



THE MICHAEL J. FOX FOUNDATION
FOR PARKINSON'S RESEARCH

YOUR MISSION IS OUR MISSION

Opportunities for Corporate Support in 2024

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“We’ve created a spark with the Foundation —
where if you bring that fuel, that passion, we’ll add to
it. We’ll throw a match on it, and we’ll get it going.”

— Michael J. Fox



GET TO KNOW US AND THE COMMUNITY WE SERVE

By partnering with The Michael J. Fox Foundation for Parkinson’s Research, you join a collaborative movement that puts people at the heart of everything we do.

We convened the largest audience of patients, families, supporters and researchers in the Parkinson’s disease (PD) space — now more than 2.7 million strong. To realize our urgent mission to end PD, it’s imperative that we create impactful on ramps to inform and empower people to take action. We create and distribute cutting-edge educational, wellness and community-building resources that inspire trust and engagement from our audience. We host community events to meet people where they are and bring diverse stakeholders together. And we build platforms so everyone who wants to join in our mission can connect to what inspires them most.

Meet Our Community

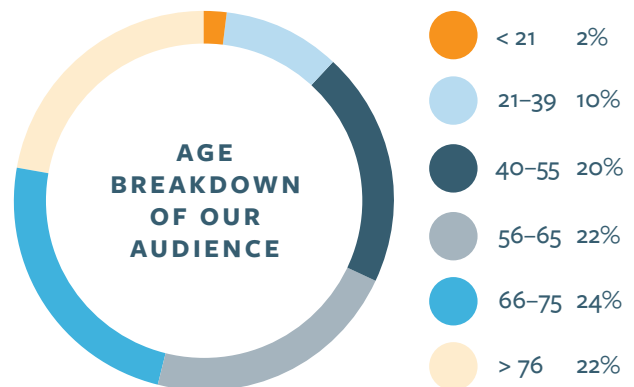
2.7 Million

strong in our community of patients, families, supporters and researchers

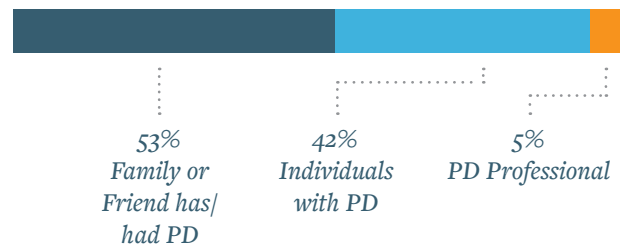


727K+

multimedia engagements in 2023, including downloads of educational publications, views of webinars and videos and listens to podcasts



KNOWN OR LIKELY CONNECTION TO PD



PARTNERSHIPS UNDERPIN OUR SHARED MISSION



Our collaborative partnerships help accelerate what's possible in our mission to cure Parkinson's. The Foundation offers a range of opportunities for our partners to engage the largest national audience of any organization working in PD. Your support will ensure that we can offer scores of best-in-class educational tools, appealing lifestyle resources and interactive events that connect your customers, leadership and employees with MJFF's high-impact programs.

Whether you're new to Parkinson's and building your visibility within the community or seeking ways to more deeply connect your brand to people and families impacted by the disease, we can work together across varying levels of corporate sponsorship to maximize value for your company.

Multiple high-impact programs allow you to match the value of each opportunity for visibility with your organizational objectives, including:

+ Building Connections with Patients and Families

A snapshot of our in-person events and online networks that bring people and families with Parkinson's together.

+ Stewarding and Inspiring Donors at Special Events

Highlighting our in-person special events in New York City and around the country that steward and cultivate new supporters and old friends of the Foundation.

+ Educating the Community to Live Well with Parkinson's

Programs delivering resources and trusted education to the Parkinson's community and empowering those affected by Parkinson's to live well.

+ Cultivating Corporate Cultures that Give Back

Ways for your company to use employee giving and matching campaigns to support the Foundation's mission.

