

Myotonic Dystrophy Foundation 2024 Sponsorship Opportunities



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.





2024 Sponsorship Opportunities

MDF is dedicated to creating transformative experiences for individuals and families affected by myotonic dystrophy. Our robust roster of programs offers our community diverse ways to connect, learn, seek support, and build community.

We are proud to offer our partners more opportunities than ever before to support and connect with the DM community through the Sponsorship of any number of the following programs in 2024:

-
- Regional DM Conferences
 - Support Group Facilitator Training
 - Support Group Program
 - Ask-the-Expert Webinar Series
 - DM in Motion Program & Webinar Series
 - DM1 and DM2 Toolkits
-



MDF Regional Conferences

MDF is dedicated to creating transformative experiences for individuals and families affected by myotonic dystrophy. Our upcoming series of 1-day DM specific Conferences is set to reach community members across the country, offering invaluable education, support, and community. We invite you to be a key partner in bringing these essential events to life.

About the 2024 MDF Regional Conferences:

MDF reached roughly 400 community members at the 2023 MDF Annual Conference. By decreasing the burden of travel and increasing the number of dates, we expect to reach at least 100 attendees at each regional conference in 2024, aiming for more than 600 community members in 2024. By sponsoring the 2024 MDF Regional Conferences, you can make a direct and lasting impact on individuals and families nationwide. The 2024 MDF Regional Conferences will be held at the following locations:

- Saturday, March 23rd - Gainesville, FL
- Saturday, April 6th - Boston, MA
- Saturday, April 20th - Iowa City, IA
- Saturday, May 4th - Houston, TX
- Saturday, May 18th - Los Angeles, CA
- Saturday, June 1st - Seattle, WA

Sponsorship Opportunities:

***Platinum: \$50,000+** *all benefits included the Gold level and the following:*

- Exclusive recognition as the Platinum Sponsor for all six MDF Regional Conferences
- In-person networking/discussion/focus group opportunity for all six MDF Regional Conferences
- Customized PR and social media announcement highlighting your partnership

Gold: \$30,000+ *all benefits included the Silver level and the following:*

- Recognition as Gold Sponsor on all conference materials for all six MDF Regional Conferences
- Branding/table at all six MDF Regional Conferences of your choice
- In-person networking/discussion/focus group opportunity for three MDF Regional Conferences

Silver: \$20,000+ *all benefits included the Bronze level and the following:*

- Recognition as a Silver Sponsor on all conference materials for all six MDF Regional Conferences
- Branding/table at three MDF Regional Conferences of your choice
- Recognition on social media outreach and advertisements

Bronze: \$10,000+ *all benefits included the Supporting level and the following:*

- Recognition as Bronze Sponsor on all conference materials for all six MDF Regional Conferences
- Branding/table at one MDF Regional Conference of your choice
- Recognition on MDF website and newsletters

Supporting: \$5,000+

- Recognition as a Supporting Sponsor on all conference materials for all six MDF Regional Conferences
- Recognition on the MDF website

* Only one available.

Support Group Facilitator Training

MDF is committed to making a positive impact in the lives of those affected by myotonic dystrophy. We believe in the power of support, education and community. As part of our mission to improve the lives of individuals and families living with myotonic dystrophy, we are excited to announce our Support Group Facilitator Training Program.

About the Support Group Facilitator (SGF) Training Program:

Myotonic dystrophy is a complex and challenging condition that affects not only the individuals who are living with it, but also their families. Having access a trained and compassionate peer support group facilitator is crucial. However, it is essential to ensure our facilitators have the necessary skills and knowledge to guide these support groups effectively.

Our SGF Training Program is designed to equip individuals, who are affected or caring for a loved one who is affected, with the skills and knowledge required to become effective peer facilitators. The program covers a wide range of topics, such as:

- Understanding Myotonic Dystrophy and its impact on individuals and families
- Building effective communication and support skills
- Managing group dynamics and conflicts
- Promoting a safe and inclusive environment
- Navigating challenging situations and providing appropriate resources
- The importance of self-care & recognizing burn out

By sponsoring our Support Group Facilitator Training Program, you will help MDF provide the training, resources, and ongoing support needed to ensure our facilitators are well-prepared leaders who will guide and empower our community.

Sponsorship Opportunities:

***Platinum: \$25,000+** *all benefits included in the Gold level and the following:*

- Recognition on all program materials
- Exclusive in-person networking/focus group/discussion panel opportunity with program participants

Gold: \$15,000+ *all benefits included in the Silver level and the following:*

- Opportunity to attend one monthly SGF Monthly meeting for 20-minute presentation/discussion
- Opportunity to disseminate PDF resource to all MDF Support Group Facilitators
- Recognition on volunteer outreach blog post (pre-training)

Silver: \$10,000+ *all benefits included in the Bronze level and the following:*

- Recognition on social media outreach recruiting new Support Group Facilitators
- Logo with link to company website on Support Group Facilitator application page
- Recognition in one e-blast marketing advertising Support Group Facilitator application launch

Bronze: \$5,000

- Recognition during MDF-held monthly meetings for Support Group Facilitators
- Recognition in MDF dispatch, and website

* Only one available.

