_____ \$1,500 - Citation Sponsor

_____ \$1,000 - I'll Have Another Sponsor

___ Yes! We would like to be a part of the effort to achieve a world free of MS by becoming a **PREAKNESS AT THE PIAZZA** in-kind sponsor by providing the following product/service valued at \$ _____.

Product/Service: _____

We would also like to purchase additional tickets for the **PREAKNESS AT THE PIAZZA**:

___ Single General Admission Ticket x\$65

___ Pair of General Admission Tickets x\$100

___ Single VIP Ticket x\$100

___ Pair of VIP Tickets x\$175

The National MS Society agrees to honor the benefits for your sponsorship level as set forth in this agreement, or as mutually agreed by both parties.

Company Rep Signature

NMSS Rep Signature

Title

Title

Date

Date

Please email logo in high resolution (EPS, JPEG, PNG or TIFF format) that you wish to appear on our website and print materials to maria.oberst@nmss.org



Preakness at the **PIAZZA** Benefit for MS

Payment Information:

- Check enclosed (payable to the National MS Society)
- Please send me an invoice

Charge my:

- Visa
- MasterCard
- Discover
- American Express

Credit Card Number:

Expiration Date:

Name (as it appears on card):

Signature:



National
Multiple Sclerosis
Society

www.nationalmssociety.org/pae

Please return the completed form to:
National Multiple Sclerosis Society
ATTN: Maria Oberst
30 S. 17th Street, Suite 800
Philadelphia, PA 19103

Tel: 215.271.1500 - Fax: 215.271.6122



www.PreaknessAtThePiazza.com

For more information contact Maria Oberst at 215.271.1500 or maria.oberst@nmss.org

The National Multiple Sclerosis Society is a 501(c)3 nonprofit charity organization.
All sponsorships and donations made to the organization are tax deductible to the fullest extent of the law.