An overview of each program, benefits of your support and commitment ranges are provided on the following pages. To clarify what you might expect from your sponsorship, we have categorized the benefits of your support using the following descriptions:



1. Brand Exposure

Increase general awareness of your company name, your mission and your expertise to various audiences within our community.



2. Consumer Insights

Access data and analytics related to our audience, trends and strategies for engagement.



3. On-site Visibility

Host an exhibition and/or participate onsite, with logo and/or naming placement on event materials.



4. Digital Recognition

Place your logo and/or name on one or multiple digital assets including email, social media, webinars, video, podcasts or on [michaeljfox.org](https://www.michaeljfox.org).



5. Employee Empowerment

Amplify the impact your employees can make on causes that matter to them and promote workplace inclusion.



6. Product Mention

Distribute information related to your product or service.

We welcome the opportunity to speak with you about how we can tailor one or multiple of these programs to meet your needs. Reach out to corporatepartnerships@michaeljfox.org for more information.

BUILDING CONNECTIONS WITH PATIENTS AND FAMILIES



Parkinson's Buddy Network

**A social network for people
and families with PD**



**Consumer
Insights**



**Digital
Recognition**



**Product
Mention**

Commitment Range:
\$25,000 – \$100,000

The “Parkinson’s Buddy Network” was designed by our Foundation to be an always-on source of connection and solidarity for the community. The web-based platform allows those with PD, their loved ones and care partners to develop meaningful relationships and combat isolation. This fully online social network — currently hosting more than 15,000 users (and counting) from across the globe — offers a lively discussion board, access to resources and upcoming events, and the ability to search for “buddies” and send private messages. The Buddy Network also hosts a robust offering of smaller interest groups to connect various categories of individuals, such as care partners with other care partners; the newly diagnosed with people who have been living with the disease longer; or those interested in key topics like diet and exercise.

Benefits of Support: Through the Parkinson’s Buddy Network’s “Resources Hub” and in dedicated Chat Forums, we distribute your brand’s health and wellness resources and information related to treatment options and research opportunities, while encouraging a dialogue around key topics.

“I’m in the early stages of Parkinson’s. I’m so proud of the hard work and dedication the Foundation puts into finding a cure for this disease. Thank you.”

— James, MJFF Community Member



Parkinson's IQ + You

In-person, educational events in 2024



Digital Recognition



On-site Visibility



Product Mention

Commitment Range:

\$25,000 – \$125,000

A diagnosis of Parkinson's disease comes with many questions. Parkinson's IQ + You (PDIQ) provides the community with two of the best tools for managing their disease: knowledge and support. PDIQ + You is a series of free, in-person events designed to empower patients and care partners to manage the disease, learn about the latest research and connect with local resources. Each event — with on average 500–700 attendees — hosts a Parkinson's Partner Expo, where individuals can access resources on exercise programs, support groups, care options, research opportunities and more. In 2024, MJFF will host five in-person PDIQ + You events in major markets across the U.S.: South Florida; Detroit, Michigan; Houston, Texas; San Diego, California; and Charlotte, North Carolina.

Benefits of Support: At every level of sponsorship, you benefit from having in-person presence in the Parkinson's Partner Expo, including opportunities to engage directly with the members of the local Parkinson's community, in addition to acknowledgement within one or multiple on-site events and recognition on our website.

PDIQ + You sponsorship information [here](#).

Parkinson's Unity Walk

Hosted by MJFF
April 27, 2024



Digital Recognition



On-site Visibility



Brand Exposure

Commitment Range:

\$25,000 – \$100,000

This year, MJFF will again host the Parkinson's Unity Walk, an annual walk held each April in New York City's Central Park that draws the largest number of participants for a single-day grassroots Parkinson's fundraiser. The event will consist of a day of activity for thousands of members of the Parkinson's community to celebrate, learn and connect, while raising critical funds for a cure.

Benefits of Support: There are several opportunities to engage with the Parkinson's community and highlight your company at the Parkinson's Unity Walk.

