



SPONSOR PACKAGE





WAMS Vancouver

WAMS[®]

Women Against Multiple Sclerosis

Women Against Multiple Sclerosis (WAMS) is a powerful collective of professional women dedicated to building awareness and raising critical research funds for the MS Society of Canada. The Society funds ground-breaking world-class research into improved treatments, and ultimately discovering a cure for multiple sclerosis — a disease that disproportionately affects women.

The WAMS Gala Luncheon is currently held in four markets across Canada: Toronto, Montreal, Vancouver and Halifax. We are thrilled to launch Saskatoon's Gala Luncheon on Thursday, November 8th, 2018. It will be an inspiring and entertaining event, offering ample networking opportunities.

The gala features sophisticated socializing with a VIP Champagne Reception, silent auction and fireside chat by Saskatchewan-grown, internationally celebrated artist, Jess Moskaluke who continues to break the glass ceiling for women in country music. The WAMS Luncheon will also celebrate the achievements of Saskatoon's own Jana Danielson — health innovator and owner of Lead Pilates & Lead Integrated Health Therapies.



THE FIGHT AGAINST MS

Canada has one of the highest rates of multiple sclerosis (MS) in the world. This unpredictable, and often disabling disease, **affects women three times more often than men**. The onset is usually between the ages of 15 and 40; a time in life when people are planning their education, building their careers, raising their children, and working towards their dreams. The fight against MS begins with investing in Canada's brilliant young minds by recruiting and retaining innovative and collaborative MS researchers.

All funds raised through the 2018 WAMS will support the *End MS Research and Training Network's Summer School and Scholar Program for Researchers IN Training (SPRINT)*. These programs engage and support the brightest young scientists in Canada, cementing their interest in uncovering the mysteries of multiple sclerosis. Supporting them from the start of their career ensures that those living with MS will always have researchers fighting this disease for them.



WAMS Toronto

VOLUNTEER CABINET



**BEV
DUBOIS**
Chair



**JACKIE
PILON**
Vice-Chair



**MAEGHAN
DUBOIS**



**MICHELE
DUBOIS**



**SHARI
FORDEN-PHILLIPS**

JESS MOSKALUKE

WAMS 2018 Guest Speaker

WAMS warmly welcomes JUNO Award winning Platinum-entertainer and three-time consecutive CCMA Award winner for Female Artist of the Year, Jess Moskaluke as the guest speaker for our inaugural WAMS luncheon. Jess grew up in rural Saskatchewan with an understanding of the impact of multiple sclerosis. Today she is proud to help champion the fight to end MS.

An internationally celebrated artist, Moskaluke continues to dazzle the country music world with her infectious and story driven songs, reaching critical acclaim and crushing career milestones along the way. In 2017, she was the first Canadian female country artist since 2008 to have a song in the Top 5 with the upbeat track "Drive Me Away", and she achieved platinum-selling status for her smash hit "Cheap Wine and Cigarettes" – the only Canadian female country artist to do so since Shania Twain. Most recently, she was awarded Gold-certification for her Top 10 hit "Kiss Me Quiet", the title-track from



her 2017 JUNO Award winning Country Album of the Year.

A three-time consecutive CCMA Award winner for "Female Artist of the Year", Moskaluke was recently presented with the 2018 SCMA Award of Achievement following a career fifteen wins and multiple nominations and in 2017 she received a SOCAN Award for her Top 10 hit "Take Me Home". A multiple 2015 and 2018 JUNO Award nominee, Moskaluke has over 32 million views to date on her YouTube channel and in 2016, had both the #1 Most Played Song (Take Me Home) at Canadian Country Radio and was the top spun Canadian female artist for the second year in a row.

JANA DANIELSON

WAMS 2018 Honouree

The Saskatchewan division of the MS Society of Canada is thrilled to recognize Jana Danielson, owner of Lead Pilates & Lead Integrated Health Therapies, as the inaugural Women Against MS Honouree.

