

The Myelin Project
Presents

Science & Society

A Gala Honouring World Renowned Scientists



Friday, October, 23, 2009

The Four Seasons Hotel, Toronto



THE MYELIN PROJECT

On Friday, October 23, 2009, guests will marvel at our highly anticipated event, **Science and Society: A Gala Honouring World Renowned Scientists**, while supporting The Myelin Project. You are invited to be front and centre. This is your opportunity to partner in cutting edge research that affects millions of individuals with demyelinating diseases like multiple sclerosis and the childhood leukodystrophies.

Behind the Myelin Project is a multinational gathering of families struck by one demyelinating disease or another. Refusing to accept the conventional view that science cannot be hurried, they resolved to advance the moment when myelin could be restored. They have done this by creating a framework in which researchers can cooperate effectively, by giving scientists adequate, prompt financing and by continuously interacting with them.

The founders of the Project are Augusto Odone and his late wife, Michaela Odone. Although not medical doctors, the Odones developed a therapy, now adopted on both sides of the Atlantic, that reverses the biochemical defect of ALD. The story of the Odones' struggle against ALD was dramatized in the 1992 Universal Studios release **Lorenzo's Oil**, starring Nick Nolte and Susan Sarandon.

Our signature black tie fundraising event will be held at the Four Season Hotel. It is a glamorous and engaging evening of entertainment and inspiration celebrating the remarkable strides in research from the men and women of The Myelin Project Scientific Work Group. Join us as we also celebrate the 20th anniversary of The Myelin Project and the 17th anniversary of the Scientific Work Group. This October, The Myelin Project of Canada will host the annual work group meeting conference playing host to fifteen international scientists. As they converge in Toronto, new developments in research will be shared amongst their peers and the families afflicted.

We are asking you to consider becoming a sponsor. Your support and participation in this event will help fund cutting-edge myelin research. As a sponsor, you will be able to promote your business, in print and in person, while demonstrating your corporate social responsibility.

The following package outlines the rewards of your sponsorship. It will be my personal pleasure to ensure your needs for recognition and client entertaining are well met, and I would be happy to discuss specific requirements with you. A tax receipt will be issued for your kind and generous support (BN 85934-2651-RR0001).

We hope you will join us for a great evening in support of a great cause. Thank you for your consideration. If I can be of any assistance, please do not hesitate to call me at (416) 508.5652.

Kindest regards,

Helen Hatzis
Vice President, Canadian Branch

The Myelin Project of Canada
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About the Gala

The 2009 ***Science and Society: A Gala Honouring World Renowned Scientists*** will raise funds to propel medical research focusing on demyelinating diseases such as multiple sclerosis and the childhood leukodystrophies that affect millions of individuals worldwide.

Every year, The Myelin Project chapters worldwide set specific goals to help support research in myelin related diseases. This gala will focus on raising funds for the inaugural Augusto Odone Young Investigator Award and cutting edge remyelination research.

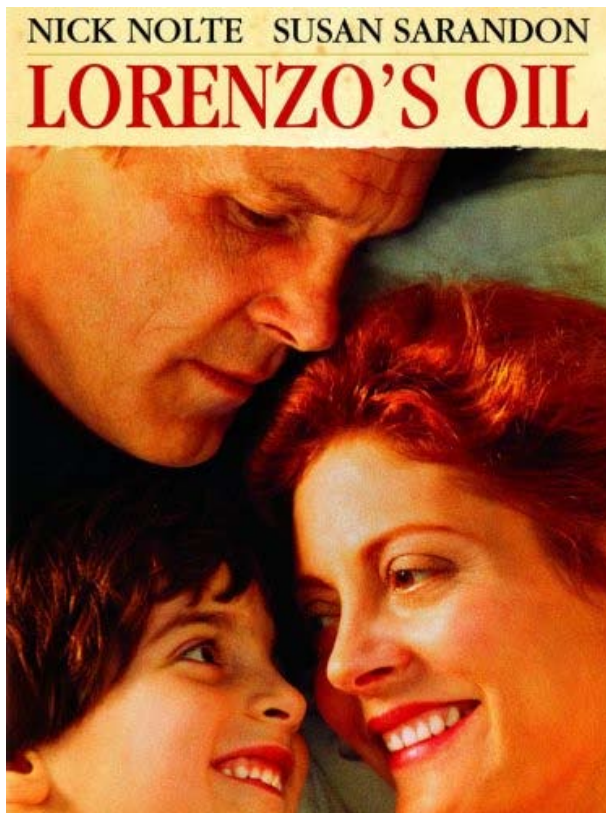
This award, to be presented by Augusto Odone (cofounder of The Myelin Project), will also promote and support the next generation of researchers.

Your sponsorship will help ensure that this initiative will carry on until our goal has been reached; halting demyelinating diseases, replacing myelin and restoring lives today and tomorrow.

