



THE MICHAEL J. FOX FOUNDATION
FOR PARKINSON'S RESEARCH

YOUR MISSION IS OUR MISSION

Opportunities for Corporate Support in 2021



TOGETHER, WE CAN HELP THE PARKINSON'S COMMUNITY LIVE WELL

By partnering with The Michael J. Fox Foundation for Parkinson's Research (MJFF) you join a movement that puts people at the heart of everything we do. With an audience of more than one million Parkinson's patients and families, the Foundation has a track record of creating and distributing cutting-edge educational, wellness and community-building resources that inspire the trust and engagement of people living with and affected by the disease. We offer high-powered partnerships that can meaningfully advance your goal of improving the health, lifestyle and freedom of a large population of people around the world who have joined the MJFF community.

Our community of patients, families, supporters and researchers — now 1.6 million strong — has grown to become the largest in the Parkinson's space while maintaining our signature levels of engagement and receptivity to MJFF.

A Robust and Engaged Audience

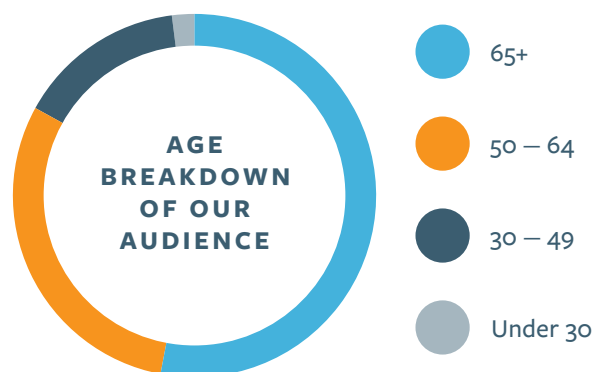
1.6 Million

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

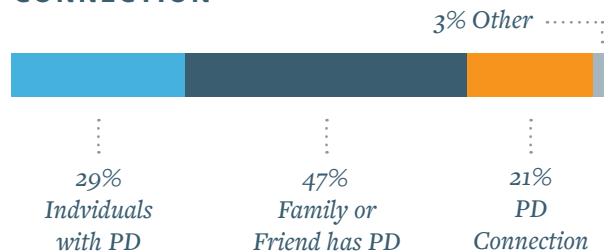


500K+

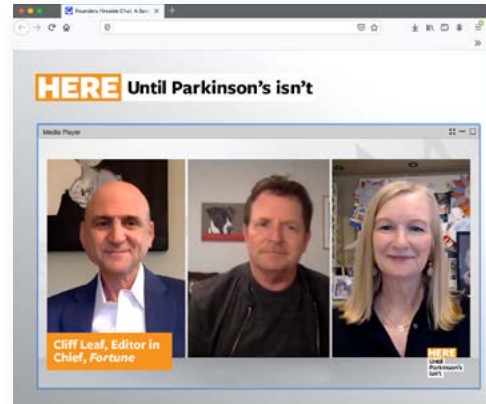
multimedia engagements in 2019
including downloads of educational
publications, views of webinars and
videos and listens to podcasts



KNOWN OR LIKELY PD CONNECTION



PARTNERSHIPS UNDERPIN OUR SHARED MISSION



MJFF Virtual Founders' Fireside Chat,
October 2020

MJFF is actively planning and executing in the online space, especially during this extraordinary COVID-19 moment, and offering a range of vital opportunities to engage the largest national audience of any organization working in the Parkinson's space. Your support will offer scores of best-in-class educational offerings, appealing lifestyle resources and interactive virtual engagements each year that connect your customers, leadership and employees with high-impact programs that are changing lives. Varying programs and levels of corporate sponsorship ensure we can work together to maximize value for your company, whether you're new to the space and building your visibility within the Parkinson's community or seeking ways to expand brand trust, alignment and preference. These partnerships underpin our shared mission and drive towards improving the lives of those impacted by Parkinson's today.

Multiple high-impact programs allow you to mix and match the value of each programs' goals and opportunities for visibility, with your organizational and corporate culture objectives.

+ **Building Connections within the Parkinson's Community**

These programs seek to combat isolation in the face of the COVID-19 pandemic and bring members of the Parkinson's community together.

+ **Educating and Empowering the Community to Live Well with Parkinson's**

These programs deliver resources and trusted education to the Parkinson's community and empower those affected by Parkinson's to live well.

An overview of each program, benefits of support and commitment ranges are provided on the next pages. The commitment ranges are meant to serve as a guide. Further discussion on how one or multiple programs can be tailored to meet your needs is welcomed. If you are interested in learning more about partnering with us, please reach out to researchpartnerships@michaeljfox.org.

