



**CRUSH MS**  
**2022**  
**SPONSORSHIP**  
**OPPORTUNITIES**

# INTRO

On July 30, 2022, Crush MS will present the 8th Annual Summer Celebration, one of Napa Valley's premier wine events.

The Summer Celebration will be held on the grounds of Reid Family Vineyards in Napa, California. Guests will taste wines from many of Napa's finest wineries, enjoy small bites from area chefs, and bid on items in the live and silent auction. Join us for the only MS fundraiser in Napa Valley; a wine and food event unlike any other.

Our goal is to raise \$100,000 to help ensure that vital MS research is funded and to support MS programs helping people live well with the disease.

Your sponsorship will help move us closer to a cure for MS. We will achieve a world free of MS thanks to the support and generosity of people like you.

Please contact us if you would like further information.

With warm regards,



Kevin Reid  
Crush MS Co-Founder



Julie Hare  
Crush MS Co-Founder



# SPONSORSHIP OPPORTUNITIES

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## **PREMIER SPONSOR: \$25,000**

- EXCLUSIVE LOGO PLACEMENT in the following:
  - Event Tee Shirt
  - Wine Glasses
  - Promotional materials
  - Advertising
  - Programs
  - Signage
  - Facebook, Twitter & Instagram
  - Crush MS webpage
- RECOGNITION from the stage at all events
- SUMMER CELEBRATION WINE TASTING admission for 10
- 6L Etched Customized Commemorative Bottle of Wine

## **PRIVATE RESERVE SPONSOR: \$10,000**

- TOP LOGO PLACEMENT in the following:
  - Promotional materials
  - Advertising
  - Programs
  - Signage
  - Facebook, Twitter & Instagram
  - Crush MS webpage
- RECOGNITION from the stage at all events
- SUMMER CELEBRATION WINE TASTING admission for 8
- 3L Etched Commemorative Customized Bottle of Wine

## **ESTATE SPONSOR: \$5,000**

- PREMIUM LOGO PLACEMENT in the following:
  - Promotional materials
  - Advertising
  - Programs
  - Signage
  - Facebook, Twitter & Instagram
  - Crush MS webpage
- RECOGNITION from the stage at all events
- SUMMER CELEBRATION WINE TASTING admission for 6
- 1.5L Etched Commemorative Customized Bottle of Wine

## **VINTAGE SPONSOR: \$2,500**

- LOGO PLACEMENT in the following:
  - Promotional materials
  - Advertising
  - Programs
  - Signage
  - Facebook, Twitter & Instagram
  - Crush MS webpage
- RECOGNITION from the stage at all events
- SUMMER CELEBRATION WINE TASTING admission for 4

## **PATRON SPONSOR: \$1,000**

- LOGO PLACEMENT in the following:
  - Promotional materials
  - Advertising
  - Programs
  - Signage
  - Facebook, Twitter & Instagram
  - Crush MS webpage
- RECOGNITION from the stage at all events
- SUMMER CELEBRATION WINE TASTING admission for 2



Type on this form,  
save it and email to:  
crushmsnapavalley  
@gmail.com

Or complete and  
mail this form to:  
CRUSH MS  
1020 Borrette Lane  
Napa, CA 94558

### 1. CHOOSE ONE OF THE FOLLOWING OPTIONS:

- ☐ YES! I would like to sponsor the Crush MS 2022 premier wine event and symposium.
- ☐ YES! I would like to support ongoing Crush MS events with the donation as noted below.

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

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

City: \_\_\_\_\_

State: \_\_\_\_\_

Zip: \_\_\_\_\_

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

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

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

### 2. I WOULD LIKE TO SPONSOR AT THE FOLLOWING LEVEL:

#### PREMIER SPONSOR - \$25,000 ☐

(Tickets: 10 for SUMMER CELEBRATION)

#### PRIVATE RESERVE SPONSOR - \$10,000 ☐

(Tickets: 8 for SUMMER CELEBRATION)

#### ESTATE SPONSOR - \$5,000 ☐

(Tickets: 6 for SUMMER CELEBRATION)

#### VINTAGE SPONSOR - \$2,500 ☐

(Tickets: 4 for SUMMER CELEBRATION)

#### PATRON SPONSOR - \$1,000 ☐

(Tickets: 2 for SUMMER CELEBRATION)

SUPPORTER - \$500 ☐

\$250 ☐

\$100 ☐

OTHER ☐ \_\_\_\_\_

### 3. PAYMENT METHOD:

My check payable to Crush MS is enclosed ☐

Please send an invoice to my address above ☐

Please charge my credit card ☐

Name on card: \_\_\_\_\_

Billing address zip code (if different than above): \_\_\_\_\_

American Express ☐ VISA ☐ Master Card ☐

Account #: \_\_\_\_\_

Expiration Date: \_\_\_\_\_ Security (CSV) Code: \_\_\_\_\_

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

CRUSH MS TAX ID: 81-1702649

# ABOUT

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## About Crush MS

CRUSH MS is an organization that connects wineries with wine lovers to help create a world free of multiple sclerosis and help those with MS live well now. Created by Julie Hare of Counter Punch Wines and Kevin Reid of Reid Family Vineyards, CRUSH MS began when Julie and Kevin decided to use their wine connections to do something about the disease. Both Julie and Kevin live with MS. Thanks to the generosity of many wineries, businesses and individuals, Crush MS has, thus far, raised over \$400,000 and has provided an opportunity for hundreds of people to be involved.

## About Multiple Sclerosis

Multiple sclerosis interrupts the flow of information from the brain to the body and stops people from moving. Every hour in the United States, someone is newly diagnosed with MS, an unpredictable, often disabling disease of the central nervous system. Symptoms range from numbness and tingling to blindness and paralysis. The progress, severity and specific symptoms of MS in any one person cannot yet be predicted, but advances in research and treatment are moving us closer to a world free of MS. Most people with MS are diagnosed between the ages of 20 and 50, with more than twice as many women as men contracting the disease. MS affects more than 2.3 million people worldwide.

## About MS Research at Stanford University

Dr. Jeffrey Dunn, head of Stanford's Multiple Sclerosis Clinic, and his team are creating a novel, world-leading translational research infrastructure that shifts the paradigm and disrupts the status quo. The architecture of their ambitious agenda compels clinicians be trained and at the ready for MS 24/7.

Serology and CSF will be collected from those patients who consent, with samples paired between exacerbation (attack) and remission. This clinical repository will then be shared with the labs of Stanford scientists with expertise in multiple domains, including T cells to B cells, DNA, RNA and microRNA, proteins, biomarkers, cytokines, interleukins, and receptor expression. Differential signals between exacerbation and remission will be revealed and emerge as immediate candidates for novel treatment targets, and biomarkers for disease status and treatment response.

Such findings could accelerate the pace of discovery by decades, and save hundreds of millions of dollars in clinical trial design. "We believe that our collaborative design will emerge as a model of translational research discovery and personalized medicine," Dr. Dunn concludes. Crush MS is committed to supporting Dr. Dunn's continued efforts to unravel the mystery of multiple sclerosis.

## About the National Multiple Sclerosis Society

MS stops people from moving. The National MS Society exists to make sure it doesn't. This is done through a 50-state network of chapters raising funds for research, providing services to people with MS, and offering more professional education and furthering more advocacy efforts than any other MS organization in the world. The Society is dedicated to achieving a world free of MS. Join the movement at [www.nationalmssociety.org](http://www.nationalmssociety.org).