



# SPONSOR PACKAGE





# 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 advancing treatments and the search for a cure for multiple sclerosis – a disease that disproportionately affects women.

The 2<sup>nd</sup> annual WAMS Gala Luncheon will be held on Thursday, November 21<sup>st</sup> at the World Trade Center Saskatoon at Prairieland Park. The event will feature a VIP Champagne Reception, silent auction and guest speaker, Zahra Al-Harazi who is an Entrepreneur and Transformational Leader. The WAMS Gala Luncheon will also celebrate the remarkable contributions of Saskatchewan MS researcher, Dr. Valerie Verge who is our 2019 WAMS Honouree.



# CHAMPIONING TOMORROW'S MS RESEARCH LEADERS

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 of MS is most often between the ages of 20 and 49; a time in life when people are engaged in furthering their education, building careers, raising children, and working towards their dreams.

The MS Society of Canada is committed to providing education and networking programs that engage the country's brightest young scientific minds. These opportunities are essential in preparing the next generation of researchers to take on the challenges of discovering a cure. Sparking curiosity in solving the mysteries of multiple sclerosis today will ensure talented researchers are dedicated to fighting this disease in the future.

All funds raised through the 2019 WAMS Gala Luncheon in Saskatchewan will support the **endMS Research and Training Network's** Scholar Program for Researchers IN Training (SPRINT) and endMS Summer School to be held in Saskatoon within the next two years.

The **endMS Scholar Program for Researchers IN Training (SPRINT)** is a national mentorship-based training program designed for research trainees at the Master's, Doctoral and Postdoctoral/Clinical Fellowship level.

The **endMS Summer School** is an annual one-week interactive education program that aims to enhance knowledge and skills in MS research among approximately 40 trainees from a variety of disciplines.



## VOLUNTEER CABINET



**BEV  
DUBOIS**  
*Chair*



**JACKIE  
PILON**  
*Vice-Chair*



**MICHELE  
DUBOIS**



**SHARI  
FORDEN-PHILLIPS**



**DEBBIE  
MCCULLOCH**

# ZAHRA AL-HARAZI

*WAMS 2019 Guest Speaker*



The road to real leadership is rarely a straight one. Among Canada's most successful entrepreneurs, few have faced more obstacles than Zahra Al-Harazi. With a no-holds-barred attitude, Zahra helps people and organizations realize their potential for success. She draws on her experience as a pioneering woman in the business world with a unique approach to attitude, leadership, and success, as well as her experience as a refugee, immigrant, entrepreneur, and community-builder.

Zahra immigrated to Canada with her three small children 18 years ago. She had no higher education or connections to the business community, but her entrepreneurial spirit quickly led her to start her first company Foundry Communications, an internationally recognized Canadian creative powerhouse.

Zahra is currently the co-Founder of her second company, the startup Skillit. She also consults with some of Canada's top organizations on strategy and communications.

Zahra's accomplishments have earned her many accolades. She was named one of Calgary's Top 40 Under 40 (2009), Woman Entrepreneur of the Year by Chatelaine magazine (2011), and one of Canada's 100 most powerful women by WXN (2012). She also received the Queen Elizabeth II Diamond Jubilee Medal for contributions to Canada (2012) and the RBC Top 25 Immigrants to Canada Award (2013).

Zahra is now the Canadian Ambassador to UNICEF and recently authored Degrees of Freedom to be published by HarperCollins in 2019.

# DR. VALERIE VERGE

*WAMS 2019 Honouree*



The MS Society of Canada, Saskatchewan Division is pleased to recognize Dr. Valerie Verge, Director of the Cameco MS Neuroscience Research Center and dedicated MS researcher as the 2019 Women Against MS Honouree.

Dr. Verge is an emeritus Medical Research Council of Canada Fellow and Scholar, Professor of Anatomy, Physiology and Pharmacology and Director of the Cameco MS Neuroscience Research Center (CMSNRC) at the University of Saskatchewan. Since 1992, Dr. Verge has dedicated her career to neurological research in Saskatchewan where she continues to advance MS research because of her passion for her work and a personal connection to MS. As Dr. Verge was entering graduate studies, her best friend was diagnosed with MS. That experience has driven a career-long hope that her work on how to more effectively repair the nervous system, may one day provide new therapeutic strategies for people with MS. As Director of the CMSNRC and its collaborative

work with the Saskatoon MS Clinic, Dr. Verge has become even more acutely aware of the impact of MS and the need for effective treatment strategies. It is the individual living with MS, their caregivers and families, and the dedication of her fellow MS researchers and trainees that inspire her to continue advancing research in this field. Dr. Verge has been teaching and mentoring student researchers since coming to the U of S and in that time, she has challenged and inspired new generations of scientists who are trying to understand more about MS. Her leadership has been a key driver in the continued growth and expansion of research at the Cameco MS Neuroscience Research Center and MS research in Saskatchewan.



