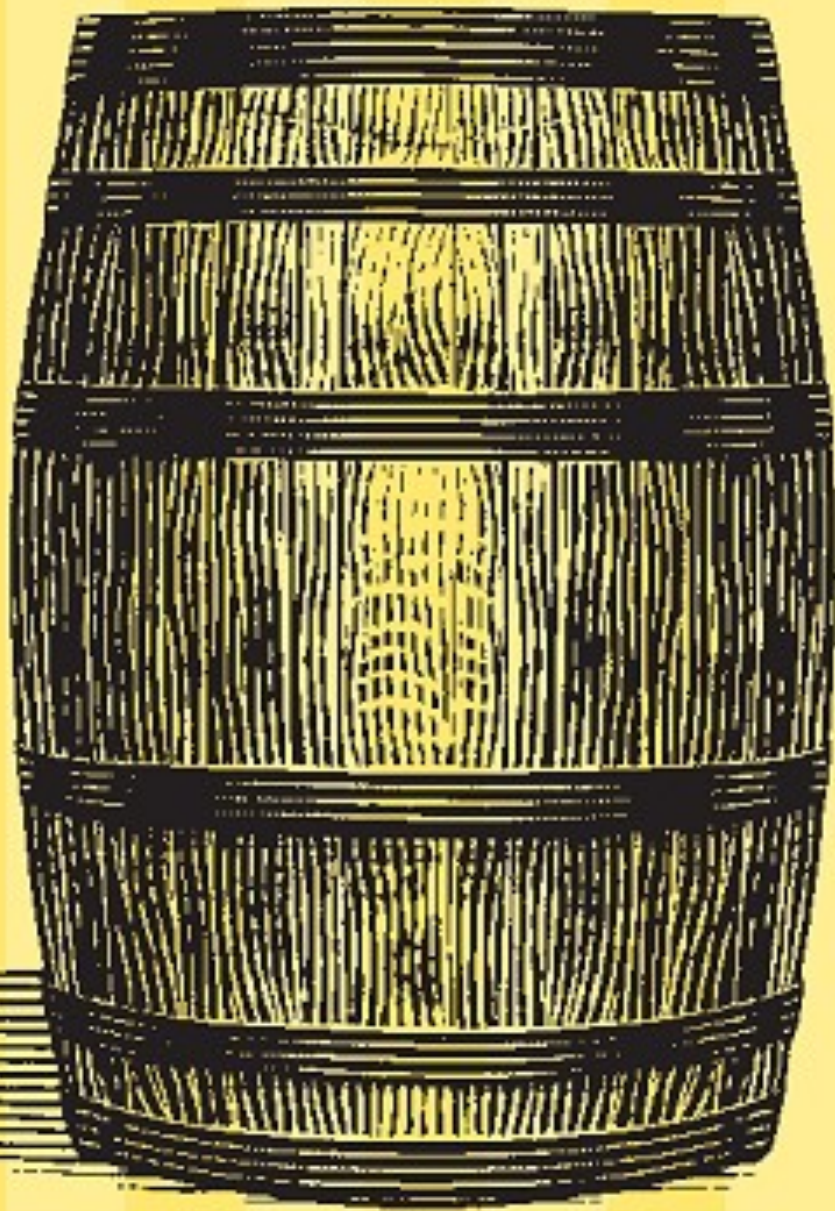


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Bourbon · BBQ · Music · NFL Playoffs  
50+ Bourbons will be available for tasting

**The Haven**  
Sunday Jan 20, 2019



National  
Multiple Sclerosis  
Society  
Alabama-Mississippi  
Chapter



# BourbonHam

The support provided by our corporate partners is an integral component in the fight against multiple sclerosis that helps fund local program, services and breakthrough research.

The Alabama-Mississippi Chapter offers a variety of sponsorship packages for **BourbonHam**, ranging from cash and in-kind contributions to underwriting opportunities. Benefits provided to sponsors increase proportionally as support does. Regardless of the sponsorship level, we are interested in establishing long-term relationships with all of our partners.

## Sponsorship Levels

Presenting	\$5,000.00
Barrel Proof	\$2,500.00
Single Barrel	\$1,000.00
Small Batch	\$500.00



The **General Benefits Package** listed below is associated with **each level** of sponsorship.

