THE MICHAEL J. FOX FOUNDATION
FOR PARKINSON'S RESEARCH

YOUR MISSION IS OUR MISSION

Opportunities for Corporate Support in 2027

WORKING TOGETHER TO SPEED PARKINSON'S PROGRESS

A partnership built for purpose and impact.

The Michael J. Fox Foundation for Parkinson's Research (MJFF) is the world's leading nonprofit dedicated to ending Parkinson's disease (PD). Our mission is urgent, personal and powered by **a community of more than 4.1 million people** with Parkinson's, families, researchers, clinicians, advocates and supporters who are working together to move Parkinson's research and care forward.

As a corporate supporter, your company can help champion a global movement that turns urgency into action and engagement into impact. Your commitment expands access to trusted education, creates moments of connection for the Parkinson's community and fuels programs that empower people at every stage of the disease. **Together, we can create an authentic partnership that elevates your brand while advancing meaningful progress for millions around the world.**

WHY PARTNER WITH MJFF

Reach a Deeply Engaged Community

Connect with more than 4.1 million people across the Parkinson's space — including people with Parkinson's, care partners, families, supporters and researchers.

Create Meaningful Visibility

Activate across global events, digital platforms, educational content, community programs and bespoke partnership opportunities designed to meet people where they are.

Align with a Trusted Leader

Partner with one of the most credible and recognized voices in Parkinson's research, education and community engagement.

Advance Shared Impact

Build a partnership that supports business, brand and employee engagement goals while helping transform the lives of people living with Parkinson's.

A COMMUNITY READY TO ENGAGE

MJFF connects partners to the largest and most active audience in Parkinson's.

MJFF has built a trusted, high-engagement ecosystem that reaches individuals and families living with Parkinson's across the moments that matter most: learning about the disease, finding support, participating in research, attending events and taking action for a cure.

Our Reach and Impact*

4.1M+

community members, including people with Parkinson's, families, supporters and researchers

57.8M+

multimedia engagements, including educational guide downloads, webinar and video views, and podcast listens

10.5M+

unique visitors to **michaeljfox.org**

"What has made the relationship [with MJFF] enduring is that it's never felt transactional. It's about showing up together, year after year, through our guests, our employees, our partners and our leadership, with a shared commitment to move the science forward. Over time, this partnership has become part of who we are as a company."

— Melanie, MJFF Corporate Partner

**Data from June 1, 2025 to June 1, 2026*

UNMATCHED DIGITAL ENGAGEMENT

919K+
subscribers to *FoxFlash*, MJFF's monthly email newsletter

30%
email average open rate

460K+
new email addresses acquired*

An Active Online Community

1.8B+
impressions across social media channels

1.2M+
Facebook followers

350K+
Instagram followers

66K+
LinkedIn followers

45.7K+
YouTube subscribers

57.4M+
video views

OUR 2027 EVENTS AT A GLANCE

- **COMMUNITY EVENTS**
- **ENDURANCE EVENTS**
- **SIGNATURE EVENTS**

GLOBAL EVENTS

TREKS & CLIMBS

Mount Kilimanjaro
Summer 2027
Tanzania

Patagonia
November 2027
Argentina

WORLD MARATHON MAJORS

Tokyo Marathon
March 7, 2027,
Tokyo, Japan

TCS London Marathon
April 24 – 25, 2027
London, England

Berlin Marathon
September 26, 2027
Berlin, Germany

WAYS PARTNERS ENGAGE

Partnership opportunities built to unite, activate and inspire

MJFF offers a range of opportunities for companies to connect with the Parkinson's community through in-person experiences, trusted education, employee engagement and bespoke brand collaborations.

Community Events & Experiences

Parkinson's IQ + You

In person educational events that bring 500–700 patients, care partners and local resources together in four unique markets each year. The 2027 series will include Chicago, western Florida, Los Angeles and Omaha.

Parkinson's Unity Walk

MJFF's flagship community event in New York City's Central Park, drawing more than 5,000 attendees for a powerful day of connection, learning and fundraising.

Tour de Fox

MJFF's signature cycling event in Sonoma's Wine Country, bringing riders together virtually and in person to raise funds, build community and drive visibility for Parkinson's research.