## WAMS SPONSORSHIPS & PARTNERSHIPS

The MS Society of Canada, Saskatchewan Division, along with the WAMS Volunteer Cabinet of professional, community-minded women, is currently looking for sponsors and partners within the Saskatchewan business community for the 2<sup>nd</sup> annual WAMS Gala Luncheon. Through partnership with WAMS, your company will be joining a well-established and successful national initiative in support of MS research.

We are excited to build upon the success of 2018 where we hosted an audience of over 200 guests from a wide range of business industries netting more than \$28,000 for the programs of the **endMS Research and Training Network**.

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

### WAMS EVENT DETAILS

**Thursday, November 21, 2019**

**VIP Champagne Reception:**  
11:00am

**Lunch & Presentations:**  
12:00pm to 2:00pm

**Hall A, World Trade Center  
Saskatoon at Prairieland Park**

**Guest Speaker:**  
Zahra Al-Harazi

**Honouree:**  
Dr. Valerie Verge

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For more information,  
please contact:

**KEITH MACKINTOSH**  
Manager, Stakeholder Relations  
MS Society of Canada,  
SK Division  
306-244-2114 ext. 5051  
keith.mackintosh@mssociety.ca  
wamsgalask.ca

# SPONSORSHIP OPPORTUNITIES

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

\*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	RED CARPET SPONSOR \$2,500 SOLD	PROGRESS SPONSOR \$2,500	PRODUCT/SAMPLING SPONSOR \$1,500	COMMUNITY SPONSOR \$1,000
NAMING RIGHTS	Entertainment presented by	Red carpet presented by			
MENTION IN PRE-EVENT PROMOTION					
INVITATION TO VIP CHAMPAGNE RECEPTION	X	X	X		X
VIP TABLE AT EVENT*					
INDIVIDUAL EVENT TICKETS	2 tickets	2 tickets	2 tickets	2 tickets	2 tickets
OPPORTUNITY FOR COMPANY REPRESENTATIVE TO ADDRESS THE AUDIENCE DURING THE EVENT					
EXCLUSIVE PHOTO OPPORTUNITY WITH SPEAKER					
AD IN EVENT PROGRAM	1/4 Page	1/4 Page	1/2 Page		1/4 Page
LOGO ON EVENT WEBSITE AND EVENT DAY MATERIALS***	X	X	X	X	X
OPPORTUNITY TO BRAND A SPECIFIC SPACE		X		X	
OPPORTUNITY TO PLACE AN AD IN AN MS SOCIETY SK NEWSLETTER			X	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

## **PRESENTING SPONSOR \$10,000**

- Recognition as Presenting Sponsor with naming rights: "WAMS Gala Luncheon presented by XXX"
  - Mention in all pre-event promotion including, and not limited to, event website, social media, invitations, attendee emails, press releases, etc. (*subject to print deadlines*)
  - Recognition as VIP with an invitation to the VIP Champagne Reception and a VIP Table with premium placement for the Luncheon which can either host eight guests or seven guests and one MS researcher or person living with MS (*choice of sponsor*)
  - Opportunity for a company representative to address the audience during the Luncheon
  - Logo recognition on event day materials including, and not limited to, the digital Red Carpet, signage, program, A/V presentation, etc. (*subject to print deadlines*)
  - Full-page ad in event program
  - Exclusive photo opportunity with guest speaker
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## **SPEAKER SPONSOR \$7,500**

