

# PREAKNESS AT THE PIAZZA

BENEFITING THE NATIONAL MS SOCIETY



SATURDAY, MAY 20, 2017

5:00 TO 9:30 P.M.

THE PIAZZA IN NORTHERN LIBERTIES



Preakness at the

PIAZZA

Benefit for MS

DERBY ATTIRE SUGGESTED.

SHOW US YOUR

HATS AND BOW TIES!





# GREETINGS!



Make a difference, dance the night away, and look good while doing so. That's what the 5th annual Preakness at the Piazza is all about. Preakness at the Piazza, on May 20, 2017, is a fundraising event to benefit the National Multiple Sclerosis Society. Last year's event raised more than \$140,000 with 1,100 guests. In its four-year history, the event has raised more than \$471,000 to support people living with MS.

Preakness at the Piazza celebrates the 142nd running of the Preakness Stakes and features good food, great drinks, live music, and more. The VIP area will be better than ever for those who want to get out of the crowd, and the Best Dressed Contest creates fierce fashion competition. This rain or shine event is 21+ and an expected 1,300 people will attend, all dressed to impress in big hats and colorful bow ties. Visit [www.PreaknessAtThePiazza.com](http://www.PreaknessAtThePiazza.com) to watch last year's event video and music video.

**Our goal this year is to raise more than \$150,000 to bring us closer to a world free of MS.** Most people don't know that multiple sclerosis is a devastating disease of the central nervous system that usually first strikes people when they are in their 20's and 30's. Every dollar we raise will have a direct impact on local people living with MS.

On behalf of the Preakness at the Piazza committee and the more than 15,000 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.

## The Preakness at the Piazza Committee



**Preakness at the Piazza raised more than \$140,000 in 2016 and hosted 1,100 attendees.**

## SECRETARIAT SPONSOR \$15,000 LIMIT ONE

- Ability to use the Society logo January 2017 - October 2017

### Pre-Event Benefits

#### Media

- Exclusive mention of support in all online press (2017 media partners pending. 2016 partners included Phillymag.com, PhillyChitChat.com, PhillyVoice.com, and uwishunu.com)
- Mention of support in all radio press (2017 media partners pending. 2016 partners included 93.5 AMP Radio, SportsRadio 94WIP, 95.7 Ben FM)
- Prominent logo placement in TV/cable spots (2017 media partners pending. 2016 partners include Fox 29, CBS 3, NBC 10, PHL17)
- Mention of support in press release

#### Print Materials

- Prominent logo placement on event posters (150 distributed) Logo due 2/24
- Prominent logo placement on event flyers (2,500 distributed) Logo due 2/24

#### Online & Social Media

- Prominent logo with link on website—[www.PreaknessatthePiazza.com](http://www.PreaknessatthePiazza.com) event info page
- Prominent logo with link on website sponsor page
- Prominent logo with link on all promotional emails (avg. 3,000 recipients x 13 emails with a 34% open rate)
- 4 Facebook posts on event page—[www.facebook.com/PreaknessatPiazza](http://www.facebook.com/PreaknessatPiazza) (3,410+ likes)
- 3 Tweets via event handle—@PreaknessPiazza (700+ followers)
- 3 posts via Instagram handle—@PreaknessPiazza (830+ followers)

### Event Benefits

- Exclusive opportunity for corporate leader to speak during event program
- Prominent logo placement on table top materials
- Opportunity to distribute company branded materials or product display as applicable
- Opportunity to display company banner
- Digital ad on Jumbotron
- 8 VIP tickets

### Post-Event Benefits

- Prominent logo placement on thank you email (573 recipients in 2016)
- Return on investment presentation within 45 days following event
- Right of first refusal the following year



## SEABISCUIT SPONSOR \$10,000

- Ability to use the Society logo January 2017 – October 2017

### Pre-Event Benefits

#### Media

- Mention of support in all radio press (2017 media partners pending. 2016 partners included 93.5 AMP Radio, SportsRadio 94WIP, 95.7 Ben FM)
- Prominent logo placement in TV/cable spots (2017 media partners pending. 2016 partners include Fox 29, CBS 3, NBC 10, PHL17)
- Mention of support in press release

#### Print Materials

- Prominent logo placement on event posters (150 distributed) Logo due 2/24
- Prominent logo placement on event flyers (2,500 distributed) Logo due 2/24

#### Online & Social Media

- Prominent logo with link on website—  
[www.PreaknessatthePiazza.com](http://www.PreaknessatthePiazza.com) event info page
- Prominent logo with link on website sponsor page

