MileStones 2010

Honoring Phyllis Rubin
Co-founder of Bernie & Phyl’s Furniture
Recipient of the MS Hope Award

To benefit the National Multiple Sclerosis Society

Thursday, May 20, 2010
Westin Boston Waterfront
Boston, Massachusetts
What: MileStones 2010

- 300 to 500 affluent attendees from Boston, Metro West, South & North Shore
- Distinctive Auction
- Dinner and Entertainment
- Celebrating Phyllis Rubin’s commitment to family, the community and to creating a world free of MS

Who: Honoree Phyllis Rubin

Phyllis (Phyl) Rubin co-founded Bernie & Phyl’s Furniture with her husband Bernie in 1983. Phyl has played a pivotal role in helping grow the Norton, Massachusetts-based family business into one of the largest furniture retailers in New England and one of the top 100 furniture stores in the country. Today, she serves primarily as an advertising spokesperson with Bernie and her three children Larry, Rob, and Michelle, who all work in the company. Bernie & Phyl’s is a three-time winner of the prestigious Better Business Bureau’s Local “Torch Award for Excellence,” which is given to companies that embody the highest ethical standards. Phyl has supported hundreds of charitable organizations through Bernie & Phyl’s “Friends in Need” program, which donates furniture to organizations in need. In 2005, Phyl (and Bernie) received the “Champions of Mentoring Award” from Mass Mentoring Partnership for their good work in fostering the mentoring of children. In addition to her three children, Phyl considers her 10 grandchildren among her greatest achievements.

Event Chairs
Doug Bryant, Wells Fargo Bank
Larry Rubin, Bernie & Phyl’s Furniture

When: Thursday, May 20, 2010
Why: MileStones 2010 is an empowering way for corporate leaders to support 16,000 people in Massachusetts, New Hampshire, and Vermont who have multiple sclerosis. A primary goal of MileStones is to educate and motivate active business people, community leaders, and their families to make the National MS Society one of the nonprofit organizations they support on an on-going basis.

- Help fund research to find a cure
- Create corporate awareness and enhance your identity
- Great opportunity for employee involvement and/or incentive
- Potential category exclusivity for your brand(s)
- Opportunity for special promotion(s)
- Exposure to high income, highly educated, professional attendees

Where: Westin Boston Waterfront, Boston, Massachusetts
What is MileStones 2010?

MileStones 2010 celebrates individuals and organizations who have been instrumental in addressing the National Multiple Sclerosis Society’s challenge to create a world free of MS. This year, MileStones is presenting Phyllis Rubin with the MS Hope Award.

MileStones 2010 is one of the Central New England Chapter’s premier fundraising campaigns. It is an empowering way for corporate leaders to join the movement to find a cure for MS. Funds raised through MileStones help the National MS Society foster research to identify the cause of MS, develop treatments for MS, and ultimately, discover cures for MS.

While research is ongoing, the Chapter uses its financial resources to provide help for today through MS education, support, advocacy, and services for 16,000 individuals and families in Massachusetts, New Hampshire, and Vermont whose lives are affected by MS. The Chapter’s community-based efforts increase knowledge about the disease and available treatments, improve health and wellness through exercise and support, maximize independence at home and in the community, and advocate for public policies that support those with disabilities.

What is MS?

Multiple sclerosis is a chronic, unpredictable neurological disease. MS can cause blurred vision, loss of balance, poor coordination, slurred speech, tremors, numbness, extreme fatigue, problems with memory and concentration, paralysis, and blindness. These problems may be permanent, or they may come and go.

Most people with MS are diagnosed between the ages of 20 and 50, although children and teens can have MS, too. The unpredictable physical and emotional effects continue the rest of their lives. The progress, severity, and specific symptoms of MS in any one person cannot be predicted, but new treatments and advances in research offer hope to everyone affected by the disease.

MS affects more than 400,000 people in the U.S. and 2.5 million people worldwide. More than twice as many women as men are diagnosed with the disease.
### Sponsorship Opportunities