Support Group Program

MDF believes in the power of community and support to transform the lives of people living with myotonic dystrophy and their families. We have been dedicated to enhancing the quality of life for these individuals through our support groups for more than five years. Our Support Group Program is at the heart of our mission, providing a lifeline for those affected by DM. We invite you to become a beacon of hope and support by sponsoring our peer-led Support Group Program.

About MDF Support Groups:

MDF provides a safe, inclusive, and empathetic environment through our peer-led support groups, where people can connect, share their experiences, and learn to manage the challenges they face due to this disease. DM presents unique and often isolating challenges for both those affected and their families. Our support groups offer a vital lifeline where individuals can find understanding, share coping strategies, and build connections. However, we need your support to continue to provide this critical service.

Through in-person, virtual, and social media group discussions, this program hosted over 220 sessions in the first three quarters of 2023, reaching hundreds of individuals affected by DM and their families. MDF aims to expand this programming in 2024, increasing the number of Support Group Facilitators, as well as locations of support groups.

By sponsoring the Support Group Program, you will be making a direct and positive impact on the lives of those affected by myotonic dystrophy. Your support will help to provide the connection, resources, and support that they need to feel empowered and have a better quality of life.

Sponsorship Opportunities:

***Gold: \$20,000+** *all benefits included in the Silver level and the following:*

- Exclusive recognition as the Program Sponsor
- Prominent logo placement on all program materials
- Social media announcement highlighting partnership

Silver: \$10,000+ *all benefits included in the Bronze level and the following:*

- Recognition in promotional materials, newsletters, and on our website
- Recognition in support group meetings and events

Bronze \$5,000+

- Recognition on MDF website page dedicated to support groups
- Recognition on all program materials

* Only one available.

Ask-the-Expert Webinar Series

MDF's commitment to making a positive impact in the lives of those affected by myotonic dystrophy extends to providing valuable education and expert insights. We believe that knowledge and information are essential tools in managing the challenges posed by this complex condition. We also understand that not everyone will have access or availability to attend one of the MDF Regional Conferences. As part of our mission to empower individuals and families living with DM, we are thrilled to offer our Ask-the-Expert Webinar Series.

About the Ask-the-Expert Webinar Series:

Myotonic dystrophy presents a unique set of challenges, and individuals affected by this condition, as well as their families, often have questions that demand expert guidance. Our Ask-the-Expert Webinar Series is designed to bridge this knowledge gap by ensuring individuals affected by DM, no matter where they are, have access to the most up-to-date information and expert advice. The Ask-the-Experts Webinar Series will cover a wide range of topics, including but not limited to:

- Medical advancements and treatment options for DM1, DM2, and CDM
- Coping strategies for managing the physical and emotional aspects of DM
- Clinical Trial readiness
- Family and Caregiver support
- Quality of life enhancements for individuals living with DM

By sponsoring this series, you will help us provide valuable educational resources, connect participants with leading experts in the field, and create a platform for individuals to ask questions and seek guidance.

Sponsorship Opportunities:

***Platinum: \$25,000+** *all benefits included in the Gold level and the following:*

- Exclusive recognition as the Platinum Sponsor for the entire Ask-the-Expert Webinar Series
- Opportunity to introduce and thank the expert speaker at each webinar
- Logo placement on all promotional materials for the webinar series

Gold: \$15,000+ *all benefits included in the Silver level and the following:*

- Recognition as a Gold Sponsor for the entire Ask-the-Expert Webinar Series
- Opportunity to provide a 10-minute introduction to *one* webinar topic of your choosing (subject to availability, Platinum will receive first choice, Gold will receive second choice)

Silver: \$10,000+ *all benefits included in the Bronze level and the following:*

- Recognition as Silver Sponsor for the entire Ask-the-Expert Webinar Series
- Opportunity to provide a 5-minute introduction to a webinar topic of your choosing (subject to availability, Platinum will receive first option, Gold will receive second choice, Silver, third choice)
- Logo placement on webinar registration page

Bronze: \$5,000+

- Recognition as Bronze Sponsor for the entire Ask-the-Expert Webinar Series
- Logo placement on the webinar landing page

* Only one available.

Myotonic Dystrophy in Motion (MDIM) Program & Webinar Series

At MDF, we are passionately committed to improving the lives of individuals and families affected by myotonic dystrophy. We believe in the transformative power of staying active and engaged. That's why we are thrilled to introduce the Myotonic Dystrophy in Motion (MDIM) Program and Webinar Series.