- Prominent logo with link on all promotional emails (avg. 3,000 recipients x 13 emails with a 34% open rate)
- 2 Facebook posts on event page—  
[www.facebook.com/PreaknessatPiazza](http://www.facebook.com/PreaknessatPiazza) (3,410+ likes)
- 2 Tweets via event handle - @PreaknessPiazza (700+ followers)
- 2 posts via Instagram handle - @PreaknessPiazza (830+ followers)

### Event Benefits

- Opportunity to display company banner
- Prominent logo placement on table top materials
- Recognition during event program
- Digital ad on Jumbotron
- 6 VIP tickets

### Post-Event Benefits

- Prominent logo with link on thank you email (573 recipients in 2016)
- Return on investment presentation within 45 days following event





# SPONSORSHIP OPPORTUNITIES



## SMARTY JONES SPONSOR \$5,000

### Pre-Event Benefits

#### Media

- Mention of support in press release

#### Print Materials

- Logo placement on event posters (150 distributed)  
Logo due 2/24
- Logo placement on event flyers (2,500 distributed)  
Logo due 2/24

#### Online & Social Media

- Logo with link on website sponsor page
- Logo with link on all promotional emails (avg. 3,000 recipients x 13 emails with a 34% open rate)
- 2 Facebook posts on event page – [www.facebook.com/PreaknessatPiazza](http://www.facebook.com/PreaknessatPiazza) (3,410+ likes)

- 1 Tweet via event handle - @PreaknessPiazza (700+ followers)
- 1 post via Instagram handle - @PreaknessPiazza (830+ followers)

### Event Benefits

- Logo placement on table top materials
- Recognition during event program
- Digital ad on Jumbotron
- 4 VIP tickets or 8 general admission tickets

### Post-Event Benefits

- Logo with link on thank you email (573 recipients in 2016)
- Return on investment presentation within 45 days following event

## FUNNY CIDE SPONSOR \$2,500

### Pre-Event Benefits


#### Online & Social Media

- Logo on website sponsor page
- Company listing on all promotional emails (avg. 3,057 recipients x 12 emails)
- 1 Facebook post on event page – [www.facebook.com/PreaknessatPiazza](http://www.facebook.com/PreaknessatPiazza) (3,410+ likes)
- 1 Tweet via event handle - @PreaknessPiazza (700+ followers)

### Event Benefits

- Company listing on table top materials
- Digital ad on Jumbotron
- 2 VIP tickets or 6 general admission tickets

### Post-Event Benefits

- Company listing on thank you email (573 recipients in 2016)
  - Return on investment presentation within 45 days following event
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## CITATION SPONSOR \$1,500

### Pre-Event Benefits

- Logo on website sponsor page
- 2 Tweets via event handle - @PreaknessPiazza (700+ followers)

### Event Benefits

- Company listing on table top materials
- Digital ad on Jumbotron
- 1 VIP ticket or 4 general admission tickets

## I'LL HAVE ANOTHER SPONSOR \$1,000

### Pre-Event Benefits

- Company name listed on website sponsor page

### Event Benefits

- Company listing on table top materials
- Digital ad on Jumbotron
- 2 general admission tickets





\_\_\_\_\_  
Company Name

\_\_\_\_\_  
Contact Name

\_\_\_\_\_  
Contact Position

\_\_\_\_\_  
Address

\_\_\_\_\_  
Address Line 2

\_\_\_\_\_  
City, State, Zip

\_\_\_\_\_  
Phone

\_\_\_\_\_  
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

\_\_\_ I would like to make a donation \$\_\_\_\_\_

**Please email a high resolution logo (EPS or JPEG format) that you wish to appear on our website and print materials to [maria.oberst@nmss.org](mailto:maria.oberst@nmss.org).**

We would also like to purchase additional tickets for **Preakness At The Piazza**:

\_\_\_ Single General Admission Ticket x\$89

\_\_\_ Single VIP Ticket x\$165

Ticket Discount Code \_\_\_\_\_

<b>Total:</b>
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**Payment Information:**

\_\_\_ Check enclosed (payable to the National MS Society)

\_\_\_ Please send me an invoice

**Charge my:**

Credit Card Number: \_\_\_\_\_

Expiration Date: \_\_\_\_\_ CVV: \_\_\_\_\_

Name (as it appears on card): \_\_\_\_\_

Signature: \_\_\_\_\_

**Please return the completed form to:**  
National Multiple Sclerosis Society  
ATTN: Maria Oberst  
30 S. 17<sup>TH</sup> Street, Suite 800  
Philadelphia, PA 19103  
Fax: 215.271.6122  
Email: [maria.oberst@nmss.org](mailto:maria.oberst@nmss.org)

Signature: \_\_\_\_\_

**For more information or to learn more about the MS Society please contact Maria Oberst at 267.765.5107 or [maria.oberst@nmss.org](mailto: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.