



# 19th Annual Race to Erase MS

May 18, 2012



## MAJOR SPONSOR

- Yes, I/We would like to become a Major Sponsor (Fair Market Value \$250 per ticket) ..... \$100,000  
Major Sponsor seating for twelve (12) special Major Sponsor Gift, 2-Page ad in the exclusive Major Sponsor Tribute Ad and recognition as a Major Sponsor in all printed materials.

## DIAMOND SPONSOR

- Yes, I/We would like to become a Diamond Sponsor (Fair Market Value \$250 per ticket) ..... \$75,000  
Diamond seating for twelve (12), 2-Page ad in Diamond Tribute Ad, and recognition as a Diamond Sponsor in all printed materials.

## PLATINUM SPONSOR

- Yes, I/We would like to become a Platinum Sponsor (Fair Market Value \$250 per ticket) ..... \$50,000  
Platinum seating for twelve (12), Full-Page ad in Platinum Tribute Ad, and recognition as a Platinum Sponsor in all printed materials.

## GOLD SPONSOR

- Yes, I/We would like to become a Gold Sponsor (Fair Market Value \$250 per ticket) ..... \$25,000  
Gold seating for ten (10), Full-Page ad in Gold Tribute Ad, and recognition as a Gold Sponsor in all printed materials.

## SILVER SPONSOR

- Yes, I/We would like to become a Silver Sponsor (Fair Market Value \$250 per ticket) ..... \$15,000  
Silver seating for six (6), Full-Page ad in Silver Tribute Ad, and recognition as a Silver Sponsor in all printed materials.

## BRONZE SPONSOR

- Yes, I/We would like to become a Bronze Sponsor (Fair Market Value \$250 per ticket) ..... \$10,000  
Bronze seating for four (4), Full-Page ad in Bronze Tribute Ad, and recognition as a Bronze Sponsor in all printed materials.

## GOLD PATRON COUPLE

- Yes, I/We would like to become a Gold Patron Couple (Fair Market Value \$250 per ticket) ..... \$ 5,000  
Gold Patron seating for two (2).

## GOLD PATRON INDIVIDUAL

- Yes, I would like to become a Gold Patron Individual (Fair Market Value \$250 per ticket) ..... \$ 2,500  
Gold Patron seating for one (1).

## INDIVIDUAL SEATING

- Please reserve \_\_\_\_\_ Individual Ticket(s) (Fair Market Value \$250 per ticket) ..... \$1,000

## TRIBUTE AD

- Platinum Page (7 1/2" X 10") ..... \$2,000
- Gold Page (7 1/2" X 10") ..... \$1,500
- Silver Page (7 1/2" X 10") ..... \$1,000
- Bronze Page (7 1/2" X 10") ..... \$750
- Full Page B&W (7 1/2" X 10") ..... \$500
- Half Page B&W (7 1/2" X 4 3/4") ..... \$250

**PLEASE SEE THE REVERSE SIDE FOR TRIBUTE AD SPECIFICATIONS**

**TRIBUTE AD DEADLINE APRIL 6, 2012**

Please list my/our name(s) as follows: \_\_\_\_\_

- Enclosed is a tax-deductible donation in the amount of \$ \_\_\_\_\_

Name \_\_\_\_\_ Email \_\_\_\_\_

Home Address \_\_\_\_\_ City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Business Name \_\_\_\_\_

Business Address \_\_\_\_\_ City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Home Phone \_\_\_\_\_ Business Phone \_\_\_\_\_

Credit Card # \_\_\_\_\_ CV # \_\_\_\_\_ Exp. \_\_\_\_\_

Please make checks payable to: NANCY DAVIS FOUNDATION FOR MS

Tax I.D. # 84-1238541

**Please return this form  
with your ad copy and check to:**

**Nancy Davis Foundation for MS**  
1801 Avenue of the Stars, Suite 1400  
Los Angeles, CA 90067  
www.erasems.org

**For more information:  
(310) 440-4842**

# **Race to Erase MS**

## **TRIBUTE AD SPECIFICATIONS**

### **Supplying Electronic Art:**

Artwork may be sent on a CD ROM, DVD or via email. To ensure the best representation of your ad please follow these guidelines. We work on Macintosh System OSX. We accept Jpeg, Tiff, EPS or PDF files. All files must be 300 dpi.

Any ad images created in MS Word, PowerPoint or Excel **are not acceptable**.

When sending your logo via email, make sure not to encode or encrypt the file. Simply send it as an attachment. In your email indicate "Erase MS Tribute Ad" as well as the contact person and phone number. Please name the file as it relates to the company and or person placing the ad.

Ads with only text and no images can be sent as an attached Microsoft word processing file.

### **Ad Sizes:**

Full Page: 7.5"w x 10"h

Half Page: 7.5"w x 4.75"h

Trim Size: 8.5"w x 11"h

**Email all electronic artwork to: [liz@erasems.org](mailto:liz@erasems.org)**

**Or send materials on a CD ROM or DVD to:**

**Nancy Davis Foudation for MS  
1801 Avenue of the Stars, Suite 1400  
Los Angeles, CA 90067**

**All Materials Due: Friday April 6, 2012**

**Please call Liz Seares at 310 440-4842 if you have any questions.**