



Partnership Proposal

Yellow Rose Gala
“Fly me to the Cure”

2024



"It is truly an honor and privilege to bring back the Yellow Rose Gala in my mother, Dee Wynne's memory as we fight to find a cure and end MS once and for all. The positive responses we have received from the community since we re-established the gala has been incredibly touching. After my mother's passing in March 2014, my family and I vowed that we would continue to fight this disease and keep it a part of our lives until the day we can officially say it's no longer a part of anyone's lives. My mother had a light inside of her that illuminated the world. Your commitment to this cause helps ensure that her light continues to shine brightly as we seek a cure."

Fallon Wynne Way

President, Yellow Rose Gala Foundation

About

The Yellow Rose Gala Foundation is an active 501(c)(3) that has the drive and vision to forever rid the world of MS. Through this initiative the Yellow Rose Gala Foundation has partnered with the National MS Society where 100% of the net proceeds raised go directly to progressive MS research through the International Progressive MS Alliance.



HISTORY

The Yellow Rose Gala Foundation was first established by founders Dee and Jimmy Wynne in April 1986, shortly after Dee's diagnosis with multiple sclerosis. From 1986-2001 the gala became one of the most prominent social events in Dallas, netting over \$6 million for MS research, featuring world class auctions and entertainment such as the Eagles, Stevie Nicks, Trisha Yearwood and Tony Bennett. Wynne's disease eventually prevented her from continuing with the gala, but it didn't impede the imprint she made. Following Dee Wynne's passing in 2014, the Gala was re-established in her memory by her children, Fallon Wynne Way and Todd Wynne, along with the help of active community leaders and past Yellow Rose supporters.



GOALS

The goal of the Yellow Rose Gala Foundation is to ensure people affected by MS can live their best lives as we stop MS in its tracks, restore what has been lost and end MS forever. Multiple sclerosis (**MS**) is an unpredictable, often disabling disease of the central nervous system that disrupts the flow of information within the brain, and between the brain and body. Progressive MS is characterized by worsening neurologic function without early relapses or remissions. The cause of MS is still unknown - scientists believe the disease is triggered by as-yet-unidentified environmental factor in a person who is genetically predisposed to respond.



PROMISE

Through the National MS Society, the Yellow Rose Gala Foundation supports the International Progressive MS Alliance. The Alliance is an initiative that is breaking down barriers to fund the best research no matter where it exists by funding grants that support international networks of researchers and institutions. The Gala is one of the leading funders of the International Progressive MS Alliance in the US. Through the Yellow Rose's support, the Alliance will continue to shape the landscape of international MS research and finding solutions for progressive MS. Together, we are changing the landscape of scientific research and progressive MS. Together, we will find solutions.

Highlights

100% of net proceeds raised fund research through the National Multiple Sclerosis Society directly funding the International Progressive MS Alliance as well as UT Southwestern's Peter O'Donnell Brain Institute

One of the top four fundraisers in the United States for the International Progressive MS Alliance

Netted over \$6 million directly to MS research

Impacted over 17,000 people across North Texas

Supports over 68,000 Texans and over 1 million people in US and millions worldwide who are affected by MS

YRG Executive Board

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Lee Wiley
Katie Wynne
Katherine Young

2024 *Gala Features*

Gala Co-Chairs

Jonathan Wright & Sheila Wright-Green



Honorary Chairpersons

The Mike and Diana Miller Family



Chair Emeriti

Sheree J. Wilson & Larry Lott



Dee Wynne Courage Award

MS Warrior: Susan Lancaster





Why Get Involved?

Finding a cure for MS starts with you



Presenting Partner

\$50,000

- ❖ Name incorporated into event name (*Yellow Rose Gala brought to you by...*)
- ❖ Logo/name on all event materials
- ❖ Name and and/or logo on front of event program
- ❖ Ad on front page of event program/full page ad in event program
- ❖ 2 priority reserved tables of 10
- ❖ Promotional sampling opportunities in goody bags
- ❖ Recognition on Yellow Rose website - theyellowrose.org
- ❖ Recognition on Yellow Rose social media - Twitter, Facebook, Instagram, etc.
- ❖ VIP meet-and-greet for guests with headline entertainer and photo opportunities with celebrity guests
- ❖ Complimentary hotel rooms on the night of the gala
- ❖ 20 invitations to VIP Honoree/ Kickoff Party
- ❖ Recognition at VIP Honoree/Kickoff Party
- ❖ Recognition in all upcoming press releases
- ❖ Verbal recognition on Fox 4 Good Day
- ❖ 20 complimentary raffle prize tickets

Other opportunities available for:

Honorary Chair Party Partners

\$20,000

Partnership Opportunities

\$5,000 - \$20,000



Yellow Rose Bouquet Package

\$20,000

Includes two priority reserved tables of ten, full-page ad in the event program, recognition on gala's website and social media sites
Exclusive invitation to pre-event meet and greet with entertainers, and two complimentary hotel rooms on the night of the gala.



Blooming Rose Package

\$15,000

Includes one priority reserved table of ten, half page ad in the event program, recognition on gala's website and social media sites
Exclusive invitation to pre-event meet and greet with entertainers, and one complimentary hotel room on the night of the gala.



Long Stem Rose Package

\$10,000

Includes one reserved table of ten, quarter-page ad in the event program, and recognition on gala's website and social media sites.



Budding Rose Package

\$5,000

Includes one reserved table of ten
(Guaranteed seating as a group)

Partnership Opportunities

\$175 - \$1,800



Double Date Package

\$1,800

Includes four seats at the gala
(Guaranteed seating as a group)



Couples Package

\$900

Includes two seats at the gala
(Guaranteed seating as a group)



Single Tickets

\$500

Includes one individual seat at the gala



Rose Petal Ticket

\$175

Includes one individual seat at the gala
(Limited quantities only, for ages 35 and
under)

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Yellow Rose Gala Foundation

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