As a health innovator, Jana enriches the lives of others. She began teaching Pilates out of her basement over a decade ago and her passion for the physical fitness system led to her own commercial studio in 2010, and five years later a 9,000-square foot state-of-the-art facility. Today, Lead Integrated Health Therapies' uniquely integrated business model offers approximately 100 movement classes per week, in addition to chiropractic, naturopathic, reflexology, physiotherapy, psychology and massage therapy services.

Jana's original approach to wellness has gained tremendous respect from the fitness, health and corporate sectors. In 2016, she partnered with Dr.



Charity Evans, University of Saskatchewan Associate Professor of Pharmacy, and MS researcher. Together they were awarded one of only three Canadian MS Society Wellness Research Innovation Grants. Their study on the benefits of Pilates in people living with multiple sclerosis demonstrated statistically significant results and sparked the launch of the new Pilates MS Move class. This was the first Pilates class for people living with MS in our province. Jana's innovation and community-minded health focus continues to improve the quality of life of people affected by multiple sclerosis.



WAMS Vancouver

WAMS SPONSORSHIPS & PARTNERSHIPS

The MS Society of Canada — SK Division, along with a Volunteer Cabinet of five professional, community-minded women, is currently looking for sponsors and partners within the Saskatchewan business community.

We are excited to offer you the opportunity to establish yourself as an inaugural sponsor of the WAMS Gala in Saskatoon. We anticipate an attendance of over 200 people for the luncheon and believe the popularity of the program will ensure a successful event that will continue for many years to come.

Sponsors will be recognized for their support wherever appropriate including onsite acknowledgment and pre-event promotion. In addition, each successive year, your business will be approached for the first right of refusal at its current sponsorship level.

This luncheon will provide sponsors with exposure to leading professionals and organizations in a wide range of industries. By partnering with the WAMS team you will be joining a well-established, successful, national initiative in the fight to end MS.

2018 WAMS EVENT DETAILS

Thursday, November 8, 2018

VIP Champagne Reception:
11:00 AM

Lunch & Presentations:
12:00 PM to 2:00 PM

PrairieLand Park,
Saskatoon
Hall B

Speaker: Jess Moskaluke
Honouree: Jana Danielson

For more information,
please contact:

MAGGIE STEVENSON

Manager, Leadership Giving
MS Society of Canada
Saskatchewan Division
306-244-2114 ext 5051
maggie.stevenson@mssociety.ca
www.wamsgalask.ca

SPONSORSHIP OPPORTUNITIES

	PRESENTING SPONSOR \$10,000 SOLD	SPEAKER SPONSOR \$7,500	VIP CHAMPAGNE RECEPTION SPONSOR \$5,000 SOLD	EMERGING LEADER SPONSOR \$4,000	SOCIAL MEDIA SPONSOR \$3,500 SOLD	SILENT AUCTION SPONSOR \$3,000
CATEGORY EXCLUSIVITY (ONLY ONE AVAILABLE)	X	X	X		X	X
NAMING RIGHTS	WAMS Gala presented by	Speaker presented by	VIP Champagne Reception presented by			Silent Auction presented by
MENTION IN PRE-EVENT PROMOTION	X	X	X			
INVITATION TO VIP CHAMPAGNE RECEPTION	X	X	X	X	X	X
VIP TABLE AT EVENT*	X	X	X			
INDIVIDUAL EVENT TICKETS				8 tickets	4 tickets	2 tickets
OPPORTUNITY FOR COMPANY REPRESENTATIVE TO ADDRESS THE AUDIENCE DURING THE EVENT	X	X	X**			
VERBAL RECOGNITION DURING PROGRAM AT THE EVENT	X	X	X			X
LOGO ON WEBSITE	X	X	X	X	X	X
LOGO ON EVENT DAY MATERIALS ***	X	X	X	X	X	X
AD IN EVENT PROGRAM	Full Page	Full Page	1/2 Page	1/2 Page	1/4 Page	1/4 Page
PERSONALIZED SOCIAL MEDIA SHOUT-OUT	X	X	X	X	X	X
OPPORTUNITY TO BRAND A SPECIFIC SPACE			X		X	X
EXCLUSIVE PHOTO OPPORTUNITY WITH SPEAKER	X	X	X			
OPPORTUNITY TO PLACE AN AD IN AN MS SOCIETY SK NEWSLETTER				X		

