

BOURBONHAM  
2022

# Partnership Opportunities

Sunday, January 30

[www.Bourbonham.com](http://www.Bourbonham.com)



# GIVING THRU SPIRITS

## EVENT DETAILS

Bourbonham is Birmingham's premier Bourbon and BBQ event benefitting the National MS Society. Whether you are a bourbon aficionado or novice, Bourbonham is a must for all to experience. Over the past 7 years, Bourbonham has grown not only in size and demand, but in reputation. This year we are moving to a new venue to host 1,500 bourbon lovers from around the south. Patrons will have the opportunity of tasting a selection of over 100 different bourbons/whiskeys along with delicious BBQ to indulge in while listening to live music, engaging in educational seminars and watching football. For more information and details visit [Bourbonham.com](http://Bourbonham.com).

## ABOUT MULTIPLE SCLEROSIS

Multiple sclerosis is an unpredictable, often disabling disease of the central nervous system. There is currently no cure for MS. Symptoms vary from person to person and range from numbness and tingling, to mobility challenges, blindness and paralysis. An estimated 1 million people live with MS in the United States. Most people are diagnosed between the ages of 20 and 50 and it affects women three times more than men.

## ABOUT THE NATIONAL MS SOCIETY

The National MS Society, founded in 1946, funds cutting-edge research, drives change through advocacy, and provides programs and services to help people affected by MS live their best lives. Our mission Connect to learn more and get involved: [nationalMSSociety.org](http://nationalMSSociety.org), [Facebook](#), [Twitter](#), [Instagram](#), [YouTube](#) or 1-800-344-4867.



National  
Multiple Sclerosis  
Society



**We offer a variety of sponsorship packages and are happy to discuss ways to tailor a specific proposal to meet your company's needs. Benefits provided to each sponsor increase proportionally as support does. Regardless of the sponsor level, we are interested in establishing a long-term relationship with all of our partners who advance our vision of world free of MS.**



# Sponsorship Levels

## **PRESENTING SPONSOR \$15,000**

### Participation Benefits

- 30 complimentary sponsor tickets (entitles guests to 2 VIP pours + 5 patron bourbon pours + BBQ)
- Reserved Presenting Sponsor Lounge for you and your guests stocked with private food, beverages and other Bourbonham hospitality items
- 1-hour early access to Bourbonham
- Sponsor name included in every mention of Bourbonham as “Bourbonham Presented By Your Company”

Company name and logo have prominent placement and customized recognition on:

- Event promotional materials and event communications, including emails and social media posts
- Co-branded signage in event areas and digital Save the Date and digital invitation (1,500+ distributed)
- Logo acknowledgment and link to company website on event website and social media
- Sponsor logo listed on 1,500 Bourbonham tasting menus distributed at the event

The word 'BOURBONHAM' in a large, bold, black, sans-serif font. The 'O's are stylized with horizontal lines. The text is overlaid on a background of several bottles of bourbon, with a yellow label visible on the right side.

# BOURBONHAM



## BARREL PROOF SPONSOR \$7,000

### Participation Benefits

- 6 Sponsor lounge Tickets (entitles guest to 2 special VIP pours + 5 Patron Bourbon pours + BBQ+ 1 hour early access)
- 12 complimentary patron tickets (entitles guest to 5 Patron Bourbon pours + BBQ)
- 2 reserved tables during event (16 total seats)
- Opportunity to sponsor one signature detail:

#### Valet

- Signage & promotional item placed in all cars parked by the valet team

#### BBQ Sponsor

- Signage & company name on meal ticket

#### VIP Commemorative Glassware

- Logo on VIP lowball glasses

#### Bar

- Signage and opportunity to place promotional items at bar

#### MS Medical Milestones

- Showcase history of breakthroughs in MS research since 1946

#### Blues Band

- Signage and recognition from Emcee

Company name and logo have placement and customized recognition on:

- Event promotional materials and event communications, including emails and social media posts
- Signage for your signature detail and digital Save the Date and digital invitation (1,500+ distributed)
- Logo acknowledgment and link to company website on event website and social media
- Sponsor logo listed on 1,500 Bourbonham tasting menus distributed at the event



**BOURBONHAM**  
GIVING THRU SPIRITS



# GIVING THRU SPIRITS

## **BOURBON TRAIL SEMINAR SPONSOR \$5,000**

Industry professionals are invited to host four 30-minute seminars during the event. This is your opportunity to have a captured audience of 50+ attendees in a private room on our "Bourbon Trail" to promote your product and brand with an educational seminar. Includes 15 complimentary patron tickets (entitles guest to 5 Patron Bourbon pours + BBQ)

### Company Recognition

- Listing on Bourbonham website and social media
- Your seminar and description listed on 1,500 Bourbonham tasting menus distributed at the event

### Seminar Schedule

Seminars will be held on the half hour of every hour with 30 minute breaks between sessions. 2:30–3 p.m., 3:30–4 p.m., 4:30–5 p.m., 5:30–6 p.m.