Parkinson's Unity Walk sponsorship information [here](#).



Signature Athletic Fundraising Events



Brand Exposure



Digital Recognition



Employee Empowerment



On-site Visibility



Product Mention

Commitment Range:
\$2,500 – \$250,000

Through our signature series — run/walk and cycling — MJFF’s athletic events allow individuals to rally their network together to be part of something bigger. With more than 15 local, in-person events expected in 2024, partners can receive exposure to community leaders in various U.S. markets by selecting opportunities for either national sponsorship or event-specific activation. Gather employees to build a corporate team, encourage inter-office fundraising or host a table at an in-person event. There are countless ways to get involved.

MJFF Run/Walk Series

Inspired by our community, The Michael J. Fox Foundation established the Fox Trot 5K Walk/Run Series in 2017. Since then, the series has evolved into the newly branded MJFF Run/Walk Series and has expanded to multiple locations across the U.S., bringing together those living with Parkinson’s, their loved ones, supporters and community partners.

The series has raised more than \$7 million with over 23,000 participants who have joined from all 50 U.S. states, plus Washington, D.C. and Puerto Rico as well as 17 different countries.

In 2024, the series will be visiting both old and new markets through seven events (six in-person and one virtual) between February and November in Los Angeles, Chicago, Denver, Boston, Houston and Phoenix.

*National Run/Walk sponsorship information [here](#).
Regional Run/Walk sponsorship information [here](#).*

MJFF Tour de Fox Cycling Event

In 2016, the MJFF-hosted Tour de Fox Cycling Event debuted and grew into a series of events in markets around the U.S. In 2020, the series went entirely virtual but still saw great success with 787 participants raising over \$500,000. It remained virtual in 2021 through 2023 and is returning in-person in August 2024 to the great pleasure of its participants.

Since inception, the event has seen over 8,445 participants from all 50 states and 11 different countries and has raised over \$9 million.

Benefits of Support: With several opportunities for you to highlight your company brand alongside MJFF’s through these events, your support will also go toward maximizing your presence and visibility within the Parkinson’s community. Through your sponsorship, race entry fees are waived for upwards of 50 employees allowing them to build ties directly with the community while enhancing your positive work environment.



Team Fox

MJFF's grassroots fundraising community



Brand Exposure



Digital Recognition



On-site Visibility

Commitment Range:
\$5,000 – \$100,000

Each year, MJFF supports thousands of individuals in transforming their passions into unique fundraising events and campaigns to raise funds for PD research. This global, grassroots community — known as Team Fox — features do-it-yourself fundraisers of all sizes, including golf outings, galas, comedy nights and unique athletic feats. There are three ways to get involved:

- + Host a signature event of your own.
- + Sponsor one of our national Signature DIY Series events: Outplay PD (gaming/streaming), Targeting a Cure for Parkinson's (top golf), Row to Slow Parkinson's (row challenge).
- + Browse existing community-led events that may be open for sponsorship. Note: Team Fox events are organized by third-party members, so opportunities will vary.

Benefits of Support: With diverse offerings across event type, size, location and audience, our Team Fox program can work with you to identify events that best fit your company's unique goals. Team Fox events also provide ample opportunities for in-person interaction with Parkinson's patients, care partners and community members as well as event donors.

The Michael J. Fox Foundation MVP Awards and Celebration

Celebrating our top grassroots fundraisers



Brand Exposure



Digital Recognition



On-site Visibility

Commitment Range:
In-Kind – \$100,000

This annual gathering celebrates the accomplishments of MJFF's top community fundraisers and their supporters. Held in New York City each April, the event welcomes our most engaged guests (350+) from around the country — including patients, care partners, donors and sponsors — and serves as an opportunity for stewardship, recognition and networking.

Benefits of Support: The Michael J. Fox Foundation MVP Awards and Celebration provides sponsors with in-person activation and brand exposure to MJFF's most active community members. These individuals are avid event planners, advocates and connectors, and are well-positioned to activate networks in major markets around the country.



