YOUR MISSION IS OUR MISSION

Opportunities for Corporate Support in 2022
“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.”

— Michael J. Fox
GET TO KNOW US AND THE COMMUNITY WE SERVE

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

We have convened the largest audience of patients, families, supporters and researchers in the Parkinson’s disease (PD) space — now more than 1.8 million strong. To realize our urgent mission to end PD, it’s imperative that we create impactful onramps for people to be informed and empowered and to take action. We create and distribute cutting-edge educational, wellness and community-building resources that inspire trust and engagement from our followers. We host community events to meet people where they are and bring together diverse stakeholders. And we build platforms so everyone who wants to join in our mission can connect to what inspires them most.

Meet Our Community

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

500K+
multimedia engagements in 2020, including downloads of educational publications, views of webinars and videos and listens to podcasts

AGE BREAKDOWN OF OUR AUDIENCE

Unknown
76+
56 — 75
40 — 55
Under 40

KNOWN OR LIKELY CONNECTION TO PD

13% Individuals with PD
12% Family or Friend has PD
4% PD Connection
71% Other/Unknown
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 four NYC-based fundraisers 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, webinars, video, podcasts or on michaeljfox.org.

5. **Employee Empowerment**
   Amplify the impact your employees can make on causes that matter to them and promote workplace positivity.

6. **Product Mention**
   Distribute information related to your product or service.

We welcome the opportunity to speak with you about how one or multiple of these programs can be tailored to meet your needs.

Interested in learning more? Please email us at corporatepartnerships@michaeljfox.org.
Building Connections with Patients and Families

Parkinson’s Buddy Network
A Social Network for People and Families with PD

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 5,500 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 caregivers with other caregivers; 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 “Resources Hub” and in dedicated Group 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.

Commitment Range: $25,000 – $100,000

“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 Fields, MJFF Community Member
Parkinson’s IQ + You

IN-PERSON, EDUCATIONAL EVENTS COMING BACK IN 2022

A diagnosis of Parkinson's disease comes with many questions. Parkinson’s IQ + You (PDIQ) provides the community with two of the greatest tools for managing their disease: knowledge and support. PDIQ 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 600 attendees — hosts a Parkinson’s Partner Expo, where individuals can access resources on exercise programs, support groups, care options, research opportunities and more. In the second half of 2022, MJFF will host four, in-person PDIQ events, in major markets across the United States: Boston, Chicago, Bay Area, and one yet to be determined.*

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 in far-reaching promotional campaign efforts.

For detailed sponsorship information, click here.

*The health of our community is our number one priority. MJFF will continue to monitor CDC, state and local COVID guidelines for all in-person events and will require all staff, exhibitors, panelists and attendees to provide proof of vaccination to attend.

Signature Athletic Events

MJFF-SPONSORED RUN/WALK, CYCLING AND MARATHON FUNDRAISERS

Through three signature series — run/walk, cycling and marathon — MJFF’s athletic events allow individuals to rally their network together to be part of something bigger. With more than 10 local, in-person events expected in 2022, 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.

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.

For detailed national run/walk sponsorship information, click here.
For detailed regional run/walk sponsorship information, click here.
For detailed marathon sponsorship information, click here.
Team Fox

MJFF’S GRASSROOTS FUNDRAISING COMMUNITY

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 fundraisers of all sizes, including golf outings, galas, pancake breakfasts, bartending competitions and more. Host a signature event of your own, or browse existing community-led events that may be open for sponsorship here. 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, caregivers and community members as well as event donors.

Commitment Range: $5,000 – $50,000

Team Fox MVP Weekend

CELEBRATING OUR TOP GRASSROOTS FUNDRAISERS

This annual gathering celebrates the accomplishments of MJFF’s top community fundraisers — those who have surpassed a $10,000 fundraising minimum. Held in New York City each April, the Team Fox MVP event welcomes 300+ guests from around the country — including patients, caregivers, donors and sponsors — and serves as an opportunity for stewardship, recognition and networking.

Benefits of Support: Our Team Fox MVP Weekend provides sponsors with exposure to MJFF’s top community fundraisers from across the globe. These individuals are avid event planners and connectors and are well-positioned to activate networks in major markets around the country.