## **SINGLE BARREL SPONSOR \$5,000**

### Participation Benefits

- 6 Sponsor Lounge Tickets (entitles guest to 2 special VIP pours + 5 Patron Bourbon pours + BBQ + 1 hour early access)
- 10 complimentary patron tickets (entitles guest to 5 Patron Bourbon pours + BBQ)
- 1 reserved table during event (8 total seats)

Company name and logo have placement and customized recognition on:

- Logo acknowledgment and link to company website on event website and social media
- Sponsor logo listed on 1,500 Bourbonham tasting menus distributed at the event
- Verbal recognition by event Emcee



## **SMALL BATCH SPONSOR \$2,500**

### Participation Benefits

- 4 Sponsor Lounge Tickets (entitles guest to 2 special VIP pours + 5 Patron Bourbon pours + BBQ + 1 hour early access)
- 8 complimentary patron tickets (entitles guest to 5 Patron Bourbon pours + BBQ)

Company name and logo have placement and customized recognition on:

- Logo acknowledgment and link to company website on event website and social media
- Sponsor logo listed on 1,500 Bourbonham tasting menus distributed at the event
- Verbal recognition by event Emcee

## **BOTTLED IN BOND SPONSOR \$1,500**

### Participation Benefits

- 2 Sponsor Lounge Tickets (entitles guest to 2 special VIP pours + 5 Patron Bourbon pours + BBQ + 1 hour early access)
- 4 complimentary patron tickets (entitles guest to 5 Patron Bourbon pours + BBQ)

Company name and logo have placement and customized recognition on:

- Logo acknowledgment and link to company website on event website and social media
- Sponsor logo listed on 1,500 Bourbonham tasting menus distributed at the event
- Verbal recognition by event Emcee



**National  
Multiple Sclerosis  
Society**



# Bourbonham 2022

## Partnership Commitment Form

YES! We would like to Join the Movement® to achieve a world free of MS by becoming a sponsor

Company Name \_\_\_\_\_

Company Contact \_\_\_\_\_

Address \_\_\_\_\_

Email \_\_\_\_\_

Phone \_\_\_\_\_

Sponsorship Level (Please select one)

☐ Presenting | \$15,000

☐ Barrel Proof | \$7,000

☐ Bourbon Trail Seminar | \$5,000

☐ Single Barrel | \$5,000

☐ Small Batch | \$2,500

☐ Bottled in Bond | \$1,500

### SPONSOR ACKNOWLEDGEMENT

The Society agrees to identify and acknowledge the Sponsor as a sponsor of select Fundraising Events, as permitted in connection with qualified sponsorship payments under Section 513(i) of the Internal Revenue Code and the Treasury regulations thereunder. In the event this agreement is terminated by the Society for cause, or if the event referenced herein is cancelled, transitioned to virtual, or otherwise materially altered due to a force majeure event (including but not limited to: acts of God, floods, fire, weather, terrorism, war, riot, disaster, pandemic, catastrophe, strikes, lock-outs, or other work stoppage event), the Sponsor will not be entitled to a refund of any money already paid to the Society nor will the Sponsor be relieved of any payment obligations under this agreement.

### SPONSOR DELIVERABLES

The contributions described in this Section will constitute consideration by the Sponsor solely for its right to sponsor the Society and select Fundraising Events and to be identified and acknowledged by the Society as a sponsor. Such consideration is in no way compensation or reimbursement for services rendered, activities undertaken by the Society on behalf of the Sponsor, or income from a partnership or co-venture between the parties. To the extent that any payment or portion thereof described herein is deemed by the Internal Revenue Service not to be qualified sponsorship payment under Section 513(i) of the Internal Revenue Code, such payment or portion there will be segregated and treated as separate from any qualified sponsorship payment(s)

Sponsor Signature \_\_\_\_\_

Date \_\_\_\_\_

Sponsor Contact Name (First Name, Last Name) \_\_\_\_\_

Title \_\_\_\_\_



Kate Schroeder | Manager, Leadership Events  
National MS Society 2200 Woodcrest Place, Suite 230  
Birmingham, AL 35209  
334.546.4231  
Katlin.Schroeder@nmss.org