Team Fox Endurance

**MJFF's endurance sport
fundraising community**



**Brand
Exposure**



**Digital
Recognition**



**Employee
Empowerment**



**On-site
Visibility**



**Product
Mention**

Commitment Range:
In-kind — \$150,000

Team Fox athletes have turned their miles into dollars through participation in endurance events around the globe since 2005. MJFF's Endurance Program supports team participation in the World Marathon Majors events, including the TCS New York City Marathon, Bank of America Chicago Marathon, TCS London Marathon, Boston Marathon and BMW Berlin Marathon; Walt Disney World Marathon Weekend; and global adventures including a Mount Kilimanjaro climb. Involving more than 400 athletes each year, the Team Fox Endurance Program brings together patients, family and friends from across the globe, united in helping us raise funds for research and getting us closer to the ultimate finish line – a cure for Parkinson's. Recognizing the time and effort athletes dedicate to training and fundraising, each race weekend is a time of celebration composed of pre-/post-race events and various opportunities to interact with teammates and MJFF staff.

Benefits of Support: With several opportunities to for you to highlight your company brand alongside MJFF's through these events, your support will also go toward maximizing your presence and visibility within the Parkinson's community. Through your sponsorship, you can provide guaranteed race entry to your employees allowing them to lace up at coveted races across the globe.

- + Brand Exposure
- + Digital Recognition
- + On-site Visibility
- + Employee Empowerment
- + Product Mention

*For details on how to get involved, reach out to
corporatepartnerships@michaeljfox.org.*

“Thank you for all you have done and continue to do to fight
for and for inspiring each of us to also make an impact.”

— Linda, MJFF Community Member



STEWARDING AND INSPIRING DONORS AT SPECIAL EVENTS



**On-site
Visibility**



**Brand
Exposure**



**Digital
Recognition**

Each year, MJFF hosts a series of special events — Breaking PARKinson’s golf outing; A Funny Thing Happened on the Way to Cure Parkinson’s, our comedy and music benefit; our immersive “foodie” event, EpiCure for Parkinson’s; A Country Thing, our country concert; and our Palm Beach Luncheon.

Benefits of Support: Our high-level, high-touch special events are a great forum for corporate/brand exposure among prominent philanthropic individuals, including Foundation Board members, notable leaders in New York City and Hollywood networks and other key stakeholders.

Commitment Range:
\$1,500 – \$500,000

Please reach out to corporatepartnerships@michaelfox.org to explore ways to work together.

A Funny Thing Happened on the Way to Cure Parkinson’s

Comedy and music benefit

Typically held in late fall, our Foundation’s annual Funny Thing gala welcomes ~650 guests to New York City for an evening of music and comedy. Past performers have included Chris Martin (Coldplay), Sting, Dave Matthews, Roger Daltrey (The Who), Sheryl Crow, Chris Rock, Jim Gaffigan, Amy Schumer and Tina Fey (to name just a few)!

Breaking PARKinson’s

Golf outing

Held in July at the world-renowned Winged Foot Golf Club in Westchester County, New York, Breaking PARKinson’s gathers 200 of New York’s business leaders and members of the PD community to play and raise more than \$1.5 million (annually, on average) for research. After the friendly tournament, golfers are welcomed back to the clubhouse for dinner and a closing ceremony.



EpiCure for Parkinson's

A “foodie’s” dream

EpiCure is an immersive celebration of New York City’s global culinary offerings and a great kickoff to the spring season. Guests will have the opportunity to sample diverse cuisines from the city’s best restaurants in a fun, creative environment. Sponsorships as well as individual tickets will be available for purchase to attend.

Epicure sponsorship information [here](#).

It Will Take All of Us to Cure Parkinson's

Palm Beach luncheon

The third annual luncheon will once again be held at the Sailfish Club of Florida in Palm Beach in March 2024. The event typically gathers over 200 attendees from all over the country, eager to escape the winter cold. Guests are invited to purchase individual tickets or tables to spread awareness and raise critical funds for Parkinson’s disease research.

