

[ 10.19.12 ]

# A Night of Hope

[ 7th Annual Gala ]



## **MDA**<sup>®</sup> Muscular Dystrophy Association ALS DIVISION

### **ABOUT THE EVENT**

ALS, or Lou Gehrig's Disease is a tragic illness, incurable, and starved for new science. Given the relatively few number of people suffering from it (about 30,000 annually), it's a major undertaking to educate and interest potential donors, corporations, big pharma, etc.. But there is real hope on the horizon, and it comes in a significant, hometown package.

In Atlanta, on October 19th this year, the largest Gala in the southeast is planned, to specifically raise money to battle Lou Gehrig's Disease. The *7th Annual Night of Hope Gala* is a premier, black tie affair where over 600 corporate and professional leaders gather at the InterContinental Buckhead to celebrate scientific research, and life to the fullest.

### **BRANDING OPPORTUNITIES/EXPOSURE**

#### **PRE EVENT:**

- Over 578 hits thus far on MDA Night of Hope website; all sponsors receive logo placement on the event website
- Sponsor recognition will appear on a pre event mailing which will include the live and premier silent auction items (over 5000 mailing list)
- Sponsor recognition on MDA Facebook pages (includes Regional Facebook along with two District Offices)
- Sponsor recognition in pre event press release which includes articles with prominent media outlets such as AJC, Fox 5 News, and 11 Alive News

#### **EVENT DAY:**

- All sponsors will be recognized in Event Program which will be distributed during the Night of Hope Gala (600 guests anticipated)
- Sponsor recognition will be displayed on Bid Pal handheld devices which will be distributed to guest at event
- Sponsor recognition will be displayed on event screens in Ballroom during the event
- Sponsors will be recognized as "table sponsor" with signage

#### **POST EVENT:**

- Two digital billboard placement acknowledging ALS Winner Sponsors (\$10,000 level) from October 20-October 31 (placements off of I-85 and Cheshire Bridge; Peachtree at Piedmont)
- Three full print post event ads in Social Season, Atlanta Magazine, and Jezebel Magazine will include a thank you with logos to all of our sponsors (distributed to over 40,000 households)
- Sponsor recognition in post event thank you mailing which will be distributed to over 10,000 MDA families across four states (includes offices in Kentucky, Tennessee, Georgia, and South Carolina)