



Community Walks to Drive Awareness  
& Accelerate Research

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# SPONSORSHIP GUIDE

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# WHAT

The MDS Foundation is hosting five Move for MDS walks to raise awareness of myelodysplastic syndromes (MDS), an often unrecognized and underdiagnosed, rare group of bone marrow failure disorders that affects an estimated 12,000-20,000 people each year in the United States. Today, there are an estimated 60,000-170,000 diagnosed MDS patients in the United States, with this number expected to grow.

In MDS, the bone marrow, which produces blood cells including red blood cells (for energy), white blood cells (for the immune system), and platelets (for clotting), is damaged and fails to produce enough healthy blood cells (cytopenias). In an MDS patient, bone marrow appears abnormal (dysplasia) and may have changes at a genetic-molecular level, which is why MDS is known as a form of cancer, with 30 percent of MDS patients progressing to acute myeloid leukemia (AML).

# THE TIME IS NOW

Although great strides have been made, more work needs to be done in MDS and to better understand the needs of patients. Inspired by those impacted by MDS, our hope with these Move for MDS walks is to start a movement in helping to further spread awareness and bring attention to this disease among the physician community as well as the general public. Our goals are to:

- Elevate the conversation around the unmet needs of those living with MDS.
- Bring together the MDS and rare disease community and create new connections.
- Reinforce our commitment, along with our partner organizations, to help improve the lives of MDS patients and those who care for them.
- Establish the need and momentum for future Move for MDS walks across the country.

# WHEN, WHERE, AND HOW

Due to the uncertainties surrounding the global pandemic, for 2021 we have planned for a mix of virtual and in-person run/walk events.

**PACIFIC NORTHWEST** (Virtual)

**Target Date:** June 12, 2021

**CALIFORNIA: LA, SD & SF** (Virtual)

**Target Date:** June 13, 2021

**CHICAGO** (Virtual)

**Target Date:** June 26, 2021

**NEW YORK CITY** (In Person)

**Target Date:** October 2021

**Target Location:** Hudson River Park or Liberty State Park

**BOSTON** (In Person) | **GLOBAL** (Virtual)

**Target Date:** October 24, 2021

(In honor of MDS World Awareness Day)

**Target Location:** Boston Common





# VALUED PARTNERS

## SPONSORS

Sponsors include industry partners who recognize the needs in the MDS and AML space, as well as local community organizations. Sponsors will be recognized for their efforts and involvement in the Move for MDS walks based on various sponsorship opportunity levels as outlined in the below section.

## VOLUNTEERS

The MDS Foundation is thankful for its staff and volunteers who will be on-site and online to manage the day's events, as well as members of our Development Board. Members of our Centers of Excellence located in the regions surrounding the walks will also be active participants. Key patients and caregivers have already volunteered their time; however, we greatly appreciate additional volunteers from our sponsor organizations.

# AWARENESS & VISIBILITY

To help drive awareness and visibility of MDS and the Move for MDS walks, we have partnered with a fundraising and community engagement expert, an event management company, and a marketing firm who all have deep expertise in the non-profit and rare disease community and experience in working with leaders in healthcare and life sciences. As part of our partnerships, these individuals are providing the following communications support surrounding the Move for MDS walks:

- MDS and Move for MDS walks media kit development and dissemination (such as a press release, media advisory and infographics)
- Social media content development and promotion
- Media relations engagement and outreach
- MDS and Move for MDS walks partner/sponsor media toolkit (template media materials to help promote the events as well as awareness of MDS)

# ABOUT THE MDS FOUNDATION, INC.

The MDS Foundation is a global non-profit advocacy organization that for over 25 years has supported patients and their families as well as healthcare providers in the fields of MDS and its related diseases.

## OUR VISION:

Every MDS patient will benefit from our initiatives and research as early as possible.

## OUR MISSION:

MDS Foundation supports and educates patients, their communities, and healthcare providers, and contributes to innovative research in the fields of MDS and its related continuum of diseases to better diagnose, control and ultimately cure these diseases.

The MDS Foundation is a publicly supported organization, exempt from federal income tax under section 501(C)(3) of the IRS code.