A Country Thing Happened on the Way to Cure Parkinson's

Country music benefit

A Country Thing — new in 2023 — is returning in 2024. MJFF will head to Nashville in April for a cocktail party and music benefit. Local stars including Sheryl Crow, Little Big Town and Jason Isbell, along with other special guests, will take the stage after a cocktail party at the beautiful Fisher Center at Belmont University.

A Country Thing sponsorship information [here](#).

“I do believe when they cure Parkinson’s disease, they’re going to look back and say it’s because of Michael.”

— Brad Paisley, country music star and supporter of
The Michael J. Fox Foundation



EDUCATING THE COMMUNITY TO LIVE WELL WITH PARKINSON'S



Evergreen and Spotlight Education on Parkinson's Disease



Brand Exposure



Consumer Insights



Digital Recognition



Product Mention

Commitment Range:
\$25,000 – \$1,000,000+

Every individual and family impacted by Parkinson's needs trusted sources of information to help them navigate their journey with the disease. By speaking directly to people with PD and their care partners, MJFF is changing the dialogue around symptoms, therapeutic options, lifestyle resources and the value of research participation. To help combat virtual information fatigue, our resources are curated to meet patients and families where they are on that journey so that the information is seen, heard and retained.

MJFF's first-in-class educational content is thoughtfully created and strategically promoted to unique audience segments defined by their relationship to Parkinson's and their readiness to participate in research. Our Parkinson's audience includes people with newly diagnosed, mid-stage and advancing PD. We also consider Parkinson's-adjacent populations such as care partners and people at heightened risk for PD, for instance, those with a family connection or genetic factor. We regularly reach out to a general population of aging individuals who may be interested in overall health and wellness and in participating in studies to protect brain health.

MJFF's evergreen education is composed of:

- + **Third Thursdays Webinar series** (averaging 49,000 views each year)
- + **"Ask the MD" video and blog series** (averaging 165,000 video views each year)
- + **"Parkinson's Podcast"** (averaging 132,000 downloads each year)

The Foundation also regularly publishes "spotlights" on specific Parkinson's-related topics, establishing a comprehensive user journey that guides community members through education on one topic and empowers them to be savvy healthcare consumers.

In 2024, MJFF will deliver education to particular subgroups within our community focused on (but not limited to) the following themes: 1) symptom spotlights and the value of research participation; 2) genetics, sleep behaviors and other risk factors for PD; and 3) brain health and healthy aging.



Benefits of Support: Companies whose products, services, corporate mission or social impact priorities align with our community will benefit from leveraging MJFF’s promotional efforts to distribute related content and calls to action to our audiences. Additionally, the interactive nature of our platforms allows for feedback regarding our community’s interests, challenges and perspectives. Multiple programs and sponsorship levels afford opportunities for visibility for your company and its products, programs or services to our audience. Levels range from an entry point for groups exploring early investments in education to opportunities for MJFF to link to your branded product and program webpages.

PPMI: The Study that’s Changing Everything



Brand Exposure



Digital Recognition

Commitment Range:
In-Kind – \$100,000+

The Parkinson’s Progression Markers Initiative (PPMI) is changing how patients, families, doctors and scientists think about brain disease. The Michael J. Fox Foundation launched PPMI in 2010 to better understand Parkinson’s and advance new treatments. Since then, the study has changed how research is done and what scientists know about the brain. It is a cornerstone of our understanding of disease and has heavily influenced clinical trial design.

PPMI follows people — with and without Parkinson’s — over time to learn more about how disease starts and changes. That information may lead to insights and tools that can help better diagnose, treat and even prevent brain disease. More than 40,000 volunteers share data online. Over 2,500 have tests and share biological samples at one of 50 participating medical centers in 12 countries. The study shares its data set — the most robust in Parkinson’s research — with scientists to speed breakthroughs.

This landmark initiative is only possible through partnerships. Field leaders and more than 40 funding partners have helped shape PPMI. Now PPMI is recruiting more volunteers who can help advance us closer to better treatments and prevention.