- Association with a successful event that caters to young professionals committed to improving our community and the lives of those affected by multiple sclerosis.
- Right to use the official event logo and National MS Society logo in all of your Sponsor's marketing and promotional activities from date of signed agreement through January 2019
- Positive contact with hundreds of people through "day of" branding opportunities, invitations, posters, social media, and print/broadcast media.
- Presence in thousands of homes and businesses throughout the state of Alabama and Mississippi



## Presenting Sponsor Benefits

\$5,000

- 25 complimentary tickets (entitles guest to 5 Bourbon pours + BBQ)
- 2 reserved tables in a premier location at the event
- **Sponsor** name included in every mention of BourbonHam as "BourbonHam presented by *Sponsor*"
- **Sponsor** name incorporated into social media posts, press releases & special features sent to media
- **Sponsor** logo and web site link incorporated into BourbonHam feature page at Chapter website - [www.nationalmssociety.org/alc](http://www.nationalmssociety.org/alc), any TV, radio and/or print PSAs
- **Sponsor** logo listed on 1,200 tasting menus distributed at the event
- **Sponsor** logo on 250 commemorative BourbonHam promotional posters



## Barrel Proof Sponsor Benefits

\$2,500

- 15 complimentary tickets (entitles guest to 5 Bourbon pours + BBQ)
- 1 reserved table in a premier location for the event
- Recognition by the emcee during BourbonHam event
- **Sponsor** name incorporated into social media posts, press releases & special features sent to print media
- **Sponsor** logo incorporated into BourbonHam feature page at Chapter website - [www.nationalmssociety.org/alc](http://www.nationalmssociety.org/alc)
- **Sponsor** logo listed on 1,200 tasting menus distributed at the event
- **Sponsor** name on 250 commemorative BourbonHam promotional posters



## Single Barrel Sponsor Benefits

\$1,000

- 10 complimentary tickets (entitles guest to 5 Bourbon pours + BBQ)
- **Sponsor** name incorporated into BourbonHam feature page at Chapter website— [www.nationalmssociety.org/alc](http://www.nationalmssociety.org/alc)
- **Sponsor** logo listed on 1,200 tasting menus distributed at the event
- **Sponsor** name on 250 commemorative BourbonHam promotional posters



## Small Batch Sponsor Benefits

\$500

- 5 complimentary tickets (entitles guest to 5 Bourbon pours + BBQ)
- **Sponsor** name incorporated into BourbonHam feature page at Chapter website— [www.nationalmssociety.org/alc](http://www.nationalmssociety.org/alc)
- **Sponsor** logo listed on 1,200 tasting menus distributed at the event

SPONSORSHIP BENEFITS	\$5,000	\$2,500	\$1,000	\$500
25 Tickets (entitles gues to 5 bourbon pours + BBQ)	X			
2 Reserved Tables, center stage	X			
Name included in all materials as "BourbonHam presented by <i>Sponsor</i> " and included in any TV, radio, print or PSAs.	X			
Ability to make remarks at event	X			
Branding of event and pre-event media	X			
15 Tickets (entitles guests to 5 bourbon pours +BBQ)		X		
1 Reserved Table, premier location		X		
Name/logo incorporated into social media posts, press releases & special features sent to media	X	X		
10 Tickets (entitles guests to 5 bourbon pours + BBQ)			X	
Marketing and branding opportunities available for extra purchase	X	X	X	
Sponsor recognition by emcee during event	X	X	X	
5 Tickets (entitles guests to 5 bourbon pours + BBQ)				X
Logo listed on 1,200 tasting menus distributed at event	X	X	X	X
Logo and website link incorporated into BourbonHam feature page at Chapter website, <a href="http://www.nationalIMSociety.org/alc">www.nationalIMSociety.org/alc</a> .	X	X	X	X
A/V Recognition during event	X	X	X	X
Logo Listed on 1,200 tasting menus distributed at event	X	X	X	X

## ADDITIONAL BRANDING OPPORTUNITIES AVAILABLE

### Presenting Sponsor

- VIP Lounge (\$1,000)
- Wrist Bands (\$1,500)

### Barrel Proof Sponsors:

- Cigar Tent (\$1,000)
- Welcome Bar (\$500)
- Food Tent (\$1750)

### Single Barrel Sponsors:

- Tasting Station 1 (\$1,000)
- Tasting Station 2 (\$1,000)
- Tasting Station 3 (1,000)



# BourbonHam

Thank you for helping the National Multiple Sclerosis Society in our efforts to create a world free of MS. This agreement confirms that the dollar amount stated below will serve as sponsorship to underwrite the cost of the event. In return for sponsorship, we will provide you with name recognition and all of the benefits associated with the level of sponsorship. Your support generates funds that are changing lives of those that live with MS!

**YES!** Our organization would like to sponsor **BourbonHam**

		Check One Option	
Presenting	\$5,000.00	<input type="checkbox"/>	_____
<i>Includes 25 Tickets</i>			
Barrel Proof	\$2,500.00	<input type="checkbox"/>	_____
<i>Includes 15 Tickets</i>			
Single Barrel	\$1,000.00	<input type="checkbox"/>	_____
<i>Includes 10 tickets</i>			
Small Batch	\$500.00	<input type="checkbox"/>	_____
<i>Includes 5 tickets</i>			
Tickets	\$50 each	No.	_____
I cannot attend, but would like to donate \$ _____			



Please complete and sign the Sponsorship Agreement below and mail, fax, or email to Mandy Peterson (mandy.peterson@nmss.org) at the National Multiple Sclerosis Society .

Organization Name: \_\_\_\_\_

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

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

Address: \_\_\_\_\_

Phone: \_\_\_\_\_

Fax: \_\_\_\_\_