

**MAKE A
MUSCLE
MAKE A
DIFFERENCE**



2012 MDA BLACK-N-BLUE BALL

SPONSORSHIP OPPORTUNITIES

Friday, May 4, 2012 • Frontier Airlines Center
www.milwaukeeblack-n-blueball.com



FLEX SOME MUSCLE FOR THOSE IN NEED

Share your strength by becoming a sponsor of the 2012 MDA Black-N-Blue Ball. More muscle means more hope for children and adults affected by neuromuscular disease.



NEW IN 2012! BLACK-N-BLUE PREVIEW PARTY

By participating as a corporate sponsor you will be invited to the **2012 Black-N-Blue Preview Party** which will be held in April at the Harley-Davidson Museum. This will be an exciting opportunity to tour the Harley-Davidson Museum, join business associates and friends for complimentary cocktails and hors d'oeuvres, win exciting door prizes, and preview this year's Black-N-Blue Ball featured attractions. In addition, your company will receive special recognition at the Preview Party.

CVO SPONSOR – \$25,000 ACT FAST – ONLY “3” EXCLUSIVE SPONSORSHIPS AVAILABLE

Get to know one of Harley-Davidson's great personalities when Keith Wandell, Matt Levatich, or Willie G. Davidson joins your table for dinner at the **2012 Black-N-Blue Ball**.

- **NEW FOR 2012!** Your company will receive 10 tickets to the Black-N-Blue Preview Party
- VIP Champagne Reception for eight hosted by Harley-Davidson executives, MDA Goodwill Ambassadors, and special guests
- Logo placement on BidPal machines distributed to guests for silent auction and Send A Kid To Camp appeal
- Two-hour cocktail and hors d'oeuvres reception featuring silent auction, MDA Children's Art Auction, and special attractions
- Table for eight guests featured in a highly desirable and visible location
- Company logo/name on all printed materials, including the event invitation and website*
- Verbal mention/special recognition during the evening program as a CVO Sponsor
- Acknowledgement/logo placement in the printed event program as a CVO Sponsor
- Two-page advertisement in the printed event program
- Acknowledgement in all media releases distributed by MDA
- Invitation to make a check presentation on the 2012 Milwaukee MDA Labor Day Telethon

Please note that CVO Sponsorships are limited and will be accepted via email beginning Monday, January 2, 2012. To be eligible you must email Lisa Lodde at llodde@mdausa.org announcing your commitment. These sponsorships will be awarded on a first-come first-serve basis with selected businesses notified before the end of January.

**Sponsors confirmed by January 31, 2012 are guaranteed logo placement in the Black-N-Blue Ball invitation.*

For more information or to confirm your sponsorship, please contact Lisa Lodde at 262-432-6798 or llodde@mdausa.org. Thank you for your continued support!

Any size donation is always welcomed.

ULTRA CLASSIC SPONSOR – \$15,000

- **NEW FOR 2012!** Your company will receive 10 tickets to the Black-N-Blue Preview Party
- VIP Champagne Reception hosted by Harley-Davidson executives, MDA Goodwill Ambassadors, and special guests for 10 individuals
- Logo placement on BidPal machines distributed to guests for silent auction and Send A Kid To Camp appeal
- Two-hour cocktail and hors d'oeuvres reception featuring silent auction, MDA Children's Art Auction, and special attractions
- Table for 10 guests featuring highly preferred table placement
- Company logo/name on all printed materials, including the event invitation and website*
- Verbal mention/special recognition during the evening program as an Ultra Classic Sponsor
- Acknowledgement/logo placement in the printed event program as an Ultra Classic Sponsor
- Two-page advertisement in the printed event program
- Acknowledgement in all media releases distributed by MDA
- Invitation to make a check presentation on the 2012 Milwaukee MDA Labor Day Telethon

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ROAD KING SPONSOR – \$10,000

- **NEW FOR 2012!** Your company will receive 10 tickets to the Black-N-Blue Preview Party
- VIP Champagne Reception hosted by Harley-Davidson executives, MDA Goodwill Ambassadors, and special guests for 10 individuals
- Two-hour cocktail and hors d'oeuvres reception featuring silent auction, MDA Children's Art Auction, and special attractions
- Table for 10 guests featuring highly preferred table placement
- Company logo/name on all printed materials, including the event invitation and website*
- Verbal mention/special recognition during the evening program as a Road King Sponsor
- Acknowledgement/logo placement in the printed event program as a Road King Sponsor
- One-page advertisement in the printed event program
- Invitation to make a check presentation on the 2012 Milwaukee MDA Labor Day Telethon