Benefits of Support: MJFF is actively working with corporate partners through financial, in-kind and promotional partnerships to drive awareness of this critical study and, importantly, to give back to those volunteers who are offering so much of themselves and their time to this important study. Partners join the PPMI Partner Advisory Board, regularly receiving updates and sharing input on the study direction.



Promoting Diversity, Equity and Inclusivity in Parkinson's Research and Care



Brand Exposure



Digital Recognition

Commitment Range:

There is no minimum or maximum commitment.

Historically, most PD research has not been fully representative of all people who live with the disease. As a result, scientists have an incomplete picture of who has the disease and how it affects their ability to access care. To address this imbalance, MJFF has defined four major areas of action: 1) identifying barriers to research participation and implementing solutions; 2) funding research that ensures greater participant diversity; 3) building a more diverse clinician/researcher workforce committed to health equity; and 4) supporting a more holistic and inclusive understanding of PD. Factors that drive inequities are complex, but it's essential that organizations come together in a decisive and coordinated fashion to identify and implement strategies that advance treatments for everyone with PD.

MJFF works with a strong group of expert and community stakeholders to identify needs and opportunities for more inclusive outreach. For example, we have focused efforts on translation of key resources, broader representation in participant profiles, and accessible language in study materials.

As we grow our portfolio of initiatives aimed at engaging underrepresented populations in research and increasing access to care, we want to hear from you on your DEI priorities.

Benefits of Support: By partnering with MJFF on meaningful, sustained initiatives that generate lasting change, you can reaffirm your company's commitment to DEI and increase your stakeholders' awareness of your actions — those you are already taking and those you intend to take to ensure diversity, equity and inclusivity in Parkinson's research and care.

Please reach out to corporatepartnerships@michaeljfox.org to explore ways to work together.

“This disease does not discriminate, and that’s why representation matters. The Foundation is a community of people coming together and welcoming all — and it’s meant so much to me.”

— Jamie, MJFF Community Member



CULTIVATING CORPORATE CULTURES THAT GIVE BACK



Employee Giving Campaigns



Employee Empowerment



Brand Exposure

Commitment Range:

There is no minimum or maximum commitment.

Workplace giving programs enable employees to make tax-deductible donations to nonprofit organizations directly through payroll contributions. Additionally, your company can host organized campaigns or other coordinated giving activities throughout the year to galvanize employees to give to MJFF. The Foundation also participates in the Combined Federal Campaign (CFC), empowering federal employees to support charities of their choice.

Third-party providers, such as Benevity and YourCause, can help you formalize tools to facilitate employee giving. If you would like to feature MJFF as a charity in a corporate giving campaign, we can provide content and resources to make the effort a success.

Benefits of Support: Highlight your company's values and support your local community. By giving individual employees an easy way to champion MJFF's mission, your company can generate awareness and goodwill around your philanthropic efforts.

Corporate Matching



Employee Empowerment



Brand Exposure

Commitment Range:

There is no minimum or maximum commitment.

Corporate matching programs work in tandem with employee giving to amplify the impact employees can make on causes that matter to them. MJFF has been designated as a 501(c)(3), an eligible nonprofit organization to receive matched tax-deductible contributions.

Benefits of Support: In addition to helping companies meet their corporate social responsibility goals, matching programs may incentivize more employees to give and increase overall employee engagement.

Please email us at corporatepartnerships@michaeljfox.org for more information.



GAIN HIGH-VALUE EXPOSURE WITH MJFF'S GROWING NETWORK

An Active Online Community



931K+

Facebook followers



188K+

Instagram followers



30K+

LinkedIn followers

3.8%

Our engagement rate is nearly **DOUBLE THE AVERAGE** for the nonprofit sector.

“I am so grateful for your organization. My father passed this year. You gave him not only hope, but strength that he needed along the way. He read all the literature you sent. Please continue what you are doing. It does not go unheard!”