About the Myotonic Dystrophy in Motion Program and Webinar Series:

DM presents a wide range of challenges, and remaining active, both physically and mentally, is a key component of managing this condition. The MDIM Program and Webinar Series is designed to provide participants with opportunities for physical activity, education, and community connection. The MDIM Program and Webinar series offers various activities and opportunities and will cover a diverse array of topics, including (but not limited to):

- Insights into the latest research and advancements in exercise and movement for people with DM
- Strategies for maintaining physical and emotional well-being
- Adaptive exercise classes tailored to the needs of individuals with DM
- Educational webinars on nutrition, adaptive techniques, and overall well-being
- An annual MDIM Day, a nationwide event to promote physical activity and raise awareness

By sponsoring the MDIM Program and Webinar Series, you will directly contribute to enhancing the quality of life for individuals and families affected by DM. Your support will help us provide access to physical activities, educational resources, and supportive community that empowers participants to lead active and fulfilling lives on their own terms.

Sponsorship Opportunities:

***Platinum: \$25,000+** *all benefits included in the Gold level and the following:*

- Exclusive recognition as the Platinum Sponsor for the entire MDIM Program and Webinar Series
- Opportunity to introduce and thank participants at an MDIM Day event, or webinar of your choosing
- Logo placement on all promotional materials for the program and webinar series

Gold: \$15,000+ *all benefits included in the Silver level and the following:*

- Recognition as Gold Sponsor for the MDIM Program and Webinar Series
- Opportunity to provide a 10-minute introduction at an MDIM Day event, or webinar of your choosing

Silver: \$10,000+ *all benefits included in the Bronze level and the following:*

- Recognition as Silver Sponsor for the MDIM Program and Webinar Series
- Opportunity to provide a 5-minute introduction at an MDIM Day Event, or webinar of your choosing
- Logo placement on program landing page

Bronze: \$5,000+

- Recognition as Bronze Sponsor for the MDIM Program and Webinar Series
- Logo placement on the Program registration page

* Only one available.

DM1 and DM2 Toolkits

MDF is committed to empowering and supporting individuals and families affected by myotonic dystrophy in every way possible. We understand access to the right resources is crucial in managing this complex condition. That's why we are excited to announce our initiative to develop and redesign the MDF Toolkit, along with the creation of a unique Toolkit dedicated to myotonic dystrophy type 2 (DM2).

About the DM1 and DM2 Toolkits:

The MDF Toolkit serves as a valuable resource for our community, providing information, guidance, and support for individuals living with Dm and their families. We recognize the need to continually improve and expand this resource to ensure it remains relevant and comprehensive. In addition to enhancing the current MDF Toolkit, we are introducing a dedicated toolkit for DM2, acknowledging the distinct needs and challenges for this specific group of community members.

By sponsoring the development and redesign of the MDF DM1 Toolkit and the creation of a unique Toolkit for DM2, you are playing a crucial role in providing the DM community with comprehensive, accessible, and condition-specific resources. Your support will help us ensure individuals and families affected by DM have the tools they need to navigate the challenges of this condition and improve their quality of life.

Sponsorship Opportunities:

***Platinum: \$30,000+** *all benefits included in the Gold level and the following:*

- Exclusive recognition as the Platinum Sponsor for both the MDF DM1 and DM2 Toolkits
- Opportunity to collaborate and provide insights on toolkit content related to clinical trial readiness (prior to printing, and aligned with existing toolkit review schedule)
- Opportunity to provide an insert in the Toolkit Package mailed to community members

Gold: \$20,000+ *all benefits included in the Silver level and the following:*

- Recognition as Gold Sponsor for both the MDF DM1 and DM2 Toolkits
- Opportunity to provide input on the toolkit design and content

Silver: \$15,000+ *all benefits included in the Bronze level and the following:*

- Recognition as Silver Sponsor for both the MDF DM1 and DM2 Toolkits
- Opportunity to provide feedback on toolkit content and usability

Bronze: \$10,000+ *all benefits included in the Supporting level and the following:*

- Recognition as Bronze Sponsor for both MDF DM1 and DM2 Toolkits
- Opportunity to provide input on Toolkit development and features

Supporting: \$5,000+

- Recognition as a Supporting Sponsor for both the MDF DM1 and DM2 Toolkit
- Logo placement on Toolkit landing page on the website

* Only one available.

2024 MDF Sponsorships

Confirm your selection by February 9th to receive maximum benefits!

Contact Information

Sponsor Name : _____

Contact Name : _____

Mailing Address : _____

Phone Number : _____ E-Mail : _____

Sponsorships

MDF Program	Sponsorship Level	Amount
<input type="checkbox"/> MDF Regional Conferences		\$
<input type="checkbox"/> SGF Training		\$
<input type="checkbox"/> Support Group Program		\$
<input type="checkbox"/> Ask-the-Expert Webinars		\$
<input type="checkbox"/> MDIM Program & Webinars		\$
<input type="checkbox"/> DM1 and DM2 Toolkits		\$
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 2024.

Myotonic Dystrophy Foundation

 663 13th Street, Suite 100
Oakland, CA 94612

 (415) 800-7777

 www.myotonic.org

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.



Thank You!

Phone Number	+1 415-800-7777
Email Address	development@myotonic.org
Website	www.myotonic.org
Location Address	663 13th Street, Suite 100 Oakland, CA 94612



www.myotonic.org