



18th Annual Race to Erase MS

April 29, 2011



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 Bronze Page (7 1/2" X 10") \$750
- Gold Page (7 1/2" X 10") \$1,500 Full Page B&W (7 1/2" X 10") \$500
- Silver Page (7 1/2" X 10") \$1,000 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 1, 2011

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 # _____ CVV # _____ Exp. _____

Please make checks payable to: THE 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

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 1, 2011

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