



3RD ANNUAL
**MS FOCUS
ON FASHION**

An Exclusive, One-of-a-Kind Adaptive
Fashion Show and Fundraising Gala

presented by
Genentech
A Member of the Roche Group

SPONSORSHIP OPPORTUNITIES

MS FOCUS ON FASHION



November 7, 2026

Westin Fort Lauderdale Beach Resort



Event Overview

MS Focus on Fashion is the signature event of the Multiple Sclerosis Foundation. With the help of sponsors like you, MS Focus on Fashion raises awareness of multiple sclerosis, educates about the benefits of adaptive fashion, and garners much-needed support for the vital services the Multiple Sclerosis Foundation provides. This is a particularly important year because we are celebrating 40 years of providing these lifechanging services.

The highlight of the evening will be a live fashion show featuring stylish adaptive clothing modeled by people living with MS, which will be designed by Project Runway Season 18 finalist, designer Nancy Volpe Beringer. She will create fashionable adaptive outfits to fit each of the models' needs and personalities.

During the evening, the Multiple Sclerosis Foundation will present the Sean Giblin Memorial Award to honor Jennifer and Dan Digmann, a couple taking on the challenges of MS together.

Like the many programs the Multiple Sclerosis Foundation offers to people with MS, adaptive fashion can help not only physically, but also mentally and emotionally. This event spotlights the importance of adaptive fashions, demonstrates the variety of options available through the fashion show and adaptive fashion exhibit, and allows members of our community with physical disabilities to be their best and most beautiful.

MS Focus on Fashion guests will also enjoy an unforgettable evening featuring a cocktail hour, fabulous food, a silent auction and a live auction, photo opportunities, and more. We hope you will join us so that together we can make a difference in the lives of all those living with MS.

Multiple Sclerosis Foundation

National Headquarters: 6520 North Andrews Avenue, Fort Lauderdale, Florida 33309-2130

Toll Free: (800) 225-6495 • (954) 776-6805 • Fax: (954) 351-0630

Website: www.msfocus.org • E-mail: tracishur@msfocus.org



Audience Overview

The audience for this event includes individuals in the South Florida community and in the MS community, including healthcare providers, people living with MS and their families. Some 300 are expected to attend. Moreover, promotion, marketing, and reporting of this event includes our nationwide audience of over 100,000 contacts through our print and digital media channels.

About Multiple Sclerosis & Multiple Sclerosis Foundation

Since 1986, the Multiple Sclerosis Foundation has been providing life-changing programs and services free of charge to those living with MS. We are also a leading educational resource. Operating nationwide from one single location in Fort Lauderdale, Florida, we support all those we serve with compassion and personal attention to ensure they can enjoy the best quality of life safely and with dignity.

Multiple sclerosis is a progressive and degenerative disease affecting the spine and central nervous system of more than one million people in the U.S. MS can affect people of any age, race, gender, ethnic or socio-economic background and is one of the most expensive diseases to manage because of ever-changing and often worsening symptoms.

A sample of what our organization provides to people with MS includes these urgent needs:

- Homecare services
- Caregiver respite
- Payment for neurologist's visits
- Medical transportation
- Durable medical equipment
- Assistive devices
- Adaptive exercise classes
- Disaster relief
- Rent and utilities in health crises
- Physical, occupational, and speech therapy

There is currently no cure for this neurological disease, but by supporting our programs and services, and specifically, this signature event, you will help make better days for those we serve.

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MS Focus on Fashion Sponsorship Opportunities

Sponsorship confers substantial benefits in exposure, good will, and direct value. With over a dozen levels of support, there is a package for every budget.

Title Sponsor – (1) Available Donation of \$50,000 is requested

- Company name/logo will appear as Title Sponsor on all collateral material relating to the MS Focus on Fashion event (i.e. Your Company Name MS Focus on Fashion 2026), including: all invitations, event signage, press releases, social media and promotional materials.
- Company name/logo on sponsor board prominently placed at the event.
- Three tables of 10 with premier seating.
- Opportunity to gift any unused tables or seats to people with MS.
- Company name/logo featured on (6) exclusive MS Focus social media posts announcing the Title Sponsorship.
- Company name promoted by host throughout the event.
- Company name promoted on video screen throughout the event.
- Company name will appear in enduring materials on YouTube featuring event highlights and recap.
- Company name on listing of sponsors on the event page of the MS Focus website including a hyperlink to their website.
- Full page ad on inside front cover in the program book given to all attendees and accessible on the MS Focus on Fashion website.
- Banner ad on MS Focus Magazine website.
- Company name/logo will be acknowledged in the Multiple Sclerosis Foundation's donor newsletter and support groups newsletter.
- Company name recognition in post-event article in the digital version of MS Focus Magazine, which has 70,000 subscribers and is read by approximately 125,000 people.