*VIP Tables receive premium placement in the room with opportunity to host and an MS Researcher/PwMS to sit with your guests (total guest seats = 8)

**Opportunity to address VIP guests at VIP Champagne Reception
*** Subject to print deadlines

SPONSORSHIP OPPORTUNITIES

	ENTERTAINMENT SPONSOR \$2,500 SOLD	RED CARPET SPONSOR \$1,500	PRODUCT/SAMPLING SPONSOR \$1,500	SILENT AUCTION PACKAGE SPONSOR \$1,000	COMMUNITY SPONSOR \$1,000	SIGNATURE COCKTAIL SPONSOR \$750 SOLD
CATEGORY EXCLUSIVITY (ONLY ONE AVAILABLE)	X	X				X
NAMING RIGHTS	Entertainment presented by					
MENTION IN PRE-EVENT PROMOTION				X		
INVITATION TO VIP CHAMPAGNE RECEPTION	X					
VIP TABLE AT EVENT*						
INDIVIDUAL EVENT TICKETS	2 tickets	2 tickets	2 tickets	2 tickets	2 tickets	2 tickets
OPPORTUNITY FOR COMPANY REPRESENTATIVE TO ADDRESS THE AUDIENCE DURING THE EVENT						
VERBAL RECOGNITION DURING PROGRAM AT THE EVENT	X					
LOGO ON WEBSITE	X	X	X	X	X	X
LOGO ON EVENT DAY MATERIALS ***	X	X	X	X	X	
AD IN EVENT PROGRAM	1/4 Page					
PERSONALIZED SOCIAL MEDIA SHOUT-OUT	X	X	X			
OPPORTUNITY TO BRAND A SPECIFIC SPACE		X	X			
EXCLUSIVE PHOTO OPPORTUNITY WITH SPEAKER						
OPPORTUNITY TO PLACE AN AD IN AN MS SOCIETY SK NEWSLETTER			X			

PRESENTING SPONSOR \$10,000 - SOLD

- Recognition as Presenting Sponsor with category exclusivity and naming rights: "WAMS Gala Luncheon presented by XXX"
 - Mention in pre-event promotion including and not limited to media press releases, invitations, tickets etc. *(subject to print deadlines)*
 - Recognition as a VIP with an invitation to the VIP Champagne Reception and a VIP Table with premium placement in the room at the Luncheon which can either host 8 guests or 7 guests and 1 MS researcher or person living with MS *(choice of sponsor)*
 - Opportunity for a company representative to address the audience during the event
 - Verbal recognition during program at the event
 - Logo recognition on event website and event day materials including and not limited to signage, program, A/V presentation etc. *(subject to print deadlines)*
 - Full-page ad in event program
 - Personalized social media post recognizing your support
 - Exclusive photo opportunity with speaker
-

SPEAKER SPONSOR \$7,500

- Recognition as Speaker Sponsor with category exclusivity and naming rights in relation to speaker: "speaker presented by XXX"
- Mention in pre-event speaker promotion
- Recognition as a VIP with an invitation to the VIP Champagne Reception and a VIP Table with premium placement in the room at the Luncheon which can either host 8 guests or 7 guests and 1 MS researcher or person living with MS *(choice of sponsor)*
- Opportunity for a company representative to address the audience during the event
- Verbal recognition during program at the event
- Logo recognition on event website and event day materials including and not limited to signage, program, A/V presentation etc. *(subject to print deadlines)*
- Full-page ad in event program
- Personalized social media post recognizing your support
- Exclusive photo opportunity with speaker



VIP CHAMPAGNE RECEPTION SPONSOR \$5,000 - SOLD

- Recognition as the VIP Champagne Reception Sponsor with category exclusivity and naming rights in relation to reception: "VIP Champagne Reception presented by XXX"
- Mention in pre-event reception promotion
- Recognition as a VIP resulting in an invitation to the VIP Champagne Reception and a VIP Table with premium placement in the room at the Luncheon which can either host 8 guests or 7 guests and 1 MS researcher or person living with MS
- Opportunity for a company representative to address the audience at the VIP Champagne Reception
- Verbal recognition during program at the event
- Logo recognition on event website and event day materials including and not limited to signage, program, A/V presentation etc. *(subject to print deadlines)*
- Opportunity for one 8-foot table to be set-up and branded within the VIP Champagne Reception space showcasing your business *(all promotional materials to be provided by the sponsor)*
- Half-page ad in event program
- Personalized social media post recognizing your support
- Exclusive photo opportunity with speaker

