



Fashion Plates

a fashion show and luncheon



SPONSORSHIP OPPORTUNITIES

November 18, 2011 11:30 a.m. - 1:30 p.m.

Sheraton Boston Hotel, Grand Ballroom, Boston, Massachusetts

Fashion Show presented by Ports & Company

To benefit the: 

National Multiple Sclerosis Society
Greater New England Chapter



"The key is keeping a positive attitude and enjoying every day. I don't know what the future brings but I know I feel good today!"

-Kerry Felice
Fashion Plates Model

"I always remind myself that my health is the most important thing in my life. You can't enjoy all the other amazing things that life brings unless you have good health. Your dust bunnies and your dirty laundry are always going to be there waiting for you."

-Caroline Krantz
Fashion Plates Model



Fashion Plates, a fashion show and luncheon, is a premier fundraising event of the Greater New England Chapter of the National Multiple Sclerosis Society. An important goal of Fashion Plates is to educate and motivate active business people and community leaders to make the National MS Society one of the nonprofit organizations they support on an on-going basis. More than 400 attendees will enjoy an afternoon of fashion, jewelry, food and fun in an effort to raise much needed funding for vital MS research, education, support, services, and advocacy. Baskets filled with distinctive items, such as spa retreats, nights on the town, and more valued at \$1,500 or greater are raffled during the afternoon.

"While laughter is an important tool when living with a chronic illness, having a strong support system is essential. I am grateful for my family and friends. They have taught me to focus on finding joy in every day."

-Patty Thorpe
Fashion Plates Model



Contact: Staci Colby at staci.colby@nmss.org or 781-693-5120



Fashion Plates enables corporate leaders and dedicated individuals to join the movement to create a world free of MS. Through your participation in Fashion Plates you will:

- * Help fund research to find a cure
- * Build corporate awareness and enhance your identity
- * Create an opportunity for employee involvement and/or incentive
- * Gain exposure to high income, highly educated, professional attendees
- * Receive special promotional opportunity (product, promotions, etc.)
- * Experience year-round promotional opportunities on social media and email campaigns



"I live with my MS by embracing the motto: Believe, Hope, Inspire. I stay positive. I truly believe I was given this disease to help educate others and garner awareness."

-Susan Howard
Fashion Plates Model



In its sixth consecutive year, *Fashion Plates* celebrates "Real Women, Real Stories." We are delighted that women with MS and their loved ones are participating once again in this exciting fashion show. The afternoon is an inspiring look at amazing women, whose lives are affected by this often disabling disease. We are honored to tell their stories as they move forward in life and on the runway modeling the hippest 2011/2012 fashions.

Contact: Staci Colby at staci.colby@nmss.org or 781-693-5120



In Good Company

The National Multiple Sclerosis Society, Greater 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.

- Abbott Laboratories
- Accorda Therapeutics
- Alliance Energy Corporation
- Bank of America
- Bernie & Phyl's Furniture
- Biogen Idec
- Blue Cross Blue Shield
- Boston Benefit Partners, LLC
- Boston Globe
- Boston Herald
- Caputo & Company
- Data Associates
- Diversified Project Management
- Eastern Bank
- EMC Corporation
- EMD Serono, Inc.
- FHO Partners
- Genzyme
- Global Partners LP
- Goulston & Storrs
- Hannaford
- iCapital
- L.L. Bean, Inc.
- Pinnacle Financial Group
- Riemer & Braunstein LLP
- Ropes & Gray LLP
- Sealy
- TD Bank
- Teva Neuroscience
- WCVB-TV5
- Wells Fargo Bank
- Whole Foods Market

"There are tough days, but I put on a smile and trust in my strength to get me through - tomorrow will always be better. I am a firm believer in helping others, and when I give of myself it makes me feel great."

*-Claire Nowlan
Fashion Plates Model*

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Where do the Dollars Go?