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Presenting Sponsor - (1 of 2) Available
Donation of \$25,000 is requested

- Company name/logo will appear as Presenting Sponsor on all collateral material related to the MS Focus on Fashion event, (i.e. MS Focus on Fashion 2026 presented by Company Name/Logo), including: invitations, event signage, press releases, social media and promotional materials.
- Company name/logo on sponsor board prominently placed at the event.
- Two tables of 10 with premier seating.
- Opportunity to gift any of your unused tables or seats to people with MS.
- Company name/logo featured on (3) exclusive MS Focus social media posts announcing the Presenting Sponsorship.
- Company name promoted by host throughout the event.
- Company name promoted on sponsor screen throughout the event.
- Company name will appear in enduring materials on YouTube featuring event highlights and recap.
- Inside back cover ad in the program book given to all attendees and accessible on the MS Focus on Fashion website.
- Company name/logo will be acknowledged in the Multiple Sclerosis Foundation's donor newsletter and support groups newsletter.
- Company name recognition in post-event article in the digital version of MS Focus Magazine which has 70,000 subscribers and is read by approximately 125,000 people.

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Fashion Show/ Runway Sponsor- Many Available

Donation of \$15,000 is requested

- Company name/logo will be acknowledged as Runway Sponsor on all collateral material relating to the MS Focus on Fashion event including: all invitations, event signage, press releases, social media and promotional materials.
- One table of 10 with premium seating.
- Opportunity to gift any of your unused seats to people with MS.
- Company name/logo featured on (1) exclusive MS Focus social media post announcing the Fashion Show/Runway Sponsorship.
- Company name promoted by host during fashion show.
- Company name/logo on sponsor board prominently placed at event.
- Company name promoted on video screen during fashion show.
- Company name in enduring materials on YouTube featuring event highlights and recap.
- Full page ad in the program book given to all attendees and accessible on the MS Focus on Fashion website.
- Company name recognition in post-event article in both the digital version of MS Focus Magazine which has 70,000 subscribers and is read by approximately 125,000 people.

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Gift Bag Sponsor - (1) Available
Donation of \$10,000 is requested

- Company name/logo imprinted on all gift bags.
- Opportunity to include a branded item in each bag (with approval by MS Focus).
- One table of 10 with premier seating.
- Opportunity to gift any of your table seats to people with MS.
- Company name/logo featured on (1) exclusive MS Focus social media post announcing the Gift Bag Sponsorship.
- Company name/logo on sponsor board prominently placed at the event.
- Company name promoted on sponsor screen during event.
- Full page ad in the program book given to all attendees and accessible on the MS Focus on Fashion website.
- Company name recognition in post-event article in the digital version of MS Focus Magazine which has 70,000 subscribers and is read by approximately 125,000 people.

Silent Auction Sponsor - (1) Available
Donation of \$10,000 is requested

- Company name or logo imprinted on all silent auction bid sheets.
- Company name/logo on sponsor board prominently placed at the event.
- Company name on signage located at silent auction.
- One table of 10 with premier seating.
- Opportunity to gift any of your table seats to someone with MS.
- Company name/logo featured on (1) exclusive MS Focus social media post announcing the Silent Auction Sponsorship.
- Company name promoted on sponsor screen during event.
- Full page ad in the program book given to all attendees and accessible on the MS Focus on Fashion website.
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Live Auction Sponsor – (1) Available
Donation of \$10,000 is requested

- Company name or logo imprinted on all live auction bid paddles.
- Company name/logo on sponsor board prominently placed at the event.
- Company name on signage located at live auction.
- One table of 10 with premier seating.
- Opportunity to gift any of your table seats to people with MS.
- Company name/logo featured on (1) exclusive MS Focus social media post announcing the Live Auction Sponsorship.
- Company name promoted on sponsor screen during event.
- Full page ad in the program book given to all attendees and accessible on the MS Focus on Fashion website.
- Company name recognition in post-event article in the digital version of MS Focus Magazine which has 70,000 subscribers and is read by approximately 125,000 people.

Photography Sponsor – (1) Available
Donation of \$7,500 is requested

- Company name or logo imprinted on personal photos in frames provided to each guest.
- Company name or logo on signage located at Step and Repeat photo location.
- Eight (8) tickets with premier seating.
- Company name/logo featured on (1) exclusive MS Focus social media post announcing the Photography Sponsorship.
- Company name promoted on sponsor screen during event.
- Full page ad in the program book given to all attendees and accessible on the MS Focus on Fashion website.
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Cocktail Reception Sponsor - SOLD

Donation of \$5,000 is requested

- Company name or logo imprinted on all cocktail napkins at all bars.
- Company name or logo on signage located at all bars.
- (6) tickets with premier seating.
- Company name promoted on sponsor screen during event.
- Company name/logo featured on (1) exclusive MS Focus social media post announcing the Cocktail Reception Sponsorship.
- Full page ad in the program book given to all attendees and accessible on the MS Focus on Fashion website.
- Company name recognition in post-event article in the digital version of MS Focus Magazine which has 70,000 subscribers and is read by approximately 125,000 people.

