



**Partnering with the National MS Society is a good community investment, while being a good business investment.**

- ◇ Align with a well-respected 501(c)(3) organization who maintains a broad base of devoted consumers.
- ◇ Provide a great opportunity for employee engagement, whether it is team building in a group volunteer experience or training for an MS event.
- ◇ Year-round promotional opportunities.
- ◇ Capture the attention of a new audience.
- ◇ Brand your business as a community supporter.



We invite your company to join our efforts and become a sponsor

# MS Harborfest

August 18-20, 2017

For 36 years, the MS Harborfest has attracted thousands of participants, volunteers and spectators who come together to cumulatively raise over \$3 million to help end the devastating effects of multiple sclerosis. Because of the community's continued dedication, the MS Harborfest remains the largest charity sailing event in New England and a highly anticipated annual event on the Portland Waterfront. The MS Harborfest is a weekend-long event of waterfront activities including sailboat and tugboat parades, a charity auction, tugboat muster, lobster boat racing, and post-event parties and award ceremonies.

The MS Harborfest is a unique maritime festival, one that has proven to draw businesses, donors and sailors together in an exciting, competitive, and visible way.

## IMPACT OF PARTNERSHIP

*The complexity of MS necessitates a comprehensive approach that will uncover solutions for everyone.*

**WE DEVELOP, DELIVER, AND LEVERAGE RESOURCES TO ENHANCE CARE FOR PEOPLE WITH MS AND QUALITY OF LIFE FOR ALL THOSE AFFECTED BY THE DISEASE.**

*Our MS Information Resource Center helped 1,799 individuals connect with local resources.*

*We provided \$208,782 in direct financial assistance to 397 people.*

*We helped over 500 people cope with the emotional challenges MS can bring.*

**WE ARE A DRIVING FORCE OF MS RESEARCH AND TREATMENT TO STOP DISEASE PROGRESSION, RESTORE FUNCTION, AND END MS FOREVER**

*Recruited more than 800 new MS researches to the field.*

*Established the MS field of nerve and myelin repair.*

*\$870 Million in research funding to date with 16 FDA approved therapies.*

## Why we race for a cure...

*Due to the stair lift being installed in my home, I feel safe and don't worry about falling down the stairs. Also because I was having difficulty climbing the stairs to get into my home due to my worsening symptoms, I am now able to stay in my home. I am so thankful for the National Multiple Sclerosis Society and the generosity of all the donors who help people with MS.*

*Elaine (diagnosed 2004)*

Visit [www.MSharborfest.org](http://www.MSharborfest.org) or contact Sue Tidd 1.207.781.2088 / [sue.tidd@nmss.org](mailto:sue.tidd@nmss.org)

## Sponsorship Levels

Sponsorship Levels and Benefits	<b>Presenting</b> <b>\$10,000</b>	<b>Captain</b> <b>\$5,000</b>	<b>Harbormaster</b> <b>\$3,000</b>	<b>Yeoman</b> <b>\$1,500</b>	<b>Showcase</b> <b>\$1,000</b>
Logo placement on marketing materials	●	●	Name only	Name Only	
Complimentary ad in MS Auction Booklet	Full page inside front cover	Full Page	Half page	Quarter Page	Listing
Company provided banner displayed	Throughout weekend	At sponsored event	At sponsored event	At sponsored event	At booth
Event guest passes	Table for 10 at Auction 10 guest passes at Regatta Post Race Celebration	8 passes MS Auction & MS Regatta Post Race Celebration	6 passes MS Auction & MS Regatta Post Race Celebration	4 passes MS Auction & MS Regatta Post Race Celebration	2 guest passes MS Regatta Post Race Celebration
Logo with link on webpage	●	●	●	Logo only	Listing
Sponsor Showcase	●	●	●	●	●
Watch Regatta from VIP power boat	8 representatives	4 representatives	2 representatives		
Be part of the Sunday Races on a Tug Boat	10 representatives	4 representatives	2 representatives		

### I Live with MS Sponsorship: MS Benefit Auction

**\$1,000**

Donna McGrew lives with MS as does her sister Vicki. Donna volunteers during the MS Harborfest Weekend and has Walk and Bike MS Teams.



People who participate in the MS Harborfest Weekend may do so to support family members, friends or co-workers who have been diagnosed with multiple sclerosis. *I Live with MS* connects corporate community partners with a person with MS and/or families who have been impacted by MS in an effort to raise awareness about this devastating disease. Sponsorship dollars also fund vital research initiatives and provide local services such as financial assistance and case management.

Sponsor one of **ten** Silent Auction Tables for Friday night's MS Benefit Auction. Sponsorship includes:

- \* Company Logo or Name prominently displayed on sponsored silent auction table
- \* Complimentary half page ad on Ambassador page in Auction Booklet
- \* 6 tickets to the MS Benefit Auction

Sponsors will be connected with their Table Ambassador prior to the event hear their story and learn how your sponsorship will help in the fight against MS.