



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 - ~~\$13,500~~ \$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 \$6,000*)

❑ **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 to customize a sponsorship package.

Digital logos in png format should be emailed to marcomm@mmri.edu.
Submit to: Masonic Medical Research Institute | 2150 Bleecker St., Utica, NY 13501 | Attn: Marketing Office
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.

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





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.



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





Monday, August 25, 2025

Yahnundasis 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.

	LEAD SPONSOR \$10,000	RECEPTION SPONSOR \$6,000	GOLF CART SPONSOR \$5,000	GOLD SPONSOR \$2,500	BEVERAGE SPONSOR \$500
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





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