EMERGING LEADER SPONSOR \$4,000

- Invitation to VIP Champagne Reception
 - One regular luncheon table which can seat 8 guests or 7 guests and a person living with MS
 - Logo recognition on event website and event day materials including and not limited to signage, program, A/V presentation etc. (subject to print deadlines)
 - Half-page ad in event program
 - Personalized social media post recognizing your support
 - Opportunity to create and place one small ad in an MS Society of SK e-newsletter reaching approximately 550 individuals
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SOCIAL MEDIA SPONSOR \$3,500 - SOLD

- Recognition as Social Media Sponsor with category exclusivity
- Invitation to the VIP Champagne Reception for four individuals
- Four individual Gala Luncheon tickets
- A social media campaign will be created for the timing of one week leading up to the event (including event date). Campaign will be personalized to reach your company and MS Society's goals and objectives. The campaign could include such elements as a customized hashtag or an online social media driven contest, or a dollar amount per tag, or a post and share donation by your company.
- Customized artwork for social media posts to be designed with sponsor's logo
- MS Society of Canada – Saskatchewan Division uses the platforms: Facebook and Instagram with a combined following of 2,000+ individuals
- Quarter-page ad in event program
- Logo recognition on event website and event day materials including and not limited to signage, program, A/V presentation etc. (*subject to print deadlines*)

SILENT AUCTION SPONSOR \$3,000

- Recognition as Silent Auction Sponsor with category exclusivity and naming rights in relation to the silent auction: "Silent Auction presented by XXX"
 - Invitation to the VIP Champagne Reception for two individuals
 - Two individual Gala Luncheon tickets
 - Logo and/or name promotion within the electronic silent auction platform which will be live to attendees and the public one week prior to the event meaning those who are not in attendance can still bid on items within the platform which will be promoting you or your business *(details yet to be determined)*
 - Verbal recognition during program at the event
 - Logo recognition on event website and event day materials including and not limited to signage, program, A/V presentation etc. *(subject to print deadlines)*
 - Quarter-page ad in event program
 - Personalized social media post recognizing your support
-

ENTERTAINMENT SPONSOR \$2,500- SOLD

- Recognition as Entertainment Sponsor with category exclusivity and naming rights in relation to the entertainment: "Entertainment presented by XXX"
 - Invitation to the VIP Champagne Reception for two individuals
 - Two individual Gala Luncheon tickets
 - Verbal recognition during program at the event
 - Logo recognition on event website and event day materials including and not limited to signage, program, A/V presentation etc. *(subject to print deadlines)*
 - Quarter-page ad in event program
 - Personalized social media post recognizing your support
-

RED CARPET SPONSOR \$1,500

- Recognition as Red Carpet Sponsor with category exclusivity
- Two individual Gala Luncheon tickets
- A digital co-branded banner will be created and used in Red Carpet event photos
- Logo recognition on event website and event day materials including and not limited to signage, program, A/V presentation etc. *(subject to print deadlines)*
- Personalized social media post recognizing your support

PRODUCT/SAMPLING SPONSOR \$1,500

(with a maximum of three available)

- Logo recognition on event website and event day materials including and not limited to signage, program, A/V presentation etc. *(subject to print deadlines)*
 - Two individual Gala Luncheon tickets
 - Opportunity for one 8-foot table to be set-up and branded within the Gala Luncheon space showcasing your business (all promotional materials to be provided by the sponsor)
 - Opportunity to create and place one small ad in an MS Society of SK e-newsletter reaching approximately 550 individuals.
 - Personalized social media post recognizing your support
-

SILENT AUCTION PACKAGE SPONSOR \$1,000

(with a maximum of five available)