Commitment Range: $15,000 – $100,000

“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 Sylva, MJFF Community Member
Each year, MJFF hosts a series of New York City-based special events — Playing to Win (our poker tournament), Breaking PARkinson’s (a golf excursion), and A Funny Thing Happened on the Way to Cure Parkinson’s (our comedy and music benefit). In 2023, for the first time, we’re adding a new immersive “foodie” event called EpiCure.

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.

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 ~1,000 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!)

Playing to Win

POKER TOURNAMENT
At the beginning of each year, more than 150 VIP guests unite virtually for an exclusive Texas hold’em poker tournament. Guests are invited to purchase individual tickets or entire poker tables, as well as rebuys during play for further game engagement.

For detailed information, click here.

Breaking PARkinson’s

GOLF OUTING
Held in July at the world-renowned Winged Foot Golf Club in Westchester County, New York, Breaking PARkinson’s typically 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.

For detailed information, click here.

EpiCure

A “FOODIE’S” DREAM
A new event in 2023, EpiCure will be an immersive celebration of NYC’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. Individual tickets will be available for purchase to attend.
EDUCATING THE COMMUNITY TO LIVE WELL WITH PARKINSON’S

Evergreen and Spotlight Education on Parkinson’s Disease

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 such as those with a family connection or genetic factor. In 2022, we are also reaching out to a general population of aging individuals who may be interested in overall health and wellness as well as in participating in studies to protect brain health.

MJFF’s evergreen education is composed of:

+ Third Thursdays Webinar series (averaging 40,000 views each year)
+ “Ask the MD” video and blog series (averaging 200,000 video views each year)
+ “Parkinson’s Podcast” (averaging 50,000 listeners 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 2022, MJFF will deliver education to particular subgroups within our community focused on (but is 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.

Commitment Range: $25,000 – $1,000,000+
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 Could Change Everything

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 1,400 participants enrolled in PPMI over its first decade. Many of those people continue in the study. Today, with more therapies in testing, PPMI is expanding.

Recruitment of recently diagnosed volunteers, at-risk individuals and control volunteers has begun again in earnest at nearly 50 sites in 12 countries. Additionally, the study has added an online platform to gather health and wellness data from more than 100,000 people with and without PD. This ambitious recruitment effort is a three-year task of massive scale, but we’re up for the challenge.

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.

Please reach out to corporatepartnerships@michaeljfox.org to explore ways to work together.
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 and solutions to research participation; 2) funding inclusive research with greater participant diversity; 3) building a clinician/researcher workforce committed to health equity; and 4) supporting a more holistic understanding of PD. Factors that drive care 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. Please reach out to corporatepartnerships@michaeljfox.org to explore ways to work together.

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.

“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 Reed, MJFF Community Member
CULTIVATING CORPORATE CULTURES THAT GIVE BACK

Employee Giving Campaigns

Workplace giving programs enable employees to make tax-deductible donations to non-profit 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.

Commitment Range: There is no minimum or maximum commitment.

Corporate Matching

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.

Commitment Range: There is no minimum or maximum commitment.
GAIN HIGH-VALUE EXPOSURE WITH MJFF’S GROWING NETWORK

An Active Online Community

Facebook followers: 925K+
Instagram followers: 133K+
Twitter followers: 92K+
LinkedIn followers: 15K+

Our engagement rate is 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
3.2 Million
unique visitors to our website in 2020

61+ Million
impressions across digital channels

155K+
new contacts engaged in 2020
14%
audience growth annually

61+ Million
unique visitors to our website in 2020

“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

494K
subscribers to FoxFlash, our monthly email newsletter

2020
e-mail open rate was
18%

147K
new email addresses acquired from January to November 2020
Building a Community of Experts Through Technology-enabled Research

20K+
users on Fox Trial Finder

53K+
enrolled participants in Fox Insight

Unmatched Multimedia Engagement

42K+
attended our Third Thursday Webinar series since 2019

22K+
attended our Third Thursday Webinar series in 2020

78K+
downloads of our high-quality guides on Parkinson’s education in 2020

57K+
listeners have tuned into our podcast in the last 12 months

61K+
action alerts sent by grassroots policy advocates in 2019 and 2020

25K+
subscribers on YouTube with 7M+ IMPRESSIONS in 2020

186K+
video views on Instagram in 2020

Opportunities for Corporate Support
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.

5,687 patients, families and supporters participated in our inaugural Virtual 5K/10K

4,120 new individuals joined MJFF’s community through the walk

17 different countries

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

$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.

“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

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