

CASE STUDY



National Multiple Sclerosis Society
Eastern North Carolina Chapter

Dinner of Champions Fundraiser and Awards Banquet

Client: National Multiple Sclerosis Society

SUMMARY

To raise funds for the organization's Access to Health Care Fund and celebrate contributions made by North Carolina's health and life sciences community, The Eastern North Carolina Chapter of the National Multiple Sclerosis Society hosts an annual Dinner of Champions fundraiser and awards banquet.

ASSIGNMENT

Articulon was assigned to increase brand awareness for the event and position it as the signature event for members of the health and life sciences community.

PROGRAM ELEMENTS

- Invitation
- Event Program
- Print Ads
- Web site
- Public Relations

RESULTS

More than 250 guests attended, raising more than \$200,000 for the Access to Health Care Fund.

PR efforts generated 1.3 million impressions in prominent media including: the *News and Observer*, *Metro Magazine*, the *Triangle Business Journal*, and *Boom! Magazine*.