**Sponsors confirmed by January 31, 2012 are guaranteed name placement in the Black-N-Blue Ball invitation.*

HERITAGE SPONSOR – \$6,000

- **NEW FOR 2012!** Your company will receive four tickets to the Black-N-Blue Preview Party
- VIP Champagne Reception hosted by Harley-Davidson executives, MDA Goodwill Ambassadors, and special guests for four individuals
- Two-hour cocktail and hors d'oeuvres reception featuring silent auction, MDA Children's Art Auction, and special attractions
- Table for 10 guests at the Black-N-Blue Ball
- Verbal mention/special recognition during the evening program as a Heritage Sponsor
- Acknowledgement in the printed event program as a Heritage Sponsor
- Half-page advertisement in the printed event program
- Company name listed on the event website

FAT BOY PARTY – CORPORATE TABLE

\$3,000 (IF RESERVED AND PAID FOR BEFORE MARCH 15, 2012)

\$3,300 (IF PAID AFTER MARCH 15, 2012)

- Table for 10 and premium gift bags for all guests
- Table centerpiece exclusively designed for the 2012 Black-N-Blue Ball
- Two-hour cocktail and hors d'oeuvres reception featuring silent auction, MDA Children's Art Auction, and special attraction
- Special recognition during the evening program
- Acknowledgement in the printed event program

ADDITIONAL CORPORATE SPONSORSHIP OPPORTUNITIES

THAT DO NOT INCLUDE A CORPORATE TABLE

SOFTAIL SPONSOR – \$3,500

- Quarter-page advertisement in the printed event program
- Special recognition during the evening program as a Softail Sponsor
- Acknowledgement in the printed event program as a Softail Sponsor
- Company name listed on the event website

SPORTSTER SPONSOR – \$2,500

- Eighth-page advertisement in the printed event program
- Special recognition during the evening program as a Sportster Sponsor
- Acknowledgement in the printed event program as a Sportster Sponsor
- Company name listed on the event website



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OTHER UNIQUE SPONSORSHIP OPPORTUNITIES AVAILABLE

MDA Children's Art Auction Sponsor – \$20,000

- Includes a Fat Boy Party – Corporate Table
- Special recognition as sponsor during the Children's Art Auction
- Acknowledgement in the printed program as the MDA Children's Art Auction sponsor
- Logo signage at the Black-N-Blue Ball

Motorcycle Raffle Sponsor – \$12,000

- Includes a Fat Boy Party – Corporate Table
- Logo on Commemorative Raffle tickets
- Acknowledgement in the printed program as the Motorcycle Raffle sponsor
- Logo signage at the Black-N-Blue Ball
- Company representative will have a role in the pulling of the winning raffle ticket at the Black-N-Blue Ball

VIP Reception Sponsor – \$6,000

- Special recognition as sponsor during the VIP Reception
- Acknowledgement in the printed program as the VIP Reception sponsor
- Logo signage at the Black-N-Blue Ball

MDA Goodwill Ambassador Tables – \$3,000 each

- Sponsor one of the tables where the MDA Goodwill Ambassadors will sit at the Ball
- Name prominently placed on the table
- Acknowledgement in the printed program as a MDA Goodwill Ambassador table sponsor

Auction Framing Sponsor – \$2,000 each

- Acknowledgement in the printed program as the Auction Framing Sponsor
- Signage at the Black-N-Blue Ball

Temporary Tattoo Parlor Sponsor – \$1,500

- Acknowledgement in the printed program as the Temporary Tattoo Parlor Sponsor
- Signage at the Black-N-Blue Ball

Boot Shine Sponsor – \$1,500

- Acknowledgement in the printed program as the Boot Shine Sponsor
- Signage at the Black-N-Blue Ball

Coat Check Sponsor – \$1,500

- Acknowledgement in the printed program as the Coat Check Sponsor
- Signage at the Black-N-Blue Ball

Volunteer Food & Refreshment Sponsor – \$1,000

- Acknowledgement in the printed program as the Volunteer Food & Refreshment Sponsor
- Signage at the Black-N-Blue Ball