



Conference Sponsorship

2023 MDF Annual Conference
September 7 - 9, Washington, DC



www.myotonic.org



About MDF

The Myotonic Dystrophy Foundation (MDF) is the leading global advocate helping patients and families navigate the myotonic dystrophy (DM) disease process, and is often the first resource contacted by newly-diagnosed patients, their families, their social workers and their physicians around the world.

Our Vision

We envision a world with treatments and a cure for myotonic dystrophy.

Our Mission

The mission of the Myotonic Dystrophy Foundation is Community, Care, and a Cure.

- We support and connect the myotonic dystrophy community.
- We provide resources and advocate for care.
- We accelerate research toward treatments and a cure.





Our Annual Conference

For the last 15 years, MDF has hosted the world's largest myotonic dystrophy-only conference. The MDF Annual Conference - sometimes called the "DM family reunion" - convenes the entire DM ecosystem, all under one roof, to learn, connect, and grow.

The 2023 MDF Annual Conference will take place from Thursday, September 7th through Saturday, September 9th, 2023, in Washington, DC. This year's program includes educational sessions exploring advocacy, research, drug development, symptom management, and other critical topics for DM families, plus opportunities for formal and informal networking and fun.

Your support will bring this incredibly important conference to life, bringing together DM families, researchers, clinicians, industry partners, donors and allies, to create a better today and a better tomorrow for all those affected by DM.





Our Conference Goals

Educate

DM community members and professionals alike have the chance to learn from the world's leading DM experts and drug developers through educational lectures, panel discussions, research poster presentations and networking sessions.

Connect

Conference attendees become a part of a community built on strength, support, empathy, and hope, and have the chance to build relationships that last a lifetime.

Grow

Bringing together every facet of the DM ecosystem, the MDF Conference helps improve the state of DM research, care, and drug development. Our community members walk away with knowledge, resources, and tools to help them better navigate future challenges.





Event Highlights

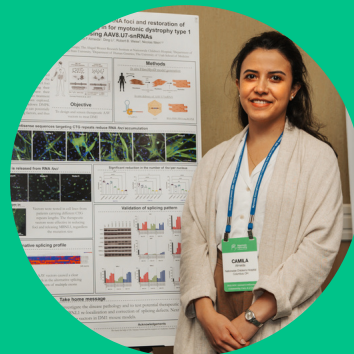
Movement Moments

To emphasize the power of movement in every person's life, our Movement Committee volunteers will lead demonstrations throughout the Conference on ways to move together, safely and joyfully. Each moment focuses on a different type of movement: endurance, strength, stretching, and balance.



Stump-the-Doctor

Attendees can ask leading experts in myotonic dystrophy care about their most persistent and challenging questions about DM.



Research Poster Showcase

DM Researchers from across the field present their work to colleagues and community member during a special showcase and networking hour.



Event Highlights

Industry Updates

Attendees hear directly from Industry Partners about the latest in their drug development efforts.

Networking Meals

Say hello to old friends and make new connections at our all-attendee networking meals. Take full advantage of this opportunity to share experiences, jokes, and celebrate our incredible and inspiring community.

Closing Dance Party

Take part in one of our community's most anticipated events! Get out on the dance floor and show off your moves while the DJ plays everyone's favorite dance numbers.





Hybrid Access

Everyone is Welcome

Throughout our history MDF has ensured access to education, community connection, resources and research, for all members of our community.

We remain steadfast in our commitment to the global myotonic dystrophy community and will be offering virtual attendance and opportunities to participate in a majority of our Conference programs and sessions from anywhere in the world.





Conference Sponsorship Benefits



Increased Brand Visibility

Get direct access to a large and engaged community affected by myotonic dystrophy, leading to new relationships and potential trial participants and customers.



Networking Opportunities

Connect with patient advocacy organizations, researchers, clinicians, and other professionals working in the field of myotonic dystrophy, leading to potential partnerships and collaborations.



Exclusive Marketing Opportunities

Conference sponsorship provides an opportunity to showcase and share branded resources, such as brochures and promotional items, with attendees, increasing their awareness and engagement.



Thank You!

Phone Number	+415-800-7777
Email Address	development@myotonic.org
Website	www.myotonic.org
Location Address	663 13th Street, Oakland, CA



2023 MDF Annual Conference, September 7-9

Sponsorship Overview



Sponsorship Benefits	Lead \$50,000	Diamond \$25,000	Platinum \$20,000	Gold \$15,000	Silver \$10,000	Bronze \$5,000
Named Sponsor of the Community Breakfast & Advocate Training for MDF Advocacy Day on Capitol Hill OR Named Meal Sponsor of one breakfast or lunch	●					
Host a Sunday breakfast for a group of up to 25 community members	●	+ cost of food	+ cost of food			
Industry Update Presenter*	First Presenter	●	●	●		
Access to Premium Sponsorship Add-on Opportunities	●	●	●	●		
Professional Registrations	10	6	4	2	2	
Ad in printed program	2 page spread	full page	1/2 page	1/2 page	1/4 page	1/4 page
Exhibitor table	Included	+\$1,500	+\$1,500	+\$1,500	+\$1,500	+\$1,500
Virtual Booth	●	●	●	●	●	●
Logo Size & Placement	Large Attendee Bag, Website, Program	Medium Attendee Bag, Website, Program	Medium Attendee Bag, Website, Program	Small Website, Program	Small Website, Program	Small Website, Program

*Industry Updates presentations have limited spaces. Sponsors with this benefit are guaranteed the opportunity to present.

Please confirm selections by [June 1st](#) to receive maximum benefits.