Photo Booth Sponsor - SOLD

Donation of \$5,000 is requested

- Company name or logo imprinted on all digital photos.
- Company name or logo on all signage located at Photo Booth.
- Six (6) tickets with premier seating.
- Company name/logo featured on (1) exclusive MS Focus social media post announcing the Photo Booth Sponsorship.
- Company name promoted on sponsor screen during event.
- Full page ad in the program book given to all attendees and accessible on the MS Focus on Fashion website.
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Entertainment Sponsor - SOLD
Donation of \$5,000 is requested

- Company name or logo on all signage
- Six (6) tickets with premier seating.
- Company name/logo featured on (1) exclusive MS Focus social media post announcing the Entertainment Sponsorship.
- Company name promoted on sponsor screen during event.
- Full page ad in the program book given to all attendees and accessible on the MS Focus on Fashion website.
- Company name recognition in post-event article in the digital version of MS Focus Magazine which has 70,000 subscribers and is read by approximately 125,000 people.

Centerpiece Sponsor - SOLD
Donation of \$5,000 is requested

- Company name or logo on all table centerpieces.
- Six (6) tickets with premier seating.
- Company name/logo featured on (1) exclusive MS Focus social media post announcing the Centerpiece Sponsorship.
- Company name promoted on sponsor screen during event.
- Full page ad in the program book given to all attendees and accessible on the MS Focus on Fashion website.
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Valet Sponsor - SOLD

Donation of \$3,500 is requested

- Company name or logo on signage located at valet area.
- Opportunity to place a branded item in each car (with approval of MS Focus).
- Six (6) tickets with premier seating.
- Company name/logo featured on (1) exclusive MS Focus social media post announcing the Valet Sponsorship.
- Company name promoted on screen during event.
- Half page ad in the program book given to all attendees and accessible on the MS Focus on Fashion website.
- Company name recognition in post-event article in the digital version of MS Focus Magazine, which has 70,000 subscribers and is read by approximately 125,000 people.

Champagne Toast Sponsor - SOLD

Donation of \$3,500 is requested

- Company name and/or logo imprinted on custom created coasters at every place setting.
- Ability for representative to present a toast at the event
- Six (6) tickets with premier seating.
- Company name/logo featured on (1) exclusive MS Focus social media posts announcing the Champagne Toast Sponsorship.
- Company name promoted on screen during event.
- Half page ad in the program book given to all attendees and accessible on the MS Focus on Fashion website.
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Specialty Coffee Cart Sponsor - SOLD

Donation of \$3,500 is requested

- Name or company name on front of specialty coffee cart
- Name or company name on all coffee cup sleeves
- Six (6) tickets with premier seating.
- Company name/logo featured on (1) exclusive MS Focus social media posts announcing the Specialty Coffee Cart Sponsorship.
- Company name/logo featured on (1) exclusive MS Focus social media posts announcing the Presenting Sponsorship.
- Company name promoted on screen during event.
- Half page ad in the program book given to all attendees and accessible on the MS Focus on Fashion website.
- Company name recognition in post-event article in the digital version of MS Focus Magazine, which has 70,000 subscribers and is read by approximately 125,000 people

Fashionista Sponsor - Many Available

Donation of \$3,000 is requested

- Company name/logo on sponsor board prominently placed at the event.
- Four (4) tickets to event with premier seating
- Company name/logo featured on (1) exclusive MS Focus social media posts announcing the Fashionista Sponsorship.
- Company name/logo promoted on sponsor screen during event
- Half page ad in the program book given to all attendees and accessible on the MS Focus on Fashion website.
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Help us reduce our expenses by underwriting the following:

When we lower our expenses, more money can be directed to the programs and services we provide free of charge to address the critical needs of those we serve living with MS.

Credit Card Fee Sponsor: \$4,000

- Your donation will cover the cost of our credit card transaction fees allowing 100% of our donations to support the Multiple Sclerosis Foundation.
- Name or company name on event signage
- Name or company name mentioned in program journal
- 2 tickets to attend the event or option to gift the tickets to someone with MS

Signature Dessert Sponsor: \$3,000 - SOLD

- Custom dessert created and introduced by our MC before serving
- Recognition in the event program journal
- 2 tickets to attend the event or option to gift the tickets to someone with MS

Printing Sponsor: \$2,500

- Name or company name on event program journal, invitations, and signage.
- 2 tickets to attend the event or option to gift the tickets to someone with MS

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Specialty Underwriting Opportunities: \$1,500

These opportunities will receive 2 tickets; recognition in the event program journal; listing on main event and video signage.

Select one of the following options:

Donut Wall Sponsor

Name or company name on our specially designed wall of donuts for all guests to enjoy the end of the evening.

Sweet Treat Sponsor - SOLD

Name or company name on individual custom sweet favors given to each guest.

Model Thank You Gift Bag

Name or company name on each gift bag presented as a thank you to our fashion show models. Opportunity to provide branded gift bag items with the approval of MS Focus.

Adaptive Fashion Display Sponsor

Name or company name on signage in the exclusive adaptive area. Complimentary table to display your adaptive items.

We look forward to partnering with you and having you impact the success of the 3rd annual MS Focus on Fashion. To confirm your desired level of support, please contact Traci Allyn Shur at 786-213-0003 or tracishur@msfocus.org. Thank you in advance for your kind generosity.

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