The Myelin Project of Canada
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Gold Sponsor Rewards

The Myelin Project of Canada would be pleased to recognize the generosity of **YOUR COMPANY** as a Gold Sponsor (\$7,500) of the Myelin gala on October 23, 2009 at the Four Seasons Hotel in Toronto. We would welcome discussions about other benefits that may be of interest to you.



- Prime, VIP seating for 11 including a world renown scientist and a special gift. Opportunity to purchase additional prime tables at the per table cost.

- Acknowledgement of YOUR COMPANY's sponsorship in the evening's speaking remarks.
- YOUR COMPANY's logo will appear in a prime sponsor location in the event program materials and on The Myelin Project websites in both Canada and the US. www.myelin.org and www.myelinprojectcanada.ca
- YOUR COMPANY will receive acknowledgment on a corporate banner hung in a prominent location at the Gala.

Recognition in The Myelin

- Project's monthly newsletters, which are distributed to major individual and corporate donors.
- Coverage in all internal publications.
- Right of first refusal for Gold Sponsorship of the 2010 Gala.

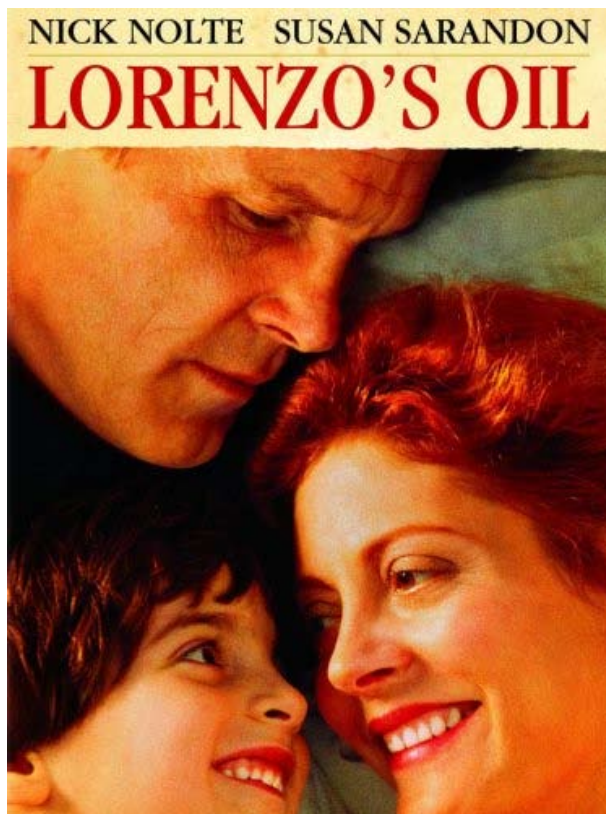
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Platinum Sponsor Rewards

The Myelin Project of Canada would be pleased to recognize the generosity of **YOUR COMPANY** as a Platinum Sponsor (\$15,000) of the Myelin gala on October 23, 2009 at the Four Seasons Hotel in Toronto. We would welcome discussions about other benefits that may be of interest to you.



Platinum Sponsor Rewards includes Gold package plus the following:

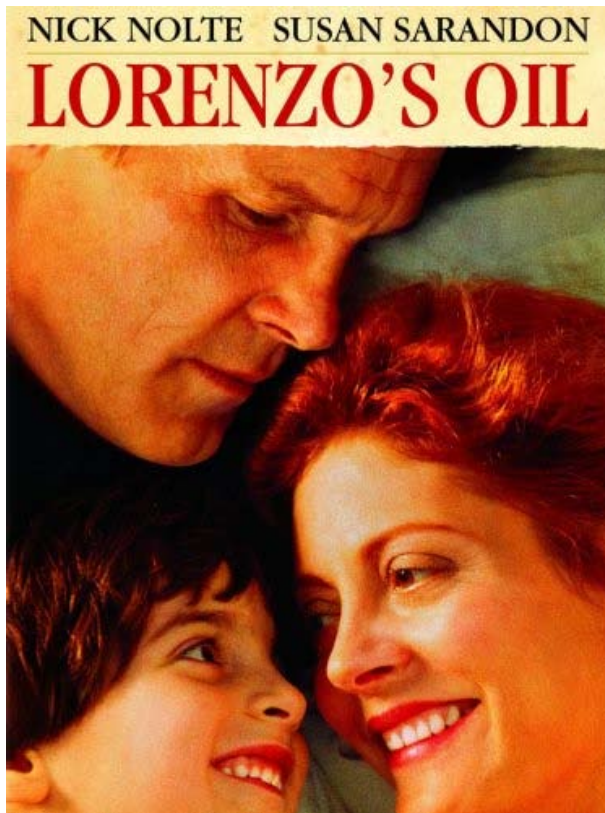
- One night stay at the Four Seasons (one room).
- YOUR COMPANY will receive an individual corporate banner hung in a prominent location at the Gala.
- Full-page advertisement featured in the event program.
- Right of first refusal for Platinum Sponsorship of the 2010 Gala.