More Avenues for Corporate-Giving

Companies have made social responsibility a priority and are using their financial and brand-awareness successes to give back in meaningful ways. There are a limitless number of ways companies can give back in addition to corporate sponsorship. Looking for a corporate giving strategy that best matches your company values? MJFF will work with you to explore a strategy that best aligns with the interests of your employees and customers who are enthusiastic about supporting our work. Ideas for partnership include: portion of proceeds, point of sale promotions, corporate matching giving campaigns, in-kind contributions, corporate team fundraising, diversity, equity, and inclusivity (DEI) initiatives, and Parkinson's Awareness Month (April).



BUILDING CONNECTIONS WITHIN THE PARKINSON'S COMMUNITY

Virtual 5K/10K/Half Marathon

SPRING AND FALL 2021

As Michael J. Fox once said, “Have you ever noticed that optimism, energy and generosity are contagious? There’s something about watching someone you know take on a cause that makes you want to get involved too.” MJFF’s Virtual 5K/10K events allow individuals touched by Parkinson’s to rally their friends, family, coworkers, and community members to be part of something bigger, together. And you can be part of this movement! Following the success of the first-ever Virtual 5K/10K on October 4, 2020, MJFF is launching two more Virtual 5K/10K events in 2021 inviting runners and walkers to choose their own course, distance and start time, and join the race to support PD research. And in 2021, thanks to community feedback and enthusiasm, we are adding a new offering to the race menu, a Virtual Half-Marathon. Based on our first virtual event, we anticipate thousands of individuals to lace up for these events from neighborhoods, parks and treadmills worldwide and gather online to share what inspires them to #outrunPDHERE.

Benefits of Support: Your support will bring members of the community together in new and innovative ways to celebrate progress and the community’s role in helping others live well. 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.

Commitment Range: \$5,000 — \$100,000 USD

Parkinson’s Buddy Network

DECEMBER 2020 (beta) | Q2 2021 (official launch)

The brand-new MJFF “Parkinson’s Buddy Network” will meet the longstanding need of those living with PD for an always-on source of connection and solidarity. The web-based product will connect individuals with commonalities so that they can develop meaningful relationships and combat isolation, both in the COVID-19 era and beyond. This fully online network will connect individuals living with and/or affected by PD, offering a network of peers and additional resources beyond one’s care team. The tool can connect various categories of individuals, such as caregivers with other caregivers; newly diagnosed with other individuals who have been living with the disease longer; research participants with other research participants; spouses with spouses; etc.

Benefits of Support: As a supporter of this initiative, your contribution will go toward the earliest development, launch and ongoing promotion of the Parkinson’s Buddy Network, enabling members of the community to find each other and build new meaningful relationships. Your support will be recognized on the platform and throughout MJFF’s promotional activities for a dedicated period of time.

Commitment: \$25,000 USD



EMPOWERING THE COMMUNITY TO LIVE WELL WITH PD

Parkinson's Disease Education Consortium (PDEC)

JANUARY — DECEMBER 2021

Every person diagnosed or touched by Parkinson's turns to trusted sources of information to help navigate their journey with the disease. MJFF is changing the dialogue around Parkinson's symptoms, available therapeutic options, appealing lifestyle resources, and the value of research participation with our audience of 1M+ people with Parkinson's, care partners and supporters.

Through the PDEC, MJFF builds and strategically promotes first-in-class education to unique persona segments within our growing audience. The PDEC is a powerful network of multidisciplinary experts across advocacy, marketing, communications, commercial product teams, R&D, and medical affairs — who share in the belief that patient and caregiver education and engagement lead to better health outcomes for the Parkinson's community.

Benefits of Support: Membership levels within the consortium afford varying opportunities for visibility for your company and your product, program, or service to our audience. Levels range from an entry point for groups exploring early investments in education and partnerships with the Foundation to opportunities for MJFF to link to branded commercial product and program webpages. For all, PDEC membership provides opportunities to garner key insights from MJFF's marketing and communications team who have 80+ collective years of experience and expertise in the Parkinson's audience journey and strategies for engagement at every stage of product and service development.

