



# 2025 Sponsorship Opportunities

Our special events are the perfect way for you to learn about our mission while making a difference.



**1958 Gala**  
Saturday, March 29, 2025



**Lupus Walk**  
Saturday, May 17, 2025



**Golf Classic**  
Monday, August 25, 2025

mmri.edu | 315.624.7475

Facebook: @MasonicResearch | X (Twitter): @MasonicResearch | Instagram: @Masonic\_Medical | LinkedIn: MasonicMedicalResearchLaboratory

# About MMRI

Masonic Medical Research Institute (MMRI) is an independent medical research laboratory performing collaborative research in complex diseases and genetic disorders to *enable tomorrow's cures*.

MMRI is dedicated to improving the health and quality of life for all humankind. Our primary mission is to conduct high-quality basic biomedical and clinical research aimed at generating knowledge and information necessary for understanding molecular mechanisms of disease and the development of medical cures and treatments of tomorrow. MMRI is also committed to providing education and training to basic scientists, clinical researchers and students who will perpetuate and extend the fight against disease worldwide.

For more than 65 years, MMRI has been making great progress in understanding the causes and searching for treatments for devastating ailments and conditions such as:

- heart disease
- diabetes
- autism
- PTSD
- and lupus.



# Return on Investment

Your generous donation to MMRI not only supports our vital mission but also offers your company the opportunity to connect with our dedicated community and expand your reach among our engaged followers.

**Together, we can make a lasting impact!**

Here are some examples your investment with MMRI will result in long-term brand awareness for your organization.

## EMAIL

**33.2%**  
open rate

**4.2%**  
click rate

**3,255**  
recipients

## SOCIAL REACH



5.7K followers  
44.8K reach



1,242 followers  
3K reach



3,943 followers  
7K reach



1,322 followers  
5K reach

## MEDIA MENTIONS

### MMRI inaugural 1958 Gala marked beginnings

Covered by: Daily Sentinel and Utica Chamber of Commerce.



### First ever Utica Lupus Walk

Covered by: Daily Sentinel, WKTV, Utica Chamber of Commerce, Visit Oneida County, NY, Bug Country, 97.9/105.5 Kiss-FM and Talk of the Town.



### MMRI To Hold Second Annual Golf Classic Fundraiser

Covered by: Daily Sentinel, Utica Chamber of Commerce, WUTR, 96.1 The Eagle, 96.9 WOUR, and WIBX 950.



More than 1.6k website visitors per month on mmri.edu



102,500 people reached through radio ads



18 newspaper ads and more than 100,000 impressions on URSentinel.com

# 2025 Combined Sponsorship Packages

Choosing to include a combined sponsorship package in your budget this year has many benefits for both you and MMRI!

- Brand exposure all year! Our events are spread out evenly throughout the year, so you can expect media mentions in every quarter.
- Significant cost savings!
- Ability to plan your budget, while also allowing us to execute our events with peace of mind, knowing we have your support.

The following pages outline exactly what is included in each sponsorship level.

## ❑ TIER 1 SPONSOR PACKAGE - ~~\$30,000~~ \$25,000

- Presenting sponsorship for the 1958 Gala (Valued at \$15,000)
- Butterfly sponsorship for the Lupus Walk (Valued at \$5,000)
- Lead sponsorship for the MMRI Golf Classic (Valued at \$10,000)

## ❑ TIER 2 SPONSOR PACKAGE - ~~\$21,000~~ \$17,000

- Red carpet sponsorship for the 1958 Gala (Valued at \$10,000)
- Lilac sponsorship for the Lupus Walk (Valued at \$1,000)
- Lead sponsorship for the MMRI Golf Classic (Valued at \$10,000)

## ❑ TIER 3 SPONSOR PACKAGE - ~~\$12,500~~ \$10,000

- Platinum sponsorship for the 1958 Gala (Valued at \$5,000)
- Violet sponsorship for the Lupus Walk (Valued at \$2,500)
- Reception sponsorship for the MMRI Golf Classic (Valued at \$5,000)

