

Sponsorship Package 2023



A VERY MERRY
Holiday Gala

You're
INVITED

to the first ever

VERY MERRY
Holiday Gala

Hosted by CISCA's Sweet Spot in partnership with the CMT Association, our inspiration for this wonderful event is something that has affected our family for generations - Charcot Marie Tooth Disease.

After years of learning how to maneuver around this rare genetic condition, we decided it was time to take action on a larger scale. Our goal is simple, raise awareness and raise money to contribute towards research efforts.



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About **THE GALA**

This family friendly gala is set to be filled with joy and holiday cheer! There will be plenty of opportunities to donate towards our goal as well as learn about Charcot Marie Tooth. While our mission is to raise money and awareness, we have also set out to create an environment where people of all ages can take part in activities and enjoy the night.

We will be offering a reception style dinner and drinks, both alcoholic and non-alcoholic. Music will be played throughout the night and there will be a few things for the kids as well as for the adults:



Pictures With Santa



Craft Corner



Silent Auction



Keynote Speaker

We are looking forward to an extremely joyful night and the chance to make an impact in such a merry way. We hope you can join us and we look forward to working with you to raise money for CMT!

Our Goal is to not only raise money but raise awareness of a very rare and progressive genetic neuro-muscular disorder called Charcot-Marie-Tooth (CMT). CMT is caused by a genetic mutation and damages the peripheral nerves around the brain and spinal cord affecting fine motor functions. Nerves begin to weaken over time causing progressive disability starting at the feet and working upwards. While some cases may be more mild than others, many patients with CMT lose the ability to properly use their hands, feet, or legs and need assistive braces and sometimes a wheel chair.

All monetary contributions will be donated to the CMT Association Strategy to Accelerate Research (STAR). Working with multi-million dollar investments, their goal is to find different medications and therapies that can help treat CMT.



FAQ's

How rare is CMT?

1 in 2,500 are diagnosed with this genetic mutation.

Is there a cure?

Unfortunately there is no cure yet. Research and trials are being done but for now doctors recommend patients use leg braces and orthotics to assist weakening muscles.

How many CMT mutations are there?

Doctors have discovered over 100 gene mutations that can cause CMT.

CMT
OUR MISSION

About the CMT ASSOCIATION



The CMTA was started by patients, and to this day is powered by a community of patients who are engaged in helping carry out and support our mission.

The National Foundation for Peroneal Muscular Atrophy (NFPMA) was incorporated in 1983 in Pennsylvania as a 501(c)(3) federally recognized charity. The original founder, Dr. Howard Shapiro, was, himself, a patient with CMT when he began the organization. He hoped to create interest in the disorder within the medical community while also providing support to patients and families dealing with the little-known problem. From its inception, the NFPMA, now the CMTA, has continued that twofold concern by supporting research on the causes and possible cures for CMT and by focusing on patient education and support.

Leading us in our mission is the governing CMTA Board of Directors and a STAR Advisory Board comprised of the world's foremost CMT research scientists, clinicians and experts in the field of developing pharmacological therapeutics.

The CMTA has an incredible community of patients, families, and supportive friends—along with hundreds of experts in neurology, genetics, orthopedic surgery, physiatry, physical therapy and podiatry—all committed to our vision.

Our vision is simple...a world without CMT!

Introduction to SPONSORSHIP

There are multiple ways to donate and/or sponsor our event and our cause.

As outlined on the following page, you may sponsor the event through one of our packages. If you choose this route the donation amount can be met monetarily or through products or services. For more information on the benefits of these packages please continue reading through this packet or call us using the phone number or email found on the final page.



How can sponsoring us benefit you and your company?

By sponsoring our event with one of our packages you will have the opportunity to place your logo on marketing materials such as our website, event signage, social media posts, and community wide magazines and advertisements. This will provide exposure to upwards of 100,000 people within a single month.

Our event will be advertised via social media as well as local magazines!

Our SPONSORSHIP PACKAGES

	Rudolph \$500	Frosty \$1500	Buddy the Elf \$2500 <small>*Limited Availability. First Come , first serve basis.</small>	St. Nick \$3250 <small>*Limited Availability. First Come , first serve basis.</small>
Swag Bag Ad (1/4 sheet)	✓	✓		
Swag Bag Ad (1/2 sheet)			✓	✓
Logo on Event Website			✓	✓
Logo on Event Signage		✓	✓	✓
Social Media Mentions		2	4	6
Booth/Table at Event				✓
Reserved Table for 10			✓	✓

Package DETAILS

1 Swag Bag Advertisements



Each attendee will receive a swag bag filled with a few gifts and treats as well as a short booklet. This booklet will contain information on Charcot Marie Tooth (CMT), the event program, and your advertisement! Depending on which package you choose, your ad will be the size of 1/4 or 1/2 of a page. If you would like to include something extra in the bag (company swag, a coupon, etc.) we are more than happy to accommodate your request!

2 Event Signage



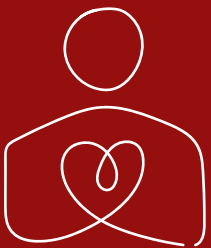
As with any event, we will have signs and banners around the venue. Depending on the package you choose your logo will be placed on each one of our main signs! It will also be placed on advertisements prior to the event that will be used to spread the word and gain an even larger attendance.

3 Website and Social Media



Our website will be the go-to place for all ticket sales as well as donations. Those that choose one of the top sponsorship tiers will be represented on this page with their logo. Most packages will also include a certain number of social media mentions on our social media page (@ciscasweetspot).*

4 Event Presence



Two of our sponsorship packages include a booth, or table, for you to use throughout the event. This space can be used to advertise your company and hand out samples or coupons. We ask that you do not sell any products while attending the gala. If you choose one of our two top sponsorship tiers, you will also be provided with a reserved table at the reception to seat up to 10 invitees.

*The amount of social media posts may vary depending on the time of sponsorship. If the sponsorship package is purchased less than two months before the event, there is a chance of less social media exposure.

Frequently Asked **QUESTIONS**

When will the event be held?

December 8, 2023 at 7:00 PM

Where will the event take place?

The Very Merry Gala will be held in Miami, FL at the Coral Gables Woman's Club.



What is the event dress code?

We ask that you come dressed in formal attire.

If I choose to sponsor this event, will it be a yearly commitment?

No this is not a recurring commitment. However, we would appreciate it if you choose to sponsor our next event.

Can I sponsor with a service or product?

Absolutely! We welcome any type of sponsorship you'd like to give. All packages are customizable and we can work with you to create the perfect package.

Is the CMT Association a recognized charity?

Yes! The CMT Association has been incorporated as a 501(c)(3) federally recognized charity in Pennsylvania since 1983.

We look forward to
working with you to
raise awareness and
raise money for such
an important cause.

To learn more about Charcot Marie Tooth (CMT) or learn about
even more ways to give visit cmtausa.org

A VERY MERRY
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Let's stay in touch

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@ciscasweetspot

@cmfausa