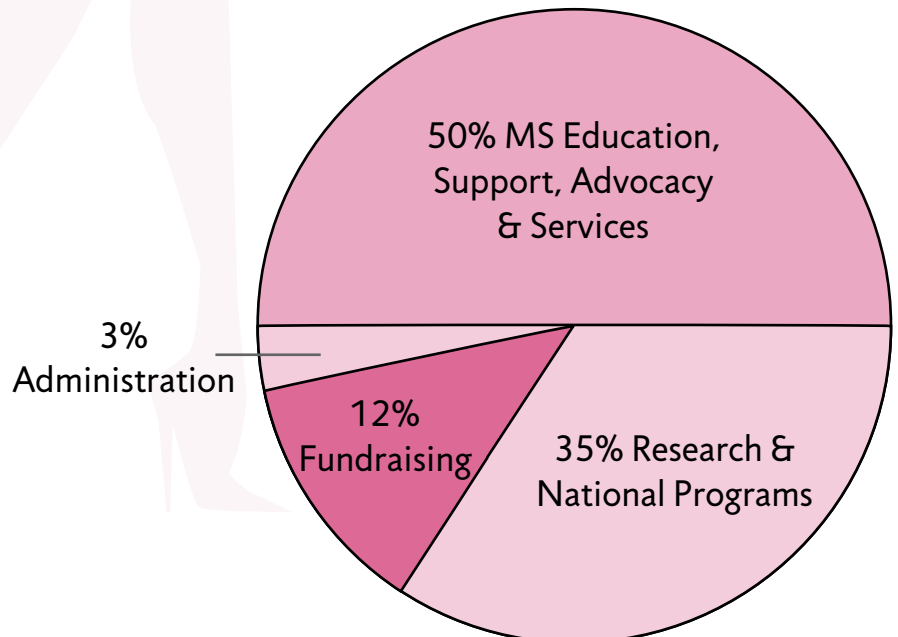


"MS has taught me to set limits, to focus on what's really important, and to take better care of myself—physically, emotionally, and spiritually. I try to stay positive and find the funny."

-Julie Baker
Fashion Plates Model



- * **LOCAL MS RESEARCH** There are more than \$20 million at work in National MS Society research spending on more than 40 different research projects and fellowships at over a dozen academic, scientific, and research institutions in the chapter area, Maine, Massachusetts, New Hampshire, and Vermont.
- * **HOME LINKS** is the Greater New England Chapter's care coordination program. The goal of Home LINKS 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.
- * **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.



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**National
Multiple Sclerosis
Society**
Greater
New England
Chapter

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, but even teenagers and young children can have MS. 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 have MS.

Join the Movement

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.

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. Talk to your health care professional and contact the National MS Society at www.MSnewengland.org or 1-800-344-4867 to learn about ways to help people with multiple sclerosis and about current research that one day may reveal a cure.

Create a world free of MS

For Sponsorship Information

Staci Colby
781 693 5120
staci.colby@nmss.org
www.MSnewengland.org

SPONSORSHIPS

PRESENTING SPONSOR \$10,000
 Fashion Plates Presented by Company name in event title; Logo on invitation; One table of 10 seats; centerfold Ad* (2 pages) & Logo Listing in Program; Banner (sponsor provided); Logo Projection and Signage as Presenting Sponsor; Website Logo.

PLATINUM SPONSOR \$7,500
 Logo on Invitation; Six tickets; Full Page Ad* and Logo Listing (Back Cover Ad for 1st responder); Banner (sponsor provided); Logo Projection and Signage as Platinum Sponsor; Website Logo.

DIAMOND SPONSOR \$5,000
 Name Line on Invitation; Four tickets; Full Page Ad* and Name Listing; Banner (sponsor provided); Signage Recognition as Diamond Sponsor; Website Logo.

EMERALD SPONSOR \$3,000
 Two tickets; 1/2 Page Ad* and Name Listing; Signage Recognition as Emerald Sponsor; Website Logo.

RUBY SPONSOR \$2,000
 Two Tickets; 1/4 Page Ad* and Name Listing; Signage Recognition as Ruby Sponsor; Website Logo.

CENTERPIECE SPONSOR \$1,000
 Signage at Guest Tables; 1/4 Page Ad*.

RECEPTION TABLE SPONSOR \$1,000
 Signage at Reception Table; 1/4 Page Ad*.

PROGRAM JOURNAL ADS*	WEBSITE
Full Page \$600	Logo \$1,000
1/2 Page \$400	Name \$500
1/4 Page \$250	

TABLES AND TICKETS	
Table @ \$1,000	Ticket @ \$100
• Table of 10	• One Ticket

*All ads must be received by October 28, 2011.
 A description of fully prepared advertisement requirements will be sent to you as soon as we receive your reservation for the program.

PLEASE RESERVE THE FOLLOWING:

SPONSORSHIP

- Presenting Sponsor \$10,000
- Platinum Sponsor \$7,500
- Diamond Sponsor \$5,000
- Emerald Sponsor \$3,000
- Ruby Sponsor \$2,000
- Centerpiece Sponsor \$1,000
- Reception Table Sponsor \$1,000

A LA CARTE

- Full Page Ad* and Name listing \$600
- 1/2 Page Ad* and Name listing \$400
- 1/4 Page Ad* and Name Listing \$250
- Model Profile \$250
 - with 1/4 Page Ad* \$350
- Product/Literature in Goody Bags \$500
- Exposition Table at Event \$1,000
- Website Hyperlink-Logo \$1,000
- Website Hyperlink-Name \$500

TABLES AND TICKETS

Please indicate the number needed

- ___ Tables @ \$1,000
 ___ Tickets @ \$100

Name _____
 Title _____
 Company _____
 Address _____
 City, State, Zip _____
 Phone _____
 Fax _____
 Email _____
 ___ Please accept the enclosed amount of \$ _____
 ___ Check Payable to NMSS enclosed
 ___ AMEX ___ VISA ___ MC ___ DISC
 Card # _____ Exp. _____
 Signature _____

Please return this form in the enclosed envelope, via fax or mail to:
 Fashion Plates, National Multiple Sclerosis Society,
 Greater New England Chapter
 PO Box 845945, Boston, MA 02284-5945
 Fax: 781-890-2089

Contact: Staci Colby at staci.colby@nmss.org or 781-693-5120