— Michelle, MJFF Community Member



4.5 Million

unique visitors to our website in 2022

57.5+ Million

impressions across social media channels in 2022

220K+

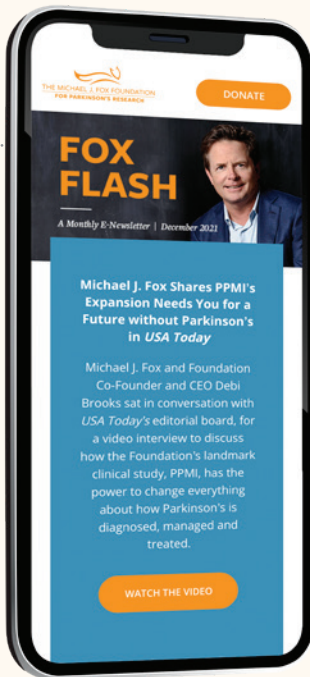
new contacts engaged in 2022

11%

audience growth annually

“I wish Michael J. Fox and his Foundation all the best. They do such a great job informing Parkinson’s patients and their families on the latest info. Wish I had known some of these things three years ago.”

— Shirley, MJFF
Community Member



760K+

subscribers to *FoxFlash*, our monthly email newsletter

2022
email average
open rate was

35%

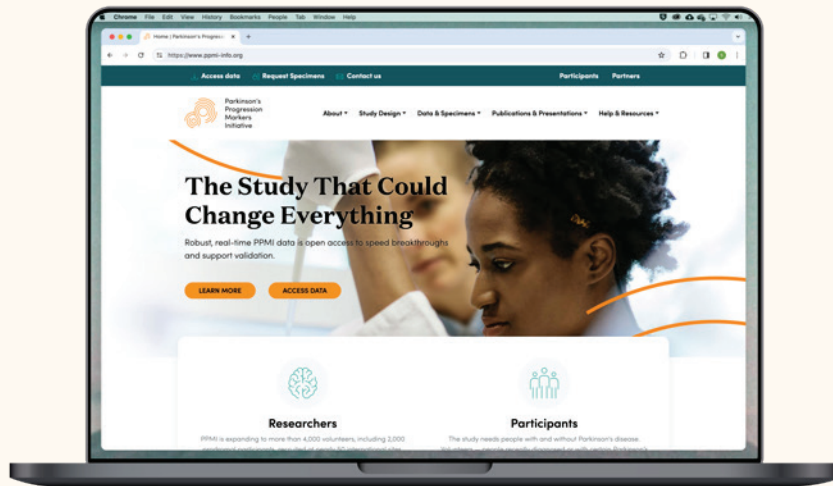


169K+

new email addresses acquired from January to December 2022



Building a Community of Experts Through Technology-enabled Research



24K+

users on
Fox Trial Finder

41K+

enrolled in the
PPMI Online Study
Platform

Unmatched Multimedia Engagement



113K+

attended our
Third Thursdays Webinar
series from 2020 – 2022



36K+

attended our
Third Thursdays Webinar
series in 2022



27K

downloads of our high-
quality guides on Parkinson's
education in 2022



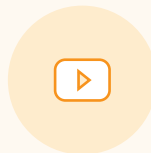
140K+

downloads of our
podcasts in 2022



75K

actions taken by
grassroots policy
advocates in 2022



4.5K+

subscribers on
YouTube with **8.8M+**
IMPRESSIONS in 2022



606K+

video views on
Instagram in 2022



A Vital Media Presence

The Foundation is regularly featured in top-tier national print and broadcast news outlets, including “CBS This Morning,” “CBS Sunday Morning,” “Good Morning America,” “TODAY,” *The New York Times*, *The Wall Street Journal*, *Scientific American*, *Fast Company*, *People* magazine, and similar top-tier outlets. Our work also is frequently featured in local print and broadcast reports.



WSJ

Bloomberg



Forbes

“The most credible voice on
Parkinson’s research in the world.”

The New York Times



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