WAMS Silent Auction will have five (5) themed high value packages available for attendees to bid on which will be promoted in advance and are available for sponsorship. Themes include: Girls Night Out, Weekend Getaway *(sold)*, Foodie Package, Sports Activity and Spa Day. Each package will be valued at approximately \$500-\$750 and the sponsor will receive the following benefits:

- Mention in pre-event and event day promotion of the themed silent auction package
 - Two individual Gala Luncheon tickets
 - Logo on event website and event day materials where package is promoted
-

COMMUNITY SPONSOR \$1,000

- Logo recognition on event website and event day materials including and not limited to signage, program, A/V presentation etc. *(subject to print deadlines)*
 - Two individual Gala Luncheon tickets
-

SIGNATURE COCKTAIL SPONSOR \$750 - SOLD

- Logo recognition on event website
- Two individual Gala Luncheon tickets

TABLE & INDIVIDUAL TICKET SALES



EARLY BIRD

MAY 1 – SEP. 16

- \$85/ticket
- \$110/VIP ticket
- \$680/table (8 seats)
- \$880/VIP table* (8 seats)

SEP. 17 – NOV. 8

- \$100/ticket
- \$125/VIP ticket
- \$800/table (8 seats)
- \$1,000/VIP table* (8 seats)

**Maximum of 8 VIP Tables will be sold.*

A portion of your ticket/table purchase is tax receiptable.

At WAMS Saskatoon you and your guests will experience a sophisticated gala luncheon. While enjoying a three-course meal, you will have the opportunity to network and be inspired by the words and example of our 2018 Honouree Jana Danielson and guest speaker Jess Moskaluke.

Purchase a VIP Table to receive premium placement in the room and the opportunity to host an MS researcher, or person living with MS, at your table. With your VIP Table you will also receive an invitation to the VIP Champagne Reception held just prior to the luncheon providing you and your guests more opportunity to network as well as meet and greet with the honouree and guest speaker.

PAYMENT FORM

Company: _____

Contact Name & Title: _____

Address: _____

City: _____ Province: _____ Postal Code: _____

Phone: _____ Email: _____

I WOULD LIKE TO BE A SPONSOR

- | | | | |
|--|----------|---|---------|
| <input type="checkbox"/> Presenting Sponsor (<i>sold</i>) | \$10,000 | <input type="checkbox"/> Entertainment Sponsor (<i>sold</i>) | \$2,500 |
| <input type="checkbox"/> Speaker Sponsor | \$7,500 | <input type="checkbox"/> Red Carpet Sponsor | \$1,500 |
| <input type="checkbox"/> VIP Champagne Reception Sponsor (<i>sold</i>) | \$5,000 | <input type="checkbox"/> Silent Auction Package Sponsor | \$1,000 |
| <input type="checkbox"/> Emerging Leader Sponsor | \$4,000 | <input type="checkbox"/> Community Sponsor | \$1,000 |
| <input type="checkbox"/> Social Media Sponsor (<i>sold</i>) | \$3,500 | <input type="checkbox"/> Product/Sampling Sponsor | \$1,500 |
| <input type="checkbox"/> Silent Auction Sponsor | \$3,000 | <input type="checkbox"/> Signature Cocktail Sponsor (<i>sold</i>) | \$750 |

I WOULD LIKE TO PURCHASE A TABLE*

May 1 – Sep. 16: \$680/table (8 seats) • \$880/VIP table* (8 seats)

Sep. 17 – Nov. 8: \$800/table (8 seats) • \$1,000/VIP table* (8 seats)

- Table VIP Table *A portion of your table purchase is tax receiptable.

I WOULD LIKE TO DONATE A SILENT AUCTION ITEM

Description: _____

Fair Market / Real Value: \$ _____

PAYMENT OPTIONS

- Please invoice Enclosed cheque payable to: MS Society of Canada
 VISA / Mastercard (*Please call to have this processed.*)

RETURN BY MAIL OR EMAIL TO:

Maggie Stevenson

MS Society of Canada – SK Division, #2-706 Duchess St , Saskatoon, SK, S7K 0R3

p: 306-244-2114 x5051 e: maggie.stevenson@mssociety.ca w: wamsgalask.ca