Community Events & Experiences (continued)

Team Fox Endurance

Global marathons, climbs and endurance experiences that turn athletic achievement into fundraising impact for Parkinson's research.

Run/Walk Series

Regional events that unite patients, families, employees and local communities through accessible, mission-driven philanthropy. The 2027 series will include Los Angeles, Chicago, Washington, D.C., Denver, Boston, Houston and Phoenix.

Parkinson's Buddy Network

A global online community of more than 22,000 members, including more than 15,000 with Parkinson's, that helps those living with the disease, their care partners and their loved ones find connection, resources and support.

MVP Awards and Celebration

A New York City gathering recognizing MJFF's top grassroots fundraisers, advocates and community connectors.

16,577

in-person event attendees annually

Signature & Premium Events

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

MJFF's flagship New York City gala, where more than 1,000 guests, celebrity performers and influential supporters come together for an unforgettable evening of comedy, music and philanthropy.

It Will Take All of Us to Cure Parkinson's

A highly anticipated luncheon in Palm Beach bringing together more than 300 influential guests and philanthropic leaders for a premier seasonal gathering with a panel-style research discussion.

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

MJFF's Nashville music and comedy benefit bringing together over 1,200 guests, featuring acclaimed country artists, comedians and celebrity supporters for a high-energy evening of entertainment and impact.

Breaking PARkinson's

An exclusive golf outing at Winged Foot Golf Club that brings together 200 New York business leaders and members of the PD community.

EpiCure for Parkinson's

An immersive New York City culinary event that welcomes more than 600 guests for food tastings, connection and a silent auction.

Education & Content

The MJFF Parkinson's Webinar

Expert led educational programming, averaging more than 47,000 views annually.

Ask the MD Video and Blog Series

Trusted guidance from MJFF's medical experts, answering common questions about Parkinson's care, research and daily life, averaging more than 161,500 views annually.

The MJFF Parkinson's Podcast

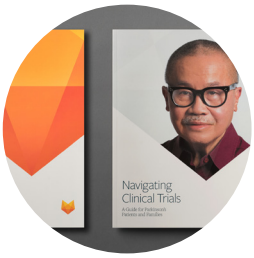
Accessible conversations with researchers, clinicians and community voices that bring Parkinson's science, care and lived experience to a broader audience, averaging more than 50,000 unique listens and 110,000 unique downloads annually.

403K+

resources downloaded annually

Educational Guides

Downloadable resources that help patients and care partners better understand Parkinson's, manage symptoms and navigate care decisions with confidence, averaging more than 293,000 downloads annually.



Parkinson's Disease Education Consortium

A partner consortium supporting MJFF's gold-standard educational content with an annual in-person meeting for strategic collaboration and audience insights.

Website Knowledge Hubs

High-traffic digital resources that help millions of annual visitors access trusted Parkinson's information and take action.

406K+

new contacts engaged annually

Employee Engagement

Workplace Giving and Matching

Programs that make it easy for employees to support MJFF through giving campaigns, payroll contributions and company match opportunities.

Team Fox

MJFF's grassroots fundraising community, offering opportunities to support local events created by passionate supporters around the world or host a company event inspired by employees.

Employee Education and Volunteerism

Custom opportunities such as Parkinson's Awareness Days, Lunch & Learns, fireside chats, ERG engagement and volunteer participation at MJFF events.

12%

audience growth annually

Brand Engagement

Bespoke Co-Branded Initiatives

Build a custom partnership that aligns your brand, audiences and business goals with MJFF's mission, bringing the relationship to life through activations such as point-of-purchase fundraising, in-kind support, customer facing campaigns, employee engagement moments and signature event integrations.

Digital Recognition and Content Integration

Opportunities to collaborate through storytelling across MJFF's trusted digital channels, educational platforms and community-facing programs.

4.3%

engagement rate on social media annually, nearly doubling the average for the nonprofit sector

Your partnership can help shape a future where people and families affected by Parkinson's have more answers, more support and more reasons to hope. We look forward to working together to build a partnership tailored to your business goals — creating meaningful value for your company while accelerating progress toward a cure.

CONNECT WITH US

corporatepartnerships@michaeljfox.org

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