## ❑ TIER 4 SPONSOR PACKAGE - ~~\$6,000~~ \$5,000

- Silver sponsorship for the 1958 Gala (Valued at \$1,000)
- Violet sponsorship for the Lupus Walk (Valued at \$2,500)
- Gold sponsorship for the MMRI Golf Classic (Valued at \$2,500)

## ❑ TIER 5 SPONSOR PACKAGE - ~~\$4,000~~ \$3,000

- Silver sponsorship for the 1958 Gala (Valued at \$1,000)
- Violet sponsorship for the Lupus Walk (Valued at \$2,500)
- Beverage sponsorship for the MMRI Golf Classic (Valued at \$500)

Don't see a package that accomodates your organization?  
Email Millie at [mocchionero@mmri.edu](mailto:mocchionero@mmri.edu) to customize a sponsorship package.

Digital logos in png format should be emailed to [marcomm@mmri.edu](mailto:marcomm@mmri.edu).  
Submit to: Masonic Medical Research Institute | 2150 Bleecker St., Utica, NY 13501 | Attn: Marketing Office  
[mmri.edu](http://mmri.edu) • 315.624.7475





# Saturday, March 29, 2025

Fort Schuyler Club

*More than 250 attendees in 2024*

The 1958 Gala supports and raises awareness for MMRI's groundbreaking medical research. With the help of its sponsors and eventgoers, the inaugural 1958 Gala raised \$180,000 for MMRI. The proceeds benefit the organization's innovative biomedical research in heart disease, lupus, autism, PTSD and more.

	<b>PRESENTING SPONSOR \$15,000</b>	<b>RED CARPET SPONSOR \$10,000</b>	<b>PLATINUM SPONSOR \$5,000</b>	<b>GOLD SPONSOR \$2,500</b>	<b>SILVER SPONSOR \$1,000</b>
RESERVED TICKETS	12	10	6	4	2
NAME ADDED TO GALA LOGO	X				
ACKNOWLEDGEMENT IN QUARTERLY NEWSLETTER	X	X	X		
NAME ON PRESS RELEASE	X	X	X	X	
NAME IN EMAIL MARKETING	X	X	X	X	
AD IN EVENT PROGRAM	FULL	FULL	HALF	QUARTER	
RECOGNITION AT EVENT	PREMIERE	X	X	X	X
NAME ON SOCIAL MEDIA	PLUS 3 STAND ALONE	PLUS 2 STAND ALONE	PLUS 1 STAND ALONE	X	

Learn more at [mmri.edu/1958gala](http://mmri.edu/1958gala)





# Saturday, May 17, 2025

## Masonic Medical Research Institute

### Over 300 attendees in 2024



Last year, on Saturday, May 18, 2024, MMRI hosted more than 350 people at the Masonic Care Community Campus, to walk in support of its lupus research. This was Utica’s first walk to support the devastating autoimmune disease estimated to affect 1.5 million people in the United States and 120,000 in New York State alone. This inspiring event attracts support from a large number of elected officials and media engagement.

	<b>BUTTERFLY SPONSOR \$5,000</b>	<b>VIOLET SPONSOR \$2,500</b>	<b>LILAC SPONSOR \$1,000</b>	<b>T-SHIRT SPONSOR \$500</b>
NAME/LOGO ON T-SHIRT	X	X	X	X
NAME ON PRESS RELEASE	X	X	X	
NAME IN EMAIL MARKETING	X	X	X	
ACKNOWLEDGEMENT IN QUARTERLY NEWSLETTER	X	X		
NAME ON SOCIAL MEDIA	PLUS 3 STAND ALONE	PLUS 2 STAND ALONE		
TABLE AT EVENT	X			
COMPANY BANNER	X			

Learn more at [mmri.edu/lupuswalk](http://mmri.edu/lupuswalk)





# Monday, August 25, 2025

## Yahundasis Golf Club

Over 100 golfers in 2023 and 2024

In 2024, thanks to generous donors like you, we were able to raise more than \$86,000, in honor of Sal Raspante, a beloved member of the Utica community. The proceeds from this tournament benefit MMRI's heart disease research, including adult stage heart failure, cardiomyopathy, arrhythmia, thrombosis and more.