**MileStones 2010**

**SPONSORSHIP LEVEL**

<table>
<thead>
<tr>
<th>Amount</th>
<th>Company Name in Event Title</th>
<th>Logo/Name on Invitation</th>
<th>Company Rep, Presentation of Event</th>
<th>Program Listing</th>
<th>Seats</th>
<th>Display Materials or Products at Event</th>
<th>Display Banner and Customized Signage</th>
<th>Placement of Literature in Goody Bags</th>
<th>Company Name in Press Releases</th>
<th>Identification in Post-Event Publications</th>
<th>Recognition as Sponsor at GALA</th>
<th>Web Site Hyperlink</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>PRESENTING</strong></td>
<td>$50,000</td>
<td>Logo</td>
<td>Welcome</td>
<td>Centerfold Ad &amp; Logo</td>
<td>Two Title Tables (20)</td>
<td>●</td>
<td>Banner</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
</tr>
<tr>
<td><strong>PLATINUM</strong></td>
<td>$25,000</td>
<td>Name</td>
<td>Inside Cover Ad &amp; Logo</td>
<td>Platinum Table (10)</td>
<td>●</td>
<td>Banner</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>Logo</td>
</tr>
<tr>
<td><strong>MILESTONE</strong></td>
<td>$15,000</td>
<td>Name</td>
<td>Gold Page Ad &amp; Logo</td>
<td>MileStones Table (10)</td>
<td>●</td>
<td>Sign</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>Logo</td>
</tr>
<tr>
<td><strong>SILVER</strong></td>
<td>$10,000</td>
<td>Silver Page Ad &amp; Name Listing</td>
<td>Silver Table (10)</td>
<td>Sign</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>Logo</td>
<td></td>
</tr>
<tr>
<td><strong>VENUE, COCKTAIL RECEPTION, PRODUCTION</strong></td>
<td>$10,000</td>
<td>Silver Page Ad &amp; Name Listing</td>
<td>Silver Table (10)</td>
<td>Sign</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>Logo</td>
<td></td>
</tr>
<tr>
<td><strong>PROGRAM JOURNAL</strong></td>
<td>$10,000</td>
<td>Silver Page Ad &amp; Name Listing</td>
<td>Silver Table (10)</td>
<td>Sign</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>Logo</td>
<td></td>
</tr>
<tr>
<td><strong>INVITATION CENTERPIECE WINE</strong></td>
<td>$5,000</td>
<td>½ Page Ad &amp; Name Listing</td>
<td>Four</td>
<td>Sign</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>Name</td>
<td></td>
</tr>
<tr>
<td><strong>SILENT AUCTION GUEST GIFT PARKING</strong></td>
<td>$3,000</td>
<td>¼ Page Ad &amp; Name Listing</td>
<td>Two</td>
<td>Sign</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>Name</td>
<td></td>
</tr>
<tr>
<td><strong>AWARD COAT CHECK</strong></td>
<td>$1,500</td>
<td>¼ Page Ad &amp; Name Listing</td>
<td>One</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**Contact:** Lori Espino for more information about sponsorship opportunities.

E-mail: lori.espino@mam.nmss.org

Phone: 781-693-5123
Where do the Dollars go?

Here are some of the highlights of the many noteworthy programs we provide in Research, Education, Support, and Advocacy.

- **HOME LINKS** is the Central New England Chapter’s care management program. The goal of this program is to promote enhanced quality of life and independence for people living with MS who want to remain involved in their community. Home LINKS helps by providing information and referral, support, access to care, individualized care coordination, and self-advocacy tools.

- **PROMISE 2010** is an initiative of the National MS Society to target four highly promising and potentially expensive areas of MS research, programs, and care that could dramatically impact future disease management and lead to a cure. The Promise 2010 campaign targets four specific areas: Nervous System Repair and Protection, Pediatric MS Centers of Excellence, the Sonya Slifka MS Longitudinal Study, and the MS Lesion Project.

- **KIDS GET MS TOO** provides an opportunity for children and adolescents with MS, and their families, to meet others in similar situations, and to talk with the team of health professionals from the MassGeneral Hospital for Children Pediatric MS Center about the care of children and teens with MS.

- **MS INFORMATION AND RESOURCE CENTER** provides accurate and reliable information on all aspects of living with multiple sclerosis, including current research, treatment options, and community resources. Our professional staff and trained volunteers are available to find answers to your questions and to make referrals to appropriate resources.
In Good Company

The National Multiple Sclerosis Society, Central New England Chapter has formed mutually-beneficial partnerships with local and national organizations. Below are just some of the sponsors that support the National MS Society throughout the year.

- 100 FM The Pike & WXLO
- Abbott Laboratories
- Accorda Therapeutics
- Alliance Energy Corporation
- Bank of America
- Biogen Idec Foundation
- Caputo & Company
- Community Newspaper Company
- Data Associates
- Diversified Project Management
- DTZ FHO Partners
- Eastern Bank
- EMC Corporation
- EMD Serono, Inc.
- Global Partners LP
- Goulston & Storrs
- The Hanover Insurance Group
- Jones New York
- Lord & Taylor
- Strategic Quality Consulting, Inc.
- Teva Neuroscience
- WCVB-TV5
- Wells Fargo Bank
- Whole Foods Market
- WMUR-TV9
- WWLP-TV22
MS can stop people from moving forward in their lives.

The National Multiple Sclerosis Society is a collective of passionate individuals who want to do something about MS now. We are moving research forward by relentlessly pursuing prevention, treatment, and cure. We are moving to reach out and respond to individuals, families, and communities living with MS. We are moving politicians and legislation to champion the needs of people with MS through activism, advocacy, and influence. And, we are moving to mobilize the millions of people who want to do something about MS now.

Join the movement at MSnewengland.org

Studies show that early and ongoing treatment with an FDA-approved therapy can reduce future disease activity and improve quality of life for many people with multiple sclerosis. The National MS Society’s medical advisors recommend that people with MS talk with their health care professionals about using these medications and about effective strategies and treatments to manage symptoms. If you or someone you know has MS, please contact the National MS Society at nationalMSsociety.org or 1-800-344-4867 to learn more.

Join the Movement
For Sponsorship Information
Lori Espino
1 781 693 5123
lori.espino@mam.nmss.org
www.MSnewengland.org