# NATIONAL SPONSORSHIP OPPORTUNITIES

As the MDS Foundation is hosting five Move for MDS walks in 2021, as described above, we are offering two national sponsorship opportunities if you are interested in supporting all events.

## NATIONAL PLATINUM | \$125,000

- Logo with link to your website on Move for MDS event webpages
- Sponsor banner displays at start and finish lines at live events
- Branding during two speaker presentations for virtual events
- Recognition as a National Platinum Sponsor in media kit materials (press releases, media advisories), social media content promotions, registration materials, promotional materials and special thank you at the walk
- Opportunity to submit :15 to :30 video of CSR efforts to be highlighted during program and posted to website event page
- Quote from company representative in press releases or official Foundation communications
- Featured article about sponsor in our MDS Foundation, Inc. newsletters – MDS News and MDS Minute (e-news)
- Opportunity for a representative to speak during each event
- Logo on all promotional items
- Complimentary tents available to set up and distribute company materials at live events
- Company supplied materials distributed to registrants and inserted in giveaway bags (if applicable)
- 125 complimentary race entries (25 for each event)

## NATIONAL GOLD | \$60,000

- Logo with link to your website on Move for MDS event webpages
- Sponsor banner displays at start and finish lines at live events
- Branding during one speaker presentation for virtual events
- Recognition as a Gold Sponsor in media kit materials (press releases, media advisories), social media content promotions, registration materials, promotional materials and a special thank you at the walk
- Opportunity to submit :15 video of CSR efforts to be highlighted during program and posted to website event page
- Logo on all promotional items
- Complimentary tents available to set up and distribute company materials at live events
- Company supplied materials distributed to registrants and inserted in giveaway bags (if applicable)
- 75 complimentary race entries (15 for each event)



# REGIONAL SPONSORSHIP OPPORTUNITIES

## PLATINUM | \$50,000

- Logo with link to your website on Move for MDS event webpages
- Sponsor banner displays at start and finish line at live events
- Branding during two speaker presentations for virtual events
- Recognition as a Platinum Sponsor in media kit materials (press release, media advisory), social media content promotion, registration materials, promotional materials and a special thank you at the walk
- Opportunity to submit :15 to :30 video of CSR efforts to be highlighted during program/posted to website event page
- Quote from company representative in press release or official Foundation communication
- Featured article about sponsor in our MDS Foundation, Inc. newsletters – MDS News and MDS Minute (e-news)
- Logo on all promotional items
- Opportunity for a representative to speak at each event
- Complimentary tent available to set up and distribute company materials at live events
- Company supplied materials distributed to registrants and inserted in giveaway bags (if applicable)
- 25 complimentary race entries

## GOLD | \$25,000

- Logo with link to your website on Move for MDS event webpages
- Sponsor banner displays at start and finish line at live events
- Branding on virtual backdrop during one speaker presentation for virtual events
- Recognition as a Gold Sponsor in media kit materials (press release, media advisory), social media content promotion, registration materials, promotional materials and a special thank you at the walk
- Opportunity to submit :15 video of CSR efforts to be highlighted during program and posted to website event page
- Logo on all promotional items
- Complimentary tent available to set up and distribute company materials at live events
- Company supplied materials distributed to registrants and inserted in giveaway bags (if applicable)
- 15 complimentary race entries

## SILVER | \$10,000

- Logo with link to your website on Move for MDS event webpages
- Sponsor banner display at finish line at live events
- Recognition as a Silver Sponsor in media outreach, registration materials, promotional materials and verbal recognition at the walk
- Logo on t-shirt and one promotional item
- Complimentary tent available to set up and distribute company materials at live events
- Company supplied materials distributed to registrants and inserted in giveaway bags (if applicable)
- 10 complimentary race entries

## BRONZE | \$5,000

- Logo with link to your website on Move for MDS event webpages
- Sponsor banner display at finish line at live events
- Recognition as a Bronze Sponsor in media kit materials (press release, media advisory), social media content promotion, registration materials, promotional materials and verbal recognition at the walk
- Logo on t-shirt
- Complimentary table available to set up and distribute company materials at live events
- 5 complimentary race entries