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TITLE Sponsor Rewards

The Myelin Project of Canada would be pleased to recognize the generosity of **YOUR COMPANY** as a Title Sponsor (\$25,000) of the Myelin gala on October 23, 2009 at the Four Seasons Hotel in Toronto. We would welcome discussions about other benefits that may be of interest to you.



TITLE Sponsor Rewards includes Platinum package plus the following:

- Two seats at the head table.
- Prime, VIP seating, one table of 11 including a world renown scientist and a special gift. Opportunity to purchase additional prime tables at the per table cost.
- Opportunity to bring greetings to more than 400 event guests from the podium.
- Double spread advertisement featured in the event program.
- YOUR COMPANY's logo added to all print and online advertising material.
- Right of first refusal for Title Sponsorship of the 2010 Gala.

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Sponsor Rewards Summary

Rewards

	Gold Sponsor (\$7,500)	Platinum Sponsor (\$15,000)	Title Sponsor (\$25,000)
Opportunity to bring greetings to more than 400 event guests from the podium.			✓
Two seats at the head table.			✓
Prime, VIP seating for eleven including a world renown scientist and a special gift. Opportunity to purchase additional prime tables at the per table cost.			✓
Prime, VIP seating for ten including a world renown scientist and a special gift. Opportunity to purchase additional prime tables at the per table cost.	✓	✓	
One night stay at the Four Seasons (one room).		✓	✓
YOUR COMPANY's logo added to all print and online advertising.			✓
Two-page advertisement featured in the event program.			✓
Full-page advertisement featured in the event program.		✓	
YOUR COMPANY will receive an individual corporate banner hung in a prominent location at the Gala.		✓	✓
YOUR COMPANY will receive a corporate banner hung in a prominent location at the Gala.	✓		
Acknowledgement of YOUR COMPANY's sponsorship in the evening's speaking remarks.	✓	✓	✓
YOUR COMPANY's logo will appear in a prime sponsor location in the event program materials and on The Myelin Project websites in both Canada and the US. (myelin.org and myelinprojectcanada.ca)	✓	✓	✓
Recognition in The Myelin Project's monthly newsletters, which are distributed to major individual and corporate donors.	✓	✓	✓
Coverage in all internal publications.	✓	✓	✓
Right of first refusal for sponsorship level of the 2010 Gala.	✓	✓	✓



THE MYELIN PROJECT

Sponsor Fax Back



Yes, we want to be recognized as a Sponsor for
The Myelin Project Gala **Science & Society**.

TITLE SPONSOR(\$25,000)

PLATINUM SPONSOR (\$15,000)

GOLD SPONSOR (\$7,500)

Additional Table of Eleven - \$3,500

Includes dinner, world renowned scientist, special gift, valet parking,
coat check and special room rates.

Additional Table of Ten - \$2,500

Includes dinner, valet parking, coat check and special room rates.

NAME

COMPANY

ADDRESS

Please mail or fax to:

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OSCAR NOMINATED FILM

LORENZO's OIL

NICK NOLTE SUSAN SARANDON

LORENZO'S OIL



The film is based on the true story of Augusto and Michaela Odone and their son Lorenzo. In 1984 Lorenzo came down with adrenoleukodystrophy (ALD), a rare inherited disease. Doctors said that he would lose all his functions and die within two to three years. Refusing to accept this grim verdict, the Odone family set out on a mission to find a treatment for ALD and to save their child. In their quest for a treatment the Odone family often clashed with doctors, scientists, and support groups, who were skeptical that anything could be done about ALD, much less by laypeople. Their relentless struggle tested the strength of their marriage, the depth of their beliefs, and the boundaries of conventional medicine.

The Odone family haunted medical libraries, reviewed countless animal experiments, badgered researchers, questioned top doctors all over the world, and persisted until a solution came to them in a moment of inspiration. They commissioned a special type of oil from a British firm, which normalized the accumulation of very long chain fatty acids in the brain, the hallmark of ALD.

The film ends on a positive note, showing several healthy children who, having followed a course of treatment with Lorenzo's Oil, remained symptom-free. The conclusion relates that Lorenzo can communicate again by a modified sign language, and that Augusto Odone was awarded an honorary Ph.D. for his pioneering work in researching and discovering a significant treatment for ALD.

In the second chapter of the story, the Odone family founded The Myelin Project in the hope of finding a way to restore the myelin sheath, which is destroyed in ALD and a host of other myelin diseases, such as multiple sclerosis. If this vital substance can be restored, patients like Lorenzo may regain function and eventually lead a normal life.