- Recognition as Speaker Sponsor with naming rights: "Speaker presented by XXX"
- Mention in all pre-event promotion in relation to the guest speaker including, and not limited to, event website, social media, invitations, attendee emails, press releases, etc. (*subject to print deadlines*)
- Recognition as VIP with an invitation to the VIP Champagne Reception and a VIP Table with premium placement for the Luncheon which can either host eight guests or seven guests and one MS researcher or person living with MS (*choice of sponsor*)
- Opportunity for a company representative to address the audience during the Luncheon
- Logo recognition on event day materials including, and not limited to, signage, program, A/V presentation, etc. (*subject to print deadlines*)
- Full-page ad in event program
- Exclusive photo opportunity with guest speaker



## **VIP CHAMPAGNE RECEPTION SPONSOR \$5,000**

- Recognition as VIP Champagne Reception Sponsor with naming rights: "VIP Champagne Reception presented by XXX"
- Mention in all pre-event promotion in relation to the reception including, and not limited to, event website, social media, invitations, attendee emails, press releases, etc. *(subject to print deadlines)*
- Recognition as VIP with an invitation to the VIP Champagne Reception and a VIP Table with premium placement for the Luncheon which can either host eight guests or seven guests and one MS researcher or person living with MS *(choice of sponsor)*
- Opportunity for a company representative to address the audience at the VIP Champagne Reception
- Logo recognition on event day materials including, and not limited to, signage, program, A/V presentation, etc. *(subject to print deadlines)*
- Opportunity for one eight-foot table to be setup and branded within the VIP Champagne Reception showcasing your business *(all promotional materials to be provided by the sponsor)*
- Half-page ad in event program
- Exclusive photo opportunity with guest speaker

## **EMERGING LEADER SPONSOR \$5,000**

- Recognition as VIP with an invitation to the VIP Champagne Reception and a VIP Table with premium placement for the Luncheon which can either host eight guests or seven guests and one MS researcher or person living with MS (*choice of sponsor*)
- Full-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*)

*Note: This general sponsorship level is available to multiple companies and does not provide ownership of a specific WAMS element*

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## **SOCIAL MEDIA SPONSOR \$3,500 – SOLD**

- Recognition as Social Media Sponsor which includes:
    - A customized one-week social media campaign to reach your company's and the MS Society's goals and objectives.
    - Campaign could include elements such as: customized hashtag, social media contest, funds provided by company per social media tag, share, etc.
    - Timing of campaign to be determined with MS Society based on availability and campaign content.
    - Campaign will utilize all three social media platforms of the MS Society of Canada – SK Division with a combined following of 3,000+ Individuals
  - Recognition as VIP with an invitation for four individuals to the VIP Champagne Reception and four luncheon tickets preferred seating placement
  - 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*)
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## **SILENT AUCTION SPONSOR \$3,000**

- Recognition as Silent Auction Sponsor with naming rights: "Silent Auction presented by XXX"
- Logo and/or company name promotion within the mobile bidding auction platform which will be live on event day to the attendees and public (*details to be determined with the MS Society*)
- Invitation for two individuals to the VIP Champagne Reception
- Two individual luncheon tickets with regular seating
- Quarter-page ad in event program
- Social media post incorporating your logo in the artwork promoting the silent auction
- Logo recognition on event website and event day materials including, and not limited to, signage, program, A/V presentation, etc. (*subject to print deadlines*)

## **ENTERTAINMENT SPONSOR \$2,500**

- Recognition as Entertainment Sponsor with naming rights: "Entertainment presented by XXX"
  - Live musical entertainment to be performed during lunch service and as guests arrive/depart, set-up near hall entrance with a custom sponsor sign next to performers
  - Invitation for two individuals to the VIP Champagne Reception
  - Two individual luncheon tickets with regular seating
  - Social media post incorporating your logo in the artwork promoting the live entertainment
  - 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)*
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## **RED CARPET SPONSOR \$2,500 — SOLD**

- Recognition as Red Carpet Sponsor with naming rights: "Red Carpet presented by XXX"
  - Digital co-branded banner will be created and used in Red Carpet event photos, using sponsor's black and white logo (banner will also include logos of the WAMS brand and Presenting Sponsor)
  - Invitation for two individuals to the VIP Champagne Reception
  - Two individual luncheon tickets with regular seating
  - 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)*
- 

## **PROGRESS SPONSOR \$2,500**

- Invitation for two individuals to the VIP Champagne Reception
- Two individual luncheon tickets with regular seating
- Half-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)*
- Opportunity to place one small ad in an MS Society of Canada – SK Division e-newsletter reaching over 600 individuals

