

AMERICAN
SOCIETY OF
INTERIOR
DESIGNERS



CALIFORNIA ORANGE COUNTY

DREAM HOME

BENEFITTING THE NATIONAL MS SOCIETY

@ SOCO | MARCH 2012

PARTNERSHIP PROPOSAL

The American Society of Interior Designers is proud to present the Dream Home benefiting the National Multiple Sclerosis Society at South Coast Collection. This spring over 15,000 people will tour the most exquisite design space in Orange County. Featuring the best interior designers in the region, this universally designed home will display the utmost in luxurious, innovative decor. Located at SOCO, guests will spend the day on site touring the Dream Home, enjoying lunch, having a glass of wine, and shopping in this unique center. Proceeds raised from this creative event will support the National MS Society's efforts for a world free of multiple sclerosis.



THE AMERICAN SOCIETY OF INTERIOR DESIGNERS

ASID is the largest organization for Interior Designers in the Nation. It is comprised of 48 Chapters, Orange County Chapter being one of them. ASID Designers are coupled with degreed education and experience. They maintain the highest level of ethical standards in the business. Their required continuing education keeps them on the cutting edge of design. Events such as the Dream Home provide them with the opportunity to showcase their skills, creativity, and innovative designs for all to enjoy.



SOUTH COAST COLLECTION

SOCO is the only progressive shopping center of its kind in Orange County. With over 300,000 square feet of design showrooms and creative studios, SoCo offers the latest in a wide variety of trendsetting home furnishings and accessories as well as many other specialty retailers. This unique environment welcomes you with zen gardens and courtyards for relaxing innovation.

March 9-25, 2012

For more information
about the event, visit
ASIDdreamhome.com



HOW YOUR SUPPORT HELPS THOSE AFFECTED BY MS

MS is an unpredictable neurological disease that affects an estimated 400,000 people in the United States. It interrupts the flow of information between the brain and the rest of the body and stops people from moving.

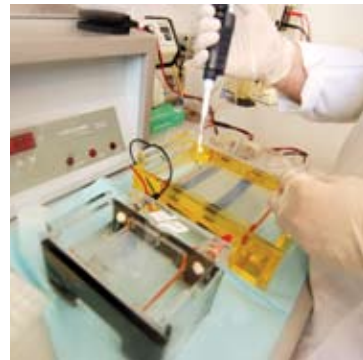
MS can cause blurred vision, loss of balance, poor coordination, slurred speech, tremors, numbness, extreme fatigue and even paralysis and blindness. Every hour, someone is newly diagnosed with MS.

MS is typically diagnosed in the prime-of-life years, ages 20-50, though an estimated 8,000- 10,000 children under the age of 18 also live with MS. At least two to three times more women than men have been diagnosed with MS.

Studies indicate that genetic factors may make certain individuals more susceptible to the disease, but there is no evidence that MS is directly inherited. Worldwide an estimated 2.5 million people live with MS.

ABOUT THE NATIONAL MULTIPLE SCLEROSIS SOCIETY

The National Multiple Sclerosis Society's vision is a world free of MS. The Society mobilizes people and resources to drive research for a cure, and to address the challenges of everyone affected by MS. Last year alone, the Society provided more than \$33.5 million to funding cutting-edge research to find a cure for MS and more than



\$136 million to enhance the lives of one million people affected by MS. The Pacific South Coast Chapter serves over 45,500 people affected by MS in San Diego, Orange, and Imperial Counties. Through fund raising events like the Dream Home, the chapter is able to raise vital funds for programs, services, and research in the community. This year alone, the Pacific South Coast Chapter:

- Fielded over 4,800 local requests for information and/or referral
- Provided \$295,000 in direct assistance for over 600 people living with MS independence, modifications for homes, hand controls for cars, utility relief during hot summer months and more
- 2,200 clients attended a professionally-led support group or physical wellness class
- Facilitated 60 volunteers to provide over 1,400 friendly visits to people with MS who rarely leave the home or live in long-term care facilities
- Devoted \$3.2 million to local research initiatives at UCI, UCSD and Scripps, aimed at finding a cause and cure for MS



BECOME A PARTNER

Partnerships between non-profits and corporations such as yours are mutually beneficial and essential in supporting our community. Won't you join us by taking this opportunity to provide your company positive exposure, while contributing to a worthy cause?

WHO ATTENDS THE DREAM HOME?

- 15,000 influential Southern Californians, primarily from premier Orange County communities
- 75% of the attendees are female
- The median household income of Orange County is \$71,735 which is \$12,810 higher than California's average household income
- Orange County residents with a strong connection to MS



PARTNERSHIP OPPORTUNITIES

- Underwrite the costs of the Dream Home (see levels)
- Sponsor onsite promotional events at the Dream Home such as a jewelry/fashion show, car giveaway, wine tasting, etc.
- Opportunity to drive business to your company by providing discounts to attendees of Dream Home

BENEFITS INCLUDE

- Media promotions including magazine advertisements, billboards, radio features plus other opportunities
- Exposure to 15,000 event attendees through signage, mailer, and event program
- Exposure to visitors and passing traffic of South Coast Collection
- Online & Social Media Benefits including website logo with links, features and more



Please contact Angela Northrup directly at Angela.Northrup@nmss.org or (760) 448-8434 for more information.