



THE PARKINSON'S DISEASE THERAPEUTICS WEBINAR SERIES

February – November 2021 (*exact dates TBD*)

SERIES OVERVIEW

Convening the Parkinson's research community to share exciting research and innovative approaches to patient engagement is critical to accelerating R&D from discovery through clinical development. The Michael J. Fox Foundation (MJFF) has witnessed an unwavering commitment from academic and industry researchers to drive forward even in the face of new challenges. In response to community demand for venues to continue building connections and collaboration, **MJFF launched a series of digital events in 2020, the Parkinson's Disease Therapeutics Webinars.**

The series will continue in 2021 to engage and bring together MJFF's expansive network of leading Parkinson's researchers, drug developers and clinicians. The Foundation engages with thousands of organizations active in neurological research through our funding programs, general scientific and clinical resources, public-private partnerships, and in-person and virtual symposia, workshops, and conferences.

SPONSORSHIP OPPORTUNITIES

MJFF consistently facilitates sharing the latest innovations across drug discovery platforms, assays and biomarker tests, research tools, and volunteer recruitment in addition to highlighting service providers and contract research organizations that have dedicated neurological expertise and capabilities. Parkinson's R&D is challenging, and MJFF supports the research community by providing forums in which scientific expertise, services and technologies can be promoted and where collaboration and partnerships can be facilitated.

The Parkinson's Disease Therapeutics Webinars series presents an opportunity for you to get in-front of an audience of tens of thousands of neurological researchers. Varying levels of corporate sponsorship ensure we can work together to maximize value for your company. For start-up ventures new to Parkinson's, introducing your company and expertise through corporate branding, builds visibility and may foster interest in partnership from large pharmaceutical companies exploring business development opportunities. For contract research organizations and other research service providers, distributing materials or scientific whitepapers that highlight your services and leadership in the Parkinson's field, underpin your position in the space as a premier partner.

If you would like to take advantage of this opportunity or are interested in learning more, please reach out to the Industry Engagement Team at researchpartnerships@michaeljfox.org

- **14,600 active subscribers** to MJFF's Fox Flash monthly researcher-focused email newsletter
 - In 2019, there were **43,500+ impressions** for the Fox Flash email newsletter
- **256,000+ visits** (January – May 2020) to the "For Researchers" section of the MJFF website
- Average of **3,000 views** on researcher-focused blogs
- Average of **630 live registrants** per 2020 PD Therapeutics webinar event
- Over **5.5 million data access requests** from MJFF's PPMI and Fox Insight study cohorts
- In 2019 alone, **708 organizations** applied for MJFF funding and biosamples



The Michael J. Fox Foundation presents a series of free online events, Parkinson's Disease Therapeutics Webinars, focused exclusively on novel research and therapeutic development for Parkinson's disease (PD)

PARTNER

\$15,000 USD

- ❖ Premier placement of company logo included on the **"Thank You to Our Sponsors" slide during webinars** (total of four webinars)²
- ❖ Premier placement of company logo included on series **registration webpage**
- ❖ Inclusion of a **full-page digital flyer and/or scientific whitepaper**¹ in post-series "E-binder" attachment sent to all past webinar attendees (total of one e-mail)² and posted for download on series webpage
- ❖ Company logo **with link to company website on "Thank You" e-mail** to webinar attendees (total of four e-mails)
- ❖ Company logo included on series **promotional e-mails** reaching MJFF's list of 14,600 subscribers (minimum of four e-mails)²
- ❖ Company name included on all series-related **social posts** (including LinkedIn and Twitter)
- ❖ **Special verbal "Thank You"** during each webinar (total of four webinars)²

SUPPORTER

\$5,000 USD

- ❖ Company logo included on the **"Thank You to Our Sponsors" slide during webinars** (total of four webinars)²
- ❖ Company logo included on series **registration webpage**
- ❖ Inclusion of a **half-page digital flyer**¹ in post-series "E-binder" attachment sent to all past webinar attendees (total of one e-mail)² and posted for download on series webpage
- ❖ Company logo on **"Thank You" e-mails** to webinar attendees (total of four e-mails)²

CONTRIBUTOR

\$2,500 USD

- ❖ Company logo included on the **"Thank You to Our Sponsors" slide during webinars** (total of four webinars)²
- ❖ Company logo included on series **registration webpage**

¹All materials subject to MJFF approval

²Inclusion dependent on number of remaining webinars/emails at time of commitment

2021 SCHEDULE OF EVENTS

The series kicks off in **February 2021**, and will include four sessions, each covering a hot topic in Parkinson's R&D. It reflects many of the same goals of our annual Parkinson's Disease Therapeutics Conference, which regularly brings 300 researchers and business development professionals from academia and industry to New York each fall (2020 cancelled). With the success of the 2020 series, MJFF has committed to continue providing the research community with opportunities to safely convene this coming year. The series is free to attendees and will feature presentations and discussions from leaders in Parkinson's research and therapeutic development.

Session 1: February 2021

The Promise of Precision Medicine for Parkinson's Disease: Today's science and tomorrow's trials

This session will delve into the heterogeneity of Parkinson's disease at a clinical, pathological and genetic-mechanistic level and provide a model for how precision medicine would work for Parkinson's disease trials

Session 2: May 2021*

*Building Capacity for Inclusivity in Parkinson's Research and Care**

Strategies for engaging diverse populations in Parkinson's Disease research and current investment in this space

Session 3: September 2021*

*Patients as Partners in Research**

Virtual "patient day" with case studies about patient-scientist partnerships and how this may evolve in the future

Session 4: November 2021*

Topic Pending

*Date and topic details pending



2020 SCHEDULE OF EVENTS

Session 1: June 16, 2020

Patient-Centered Drug Discovery: Novel Instruments to Capture Patient Outcomes in Parkinson's

This session highlights MJFF-funded research to identify symptoms and aspects of disease burden that matter to patients.

Session 2: July 16, 2020

Molecular Signatures of Parkinson's Disease

Our second event presents an overview of the biologic data available through the Parkinson's Progression Markers Initiative (PPMI) and key insights learned from analyzing that data.

Session 3: September 15, 2020

The Many Faces of Parkinson's

Our virtual "patient day" features a discussion on understanding disease experience and including patient perspectives in therapeutic research.

Session 4: October 8, 2020

Where We Are & Where We Are Heading: A Look Ahead at Therapeutic Development in Parkinson's

Dr. Fiona Marshall of Merck leads a panel on the future of Parkinson's drug development.