2023 MDF Annual Conference, September 7-9

Premium Sponsorship Add-On Opportunities



Premium Add-on Opportunity	Additional Cost	Description
Host a Sunday breakfast for a group of up to 25 community members	Variable	Included with Lead Sponsorship, plus the cost of food for Diamond and Platinum Sponsorships.
Named Friday Dinner Sponsor (Only 1 available)	\$40k	Named host of the Friday Night Dinner (Sept 8th) for all in-person attendees. Covers the cost of the meal and includes the opportunity to share branded swag, play a short promotional video (up to 3 min), and feature a logo on the presentation screens during the meal.
Virtual Event Sponsor (Only 1 available)	\$30k	Covers the cost of the virtual conference platform. Includes opportunity to feature prominent logo placements on the virtual site and ad placement on homepage banner.
Named Breakfast or Lunch Sponsor	\$25k	Named host of a breakfast or lunch on Friday or Saturday (Sept 8th and 9th) for all in-person Conference attendees. Covers the cost of the meal and includes the opportunity to share branded swag, play a short promotional video (up to 3 min), and feature a logo on the presentation screens during the meal.
Cocktail Hour Sponsor (Only 1 available)	\$10k	Named sponsor of the cocktail hour on Saturday (Sept 9th).
Movement Sponsor (Only 1 available)	\$5k	Named host of Movement Moments, which are short exercise and movement demonstrations for all conference attendees. Includes the opportunity to share branded exercise swag.

Available to Gold, Platinum, Diamond, and Lead Sponsors.

Please confirm selections by [June 1st](#) to receive maximum benefits.

2023 MDF Annual Conference, September 7-9

Sponsorship Add-on Opportunities



Add-on Opportunity	Additional Cost	Description
Scholarship Sponsor	\$15k+	Help fund the MDF Scholarships for the 2023 MDF Annual Conference. Scholarships fully cover recipients' hotel stays, event registration, and conference meals and provide partial or total reimbursements for transportation.
JOA Program Sponsor (Only 1 available)	\$15k+	Covers the cost of the JOA (Juvenile Onset Adult) program activities at the conference, potentially including an off-site field trip. Includes opportunity for branded signage and handouts to attendees.
Childcare Sponsor (Only 1 available)	\$12.5k+	Covers the cost of the childcare room and childcare services. Includes the opportunity for branded signage and handouts to parents & guardians.
Entertainment Sponsor	\$5k+	Covers the cost of a DJ or entertainer for one of the post-dinner evening events on Friday the 8th or Saturday the 9th (cost may vary by entertainer).
Wellness Room Sponsor (Only 1 available)	PURCHASED	Named sponsor of the Wellness Room. Includes opportunity for branded signage and handouts to attendees.
Photo Booth Sponsor (Only 1 available)	\$5k	Covers the cost of a Step and Repeat and professional photographer. Includes opportunity for branded handouts to attendees and program highlight.
Impact Training Sponsor (Only 1 available)	PURCHASED	Covers the cost of training MDF Conference community panelists and advocates on storytelling for impact during multiple virtual training sessions leading up to the conference. Includes program highlight and logo included on select training materials.
Specialty Cocktail Bar Sponsor	\$5k	Covers the cost an additional bar with specialty cocktails and/or premium liquor during dinner on Friday or Saturday night (Sept 8th and 9th). Includes the opportunity for the bar and/or the beverages to be themed or named after the Sponsor.

Contact MDF at development@myotonic.org for additional details on Sponsorship Add Ons.

Please confirm selections by [June 1st](#) to receive maximum benefits.

Updated 5/30/23

2023 Conference Sponsorship

Confirm your selection by June 1st to receive maximum benefits!

Contact Information

Sponsor Name : _____

Contact Name : _____

Mailing Address : _____

Phone Number : _____ E-Mail : _____

Sponsorships & Add-ons

Sponsorship Level

- Lead - \$50,000 ☐
- Diamond - \$25,000 ☐
- Platinum - \$20,000 ☐
- Gold - \$15,000 ☐
- Silver - \$10,000 ☐
- Bronze - \$5,000 ☐

Premium Add-ons*

- Sunday Breakfast - \$VAR ☐
- Friday Dinner - \$40,000 ☐
- Virtual Platform - \$30,000 ☐
- Breakfast / Lunch - \$25,000 ☐
- Cocktail Hour - \$10,000 ☐
- Movement Moments - \$5,000 ☐

* Available to Gold+ Level Sponsors.

Sponsorship Add-ons

- Scholarships - \$15,000+ ☐
- JOA Program - \$15,000+ ☐
- Childcare - \$12,500+ ☐
- Entertainment - \$5,000+ ☐
- ~~Wellness Room - \$5,000~~ ☐
- Photobooth - \$5,000 ☐
- Specialty Cocktail Bar - \$5,000 ☐
- ~~Impact Training - \$5,000~~ ☐
- Exhibitor Booth - \$1,500 ☐
- Included for Lead Level*

Total Pledge Amount : \$ _____

Payment Details



Check - Please make payable to the *Myotonic Dystrophy Foundation* and mail to the address below.



Electronic Funds Transfer - Please contact MDF at development@myotonic.org for additional instructions.

Authorized Signature: _____ Date : _____

By signing this form you are committing your organization to contribute the above amount to MDF in 2023.

Myotonic Dystrophy Foundation



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Oakland, CA 94612



(415) 800-7777



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Community, Care, and a Cure.

Thank you for helping advance our work to improve the quality of life and find treatments for those living with myotonic dystrophy.