

The Michael J. Fox Foundation presents

Parkinson's IQ+YOU

Education for Empowerment

**2024
Opportunities
For Engagement**

Parkinson's IQ+YOU

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Our Mission is Your Mission

A diagnosis of Parkinson's disease comes with many questions. *Parkinson's IQ + You* provides the Parkinson's community with two of the greatest tools for managing their disease: knowledge and support. *Parkinson's IQ + You* is a series of free in-person events from The Michael J. Fox Foundation, brought to the Parkinson's community with generous support from select partners. The events are designed to empower patients and care partners to manage the disease, learn about the latest research and connect with local resources.

By partnering with the Foundation, you **join a movement that puts people at the heart of everything we do** and delivers trusted sources of educational information to the community. Coupled with the Foundation's far-reaching brand halo*, this education drives more patients and care partners to seek specialist care, use new treatments, increase participation in research and improve overall health and wellness.

* See Appendix for more information about the Foundation's reach and network.

Meet People with Parkinson's and Their Loved Ones Across the U.S.

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In 2019, the *Parkinson's IQ + You* series was launched with the goal of bringing over 5,000 members of the Parkinson's community together over the course of seven events.

We know **face-to-face communication** instills a true sense of **community** and credibility through the ability to interact and socialize. After the events were paused in 2020 and 2021 due to COVID-19, with the re-launch in 2022 we've seen just how eager our community is to get back to face-to-face connection. We are thrilled to continue building on this momentum with **four in-person events in 2024 in major markets across the U.S.**

2024 Events

Hollywood, FL
March 23

San Diego
September 21

Detroit, MI
May 4

Charlotte, NC
October 19

Houston, TX
June 8

Educate and Grow an Informed Population

Program content with clear calls to action*, distributed within the Parkinson's Partner Expo and plenary sessions, increases the number of people aware of PD symptoms and encourages more people with Parkinson's and care partners to ask questions to their/their loved one's doctors about available treatments and research opportunities.

Parkinson's Partner Expo members will have the opportunity to disseminate critical information and resources for patients and care partners**. This knowledge is relevant to attendees, as well as local groups participating in the expo such as: movement disorder and research centers, advocacy and community organizations, support groups and allied healthcare providers.

Feedback solicited through a post-event survey from Chicago suggest participants view the Partner Expo as a valuable place to learn about new treatment options and research opportunities:

90% of attendees reported learnings about **treatment options** for a **variety of PD symptoms** at the expo

93% of attendees reported learnings about **ways to participate in research** at the expo

42% of attendees reported finding a **new exercise or support group** at the expo

* See Appendix for more information about Parkinson's IQ + You calls to action.

** In-person material distribution to be determined based on COVID safety recommendations. All partner materials will be subject to MJFF review and will require written approval by MJFF for distribution.

Build Relationships with Community Influencers

The Parkinson's Partner Expo unites national partners who extend the reach of Parkinson's IQ + You within their own combined network of over one million community members. In one setting, connect with executives such as: National Programs and Partnerships, Programs and Outreach, and Community Outreach and Marketing.

Participating national advocacy organizations:



*



* National partners with participating local chapters.

Engage at Levels That Work For You

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At every level of sponsorship, you benefit from having a presence in the Parkinson's Partner Expo and acknowledgement on-site at events.

Sponsorship Benefits	Single-Market	Multi-Market
1 Exhibitor table at Parkinson's Partner Expo to distribute branded and/or unbranded educational content*	✓	✓
On-site acknowledgment on (1) welcome slide, (2) program handout* and (3) breakout session holding slides	✓	✓
Company name acknowledgement on dedicated presence on MJFF.org housing event information	✓	✓
Post-event report(s) with demographic and geographic attendee data and data on promotional channels that drove awareness and event registration	✓	✓
Number of Events	One	Five
Cost	\$25,000	\$125,000

Parkinson's IQ+YOU

Education for Empowerment

Parkinson's IQ + You tells the community: "You are not alone. There are many resources to help you chart your own course for managing Parkinson's." It is this feeling of empowerment that we know will permeate into local communities well beyond the series of live events.

98% of survey respondents from the 2022 Chicago event
rated the event as "excellent"

91% reported being more likely to ask a doctor about
new treatment options for themselves or a loved on

76% reported being more likely to ask a doctor about
opportunities to participate in research

Join us in our shared mission to
empower the Parkinson's
community with knowledge and
support.

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Appendix

Our Reach and Network



THE MICHAEL J. FOX FOUNDATION
FOR PARKINSON'S RESEARCH

Robust Social Networking Community

- 1M+ total followers all time
- 900,00+ Facebook followers
- 927,000+ Facebook likes
- 86,000+ Twitter followers
- 103,000+ Instagram followers
- 10,000+ LinkedIn followers

Web Traffic and E-marketing

- 280,000 unique monthly visitors to michaeljfox.org and climbing
- 470,000 opted-in recipients of FoxFlash, our monthly email newsletter

Research Participant Community

- 78,000+ volunteers on Fox Trial Finder

On the Ground with the PD Community

- 1,000 Team Fox fundraising events each year reaching 40,000+ attendees
- 200+ visits to regional support groups, patient symposia and PD community gatherings
- 4,000 participants across all events in MJFF's Signature Fox Trot 5K and Tour de Fox Series

A Vital Media Presence:

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

Parkinson's IQ + You Calls to Action & Example Agenda

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Optimize Your Care

Learn how to maximize time with a Parkinson's specialist or your own physician

Build a care team, ideally one that includes a movement disorder specialist

Locate a movement disorder specialist using an online tool, developed by the International Parkinson and Movement Disorder Society

Connect with Local Support

Meet and learn of vital local community resources including allied healthcare specialists, support groups, physical activity groups and more

Participate in Research

Become involved in the search for new therapies through opportunities for clinical trial participation.

Register on Fox Trial Finder, an online platform connecting over 75,000 willing volunteers with clinical trials that need them.

Explore recruiting studies highlighted by exhibiting research centers within the Parkinson's Partner Expo.

Example Agenda

- 8:00AM – 9:30AM:
Registration & Partner Expo
- 9:30AM – 9:45AM:
Welcome & Introduction
- 9:45AM – 11:00 AM:
Building your Parkinson's Care Team
- 11:00AM – 11:45AM:
Break & Partner Expo
- 1:45AM – 1:00PM:
Exploring the Latest Parkinson's Research
- 1:00PM – 1:15 PM:
Turning Education into Action
- 1:15 PM – 2:30PM:
Partner Expo