Commitment Range: \$25,000 — \$500,000 USD

Planning for Advancing Parkinson's (Working Title)

EXPECTED LAUNCH IN Q4 2021

A Parkinson's diagnosis marks the start of a unique journey for each person touched by the disease. There is no standard path, and, for many, this proves to be among the most challenging aspects of the disease. MJFF's easy-to-read, downloadable guides offer in-depth insights, wisdom and practical perspectives on topics ranging from sharing your diagnosis at work to diet and Parkinson's. In our upcoming guide "Planning for Advancing Parkinson's" authors Rachel Dolhun, MD, and Jennifer Brokaw, MD, in conjunction with people living with Parkinson's and care partners will share advice on what to think about and how to plan for common symptoms in advancing Parkinson's and end-of-life care. Parkinson's diagnosis or not, we all face certain issues in our later years, and together through support of this guide, we can help lighten the burden for those living with Parkinson's as the disease advances.

Benefits of Support: Partners will have ample opportunities for visibility within the launch of this new guide including recognition of your support in the guide itself and within the promotional campaign that will announce the launch of the guide. Companies can also be recognized on complementary webinar and podcast assets to support the launch campaign.

Commitment Range: \$50,000 — \$250,000 USD

GAIN HIGH-VALUE EXPOSURE WITH MJFF'S GROWING NETWORK

An Active Online Community



900K+

Facebook followers



103K+

Instagram followers



86K+

Twitter followers



10K+

LinkedIn followers

4.92%

engagement rate more than **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



2.9 Million

unique visitors to our website in 2019

60+ Million

impressions across digital channels

200K+

new contacts acquired in 2019

14%

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



460K

subscribers to FoxFlash, our monthly email newsletter

2019 email click-through rates were

62%

above nonprofit sector

Average email click-through rates are

20%

above nonprofit sector

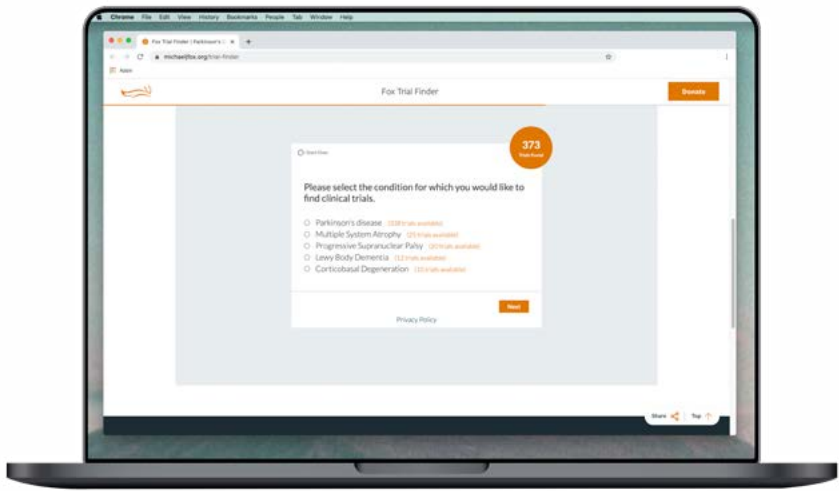


147K

new email addresses acquired from January to November 2020



Building a Community of Experts Through Technology-enabled Research



78K+

volunteers on Fox Trial Finder

49K+

enrolled participants in Fox Insight

Unmatched Multimedia Engagement



40K

attended our Third Thursday Webinar series in 2019



120K+

downloads of our high-quality guides on living with Parkinson's



50K+

listeners have tuned into our podcast in the last 12 months



56K+

action alerts sent by grassroots policy advocates in 2018 and 2019



21K

subscribers on YouTube with **2.5M IMPRESSIONS** in 2020



200K+

video views on Instagram in 2020



100K+

ad hoc Fox Insight survey completions to date



A Mighty Group of Grassroots Community Leaders On the Ground

While extraordinary circumstances have suspended in-person events, the Foundation has a history of building and sustaining in-person connection. In 2020, MJFF successfully transformed our signature Fox Trot 5K series into our first ever Virtual 5K/10K.



Virtual 5K/10K participants in 2020

5.8K

patients, families and supporters participated in our inaugural Virtual 5K/10K

2K

new individuals joined MJFF's community through the walk

Participants came from all 50 U.S. states, plus Washington D.C. and Puerto Rico, and

18

different countries

\$1.4 Million

raised through grassroots fundraising

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



SCIENTIFIC AMERICAN

FAST COMPANY

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

The New York Times



“The thing about the Fox Foundation that to me is truly unique is that it’s the combination of people with Parkinson’s, academic research scientists, people in industry and then scientists within the Foundation, all working together as a team. That is really an efficient way to move things forward.”

— Carlie Tanner, MD, PhD

The University of California, San Francisco
and Principal Investigator of Fox Insight

CONNECT WITH US

Research Partnerships Team at MJFF

researchpartnerships@michaeljfox.org