*Note: This general sponsorship level is available to multiple companies and does not provide ownership of a specific WAMS element*



## **PRODUCT/SAMPLING SPONSOR \$1,500**

*(maximum of three available)*

- Opportunity for one eight-foot table to be set-up and branded within the Gala Luncheon space showcasing your business *(all promotional materials to be provided by sponsor)*
- Two individual luncheon tickets with regular seating
- Logo recognition on event website and event day materials including, and not limited to, program, A/V presentation, etc. *(subject to print deadlines)*
- Opportunity to place one small ad in an MS Society of Canada – SK Division e-newsletter reaching over 600 individuals

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## **COMMUNITY SPONSOR \$1,000**

- Invitation for two individuals to the VIP Champagne Reception
- Two individual luncheon tickets with regular seating
- Quarter-page ad in event program
- Logo recognition on event website and event day materials including, and not limited to, program, A/V presentation, etc. *(subject to print deadlines)*

*Note: This general sponsorship level is available to multiple companies and does not provide ownership of a specific WAMS element*

# TABLE & INDIVIDUAL TICKET SALES



## **EARLY BIRD**

**MAR. 15 – SEP. 30**

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

## **REGULAR RATE**

**OCT. 1 – NOV. 21**

- \$100/ticket
- \$125/VIP ticket
- \$800/table (8 seats)
- \$1000/VIP table\* (8 seats)

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

*A portion of your ticket/table purchase is eligible for a tax receipt and will be processed following the event according to CRA regulations.*

At WAMS Saskatoon you and your guests will experience a sophisticated gala luncheon. While enjoying a three-course plated meal, you will have the opportunity to network and be inspired by the work and experiences of our 2019 Honouree, Dr. Valerie Verge and guest speaker, Zahra Al – Harazi.

Purchase a VIP Ticket and receive an invitation to the VIP Champagne Reception held just prior to the luncheon. Full VIP Tables will receive premium placement in the room and the opportunity to host an MS researcher, or person living with MS at your table.

# SPONSORSHIP

Company: \_\_\_\_\_

Contact Name & Title: \_\_\_\_\_

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

City: \_\_\_\_\_ Province: \_\_\_\_\_ Postal Code: \_\_\_\_\_

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

## I WOULD LIKE TO BE A SPONSOR

- |  |          |   |         |
|--|----------|---|---------|
| <input type="checkbox"/> Presenting Sponsor              | \$10,000 | <input type="checkbox"/> Entertainment Sponsor    | \$2,500 |
| <input type="checkbox"/> Speaker Sponsor                 | \$7,500  | <input type="checkbox"/> Red Carpet Sponsor       | \$2,500 |
| <input type="checkbox"/> VIP Champagne Reception Sponsor | \$5,000  | <input type="checkbox"/> Progress Sponsor         | \$2,500 |
| <input type="checkbox"/> Emerging Leader Sponsor         | \$5,000  | <input type="checkbox"/> Product/Sampling Sponsor | \$1,000 |
| <input type="checkbox"/> Social Media Sponsor            | \$3,500  | <input type="checkbox"/> Community Sponsor        | \$1,000 |
| <input type="checkbox"/> Silent Auction Sponsor          | \$3,000  |   |         |

## 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.*)

## CONFIRMATION

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

## RETURN BY MAIL OR EMAIL TO:

**Keith Mackintosh**

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

p: 306-244-2114 x5051      e: keith.mackintosh@mssociety.ca      w: wamsgalask.ca

# TABLE/TICKETS

Company: \_\_\_\_\_

Contact Name & Title: \_\_\_\_\_

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

City: \_\_\_\_\_ Province: \_\_\_\_\_ Postal Code: \_\_\_\_\_

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

## I WOULD LIKE TO PURCHASE A TABLE\*

**Mar. 15 – Sep. 30:** \$680/table (8 seats) • \$880/VIP table\* (8 seats)

**Oct. 1 – Nov. 21:** \$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 PURCHASE INDIVIDUAL TICKETS\*

**Mar. 15 – Sep. 30:** \$85/ticket • \$110/VIP ticket\*

**Oct. 1 – Nov. 21:** \$100/ticket • \$125/VIP ticket\*

Tickets

VIP Tickets

\*A portion of your ticket 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.*)

## CONFIRMATION

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

## RETURN BY MAIL OR EMAIL TO:

Keith Mackintosh

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