	<b>LEAD SPONSOR \$10,000</b>	<b>RECEPTION SPONSOR \$6,000</b>	<b>GOLF CART SPONSOR \$5,000</b>	<b>GOLD SPONSOR \$2,500</b>	<b>BEVERAGE SPONSOR \$500</b>
FOURSOME	2	1	1	1	
COMPANY PROMOTIONAL TABLE AT A HOLE	X	X	X		
LOGO/NAME ON BANNER	X	X	X		
ACKNOWLEDGEMENT IN QUARTERLY NEWSLETTER	X	X	X	X	
NAME ON PRESS RELEASE	X	X	X	X	X
NAME IN EVENT PROGRAM	X	X	X	X	X
NAME IN EMAIL MARKETING	X	X	X	X	X
TEE SIGN	X	X	X	X	X
VERBAL RECOGNITION AT EVENT	X	X	X		
NAME ON SOCIAL MEDIA	PLUS 3 STAND ALONE	PLUS 2 STAND ALONE			
LOGO ON ONE TEE-GIFT	X				
LOGO/NAME ON SIGN AT RECEPTION		X			
LOGO/NAME ON GOLF CART			X		
LOGO/NAME DISPLAY ON TEE-GIFT BAGS				X	

Learn more at [mmri.edu/golf](http://mmri.edu/golf)





### COMBINED SPONSORSHIP PACKAGES

- TIER 1 SPONSOR - \$25,000
- TIER 2 SPONSOR - \$17,000
- TIER 3 SPONSOR - \$10,000
- TIER 4 SPONSOR - \$5,000
- TIER 5 SPONSOR - \$3,000



### GALA SPONSORSHIPS (ONLY)

- PRESENTING SPONSOR - \$15,000
- RED CARPET SPONSOR - \$10,000
- PLATINUM SPONSOR - \$5,000
- GOLD SPONSOR - \$2,500
- SILVER SPONSOR - \$1,000

### LUPUS WALK SPONSORSHIPS (ONLY)

- BUTTERFLY SPONSOR - \$5,000
- VIOLET SPONSOR - \$2,500
- LILAC SPONSOR - \$1,000
- T-SHIRT SPONSOR - \$500

### GOLF SPONSORSHIPS (ONLY)

- LEAD SPONSOR - \$10,000
- RECEPTION SPONSOR - \$6,000
- GOLF CART SPONSOR - \$5,000  
*(2 AVAILABLE)*
- GOLD SPONSOR - \$2,500
- BEVERAGE SPONSOR - \$500

Contact Name \_\_\_\_\_

Company \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip Code \_\_\_\_\_

Phone \_\_\_\_\_ Email \_\_\_\_\_

#### Method of Payment

Check (Payable to Masonic Medical Research Institute)

**Amount Enclosed:** \$ \_\_\_\_\_

- MasterCard    Visa    American Express  
 Discover

Account # \_\_\_\_\_

Exp. (mo./year) \_\_\_\_ / \_\_\_\_ CVV \_\_\_\_\_

Signature \_\_\_\_\_

**Send invoice** for: \$ \_\_\_\_\_  
attention to \_\_\_\_\_

# Meet the team behind these events!



**Maria Kontaridis, Ph.D.**  
Executive Director



**Millie Occhionero**  
Marketing & Communications Director



**Pamela G. Matt, Esq.**  
Development Director



**Nicole Knoblock**  
Events & Internal Communications  
Coordinator



**Colleen LeFever**  
PR & Marketing Associate



**Lyndsay Schoen**  
Multi-Media Associate



**Rebekah Hedeem**  
Marketing Coordinator



**Christie Schleider**  
Administrative Assistant to  
Development, Marketing &  
Communications