

# MDF Corporate Sponsorships



## MDF Program Initiatives

An overview of current program initiatives for Sponsorship and Grant Support



# Our Mission

**To enhance the quality of life of people living with myotonic dystrophy (DM) and to accelerate research focused on finding treatments and a cure.**

The Myotonic Dystrophy Foundation (MDF) is the leading global advocate helping individuals and families to navigate the 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. For many international individuals, MDF is often the only resource they are able to locate, and MDF has provided assistance and support to families in more than 80 countries as diverse as Croatia, Jordan, Chile, New Zealand and Israel. Currently tens of thousands of people living with myotonic dystrophy, their families & friends make up the Myotonic Dystrophy Foundation community.

We created MDF to enhance the quality of life of people living with myotonic dystrophy and to drive research focused on treatments and a cure. DM is an inherited genetic disorder, in which symptoms can appear at any age. As one of the most variable conditions in medicine, DM manifests differently in every person, even within the same family, with symptoms increasing in severity with every new generation.

There is currently no treatment or cure.

# MDF At a Glance

## Care

## Research

## Advocacy

- The **MDF community has now grown to more than 25,000 members** including individuals affected by DM, caregivers, physicians, researchers, supporters and donors.
- Every year, **MDF hosts the largest annual DM-focused conference in the world**, delivering education and support programs, convening stakeholders and connecting research and industry professionals and community members
- MDF spearheaded a multi-pronged effort with the U.S. Social Security Administration to improve access to disability benefits for people living with myotonic dystrophy
- In 2020 alone, MDF supported **more than 500 Warmline calls and emails** from people living with DM, caregivers, medical professionals and others.
- The MDF Facebook posts and private groups received **more than 8,500 likes, comments and shares**
- The MDF Toolkit document, developed by the MDF scientific advisory committee, has been **downloaded over 39,000 times**

# MDF At a Glance

Care

Research

Advocacy

- Over the last 5 years, MDF invested **more than \$5 million in a drug development acceleration effort including 15 major initiatives** designed to attract more industry investment, lower barriers to therapy development, and expand the amount of data available to drive discovery
- MDF's efforts have attracted **more than 40 companies into DM drug development** with the anticipation of new therapies entering clinical trials in 2021
- We have expanded the DM clinical trial infrastructure projects by funding the DM Clinical Research Network (DMCRN) which now **includes 16 global research centers**
- **More than 30 DM research fellows have been funded** leading to **over 70 new peer-reviewed publications** now advancing DM academic knowledge and research
- MDF maintains one of the largest DM patient registries in the world to ensure to collect data needed for better disease understanding and ensure that the community is organized and trial-ready

# MDF At a Glance

Care

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- In 2020, **MDF successfully advocate for the passage of a congressional bill** that directs the US National Institutes of Health to make recruitment of new DM researchers a high priority
- MDF's advocacy for additional DM funding at the National Institutes of Health and the Department of Defense has led to **\$5.47 million in new government funding since 2018**
- MDF offers advocacy opportunities and ways to get involved on the MDF website. These include letter templates and talking points for contacting members of Congress, a guide to understanding governmental language, and advocacy training webinars, videos and more resources.
- MDF advocacy projects have contributed to increased awareness and **over \$150M in research funding for DM**
- MDF is proud to be a member of the global alliance for myotonic dystrophy. Over 25 international organizations have joined together to declare September 15th International Myotonic Dystrophy awareness day





Your support helps to further the MDF mission  
by supporting existing care programs and  
research toward treatment and a cure.



# MDF Corporate Sponsorship Benefits



## Recognition

National and International brand recognition through events and online tools.

## Visibility

Sponsor names will be visible to the thousands of users that use MDF content every day

## Relevancy

Engagement through conference and community programs

# MDF Corporate Sponsorship Overview

	Platinum \$20,000 per year	Gold \$15,000 per year	Silver \$10,000 per year	Bronze \$5,000 per year
<b>Virtual Conference: Sept. 10-11, 2021</b>				
Logo on registration website	Premium	Large	Medium	Small
Logo on conference website	Premium	Large	Medium	Small
Dedicated virtual conference booth	●	●	●	●
Conference registrations	10	6	4	2
Pre-event marketing and social media promotion	●	●		
<b>Visibility</b>				
Logo on annual partner page of MDF website	Large	Small		
Logo on monthly dispatch email, distributed to 10,000+ users	●	●		
Priority sponsorship opportunities for additional 2021 MDF events	●	●		

## New for 2021!

Combine your sponsorship with a Virtual Gala Sponsorship package to receive maximum exposure, and to participate in the event that drew over 1,300 viewers last year!

	Diamond + \$50,000	Platinum + \$20,000	Gold + \$15,000	Silver + \$10,000	Bronze + \$5,000
<b>Virtual Gala: Oct. 22, 2021</b>					
Five-minute pre-show highlight video	●				
Logo display on live event	●				
Logo displayed on registration and auction site	●	●			
Name on auction site (used by all attendees during the live event!)	Large	Large	Small		
Name on Gala invitation (sent to over 5,000 recipients!)	●	●	●	●	
Named sponsor in pre-event marketing and social media	●	●	●	●	●
Name on event homepage	●	●	●	●	●

Only 1 available!



# Thank You!

Please complete and  
return the attached form  
no later than **June 15, 2021**  
to receive maximum  
benefit opportunities



(415) 800-7777



[development@myotonic.org](mailto:development@myotonic.org)



663 Thirteenth St, Ste 100,  
Oakland, CA 94612

# MDF Corporate Sponsorships

## Partnership Commitment

Please complete this form and return no later than June 15, 2021 to receive maximum benefit opportunities.

Sponsor Name: \_\_\_\_\_

Please print name exactly as you wish to be listed on promotional materials

Contact Name: \_\_\_\_\_

Mailing Address: \_\_\_\_\_

Phone: (\_\_\_\_) \_\_\_\_\_ Email: \_\_\_\_\_

I, \_\_\_\_\_, on behalf of \_\_\_\_\_ commit to the \_\_\_\_\_ annual  
Name Company / Organization Annual Sponsorship Level  
sponsorship  including  not including the gala sponsorship package, for a total of \$\_\_\_\_\_.  
Select One Annual + Gala Sponsorship Total

	Annual Sponsorship	Gala Sponsorship
Diamond (only one available!)	<input type="checkbox"/>	+\$50,000
Platinum <input type="checkbox"/>	\$20,000	<input type="checkbox"/> +\$20,000
Gold <input type="checkbox"/>	\$15,000	<input type="checkbox"/> +\$15,000
Silver <input type="checkbox"/>	\$10,000	<input type="checkbox"/> +\$10,000
Bronze <input type="checkbox"/>	\$5,000	<input type="checkbox"/> +\$5,000

### Method of Payment

- Check  
Please make payable to the Myotonic Dystrophy Foundation and mail to the address below
- Electronic Funds Transfer  
Please contact [development@myotonic.org](mailto:development@myotonic.org) for instructions

Authorized signature \_\_\_\_\_ Date \_\_\_\_\_



Return completed forms by mail or email to:  
Myotonic Dystrophy Foundation  
663 Thirteenth Street, Suite 100, Oakland, CA 94612  
[development@myotonic.org](mailto:development@myotonic.org) | 415-800-7777

MDF is recognized as a tax-exempt organization under section 501(c)(3) of the Internal Revenue Code. Tax ID: 20-5014628

**Thank you for joining  
our mission to provide  
Care and a Cure to  
people and families  
living with DM.**

