



# Move FOR MDS

Community Walks to Drive Awareness & Accelerate Research



# SPONSORSHIP GUIDE

- 2025 -

# WHAT

The MDS Foundation is hosting four *Move for MDS* walks to raise awareness of myelodysplastic syndromes (MDS), an often unrecognized and underdiagnosed, rare bone marrow cancer 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 to better understand the needs of patients. Inspired by those impacted by MDS, our hope for *Move for MDS* walks is to create a movement that spreads awareness and brings attention to this disease among the physician community, patients, caregivers, those who have lost someone they love to MDS, as well as the general public, while raising critical funds to support the work of the Foundation, and includes goals such as:

- Elevating the conversation around the unmet needs of those living with MDS.
- Bringing together the MDS and rare disease community to create new connections.
- Honoring the lives of those lost to MDS
- Reinforcing our commitment, along with our partner organizations, to help improve the lives of MDS patients and those who care for them.
- Establishing the need and momentum for future *Move for MDS* walks across the country.

# WHEN, WHERE, AND HOW

*Join us all around the globe- in-person or virtually*

## TAMPA : 2nd ANNUAL

Date: Sunday, April 27

Target Location: Al Lopez Park

## CHICAGO : 7th ANNUAL

Date: Sunday, May 18

Target Location: Burnham Park

## NEW YORK CITY : 6th ANNUAL

Date: Sunday, October 5

Target Location: Battery Park

## BOSTON/GLOBAL : 8th ANNUAL

Date: Sunday, October 19th

Target Location: Boston Common

## VIRTUAL WALK

Date: ANYTIME

Target Location: ANYWHERE

The beauty of a **Virtual Walk** is it can be done day or night, either on the day of our in-person walks - or before. It can be a solo walk, with a team of family or friends, with a regular walking group - however, wherever, and whenever!





# VALUED PARTNERS

## SPONSORS

Sponsors include industry partners who recognize the needs in the MDS and AML space, along with the work of the MDS Foundation. Sponsors will be recognized for their support and involvement in the *Move for MDS* walks based on various sponsorship opportunity levels as outlined in the section below.

## VOLUNTEERS

The MDS Foundation is thankful for its staff and Development Board members who will be on-site and online to manage each event. Members of our Centers of Excellence located in the surrounding regions will actively support the events. Key patients and caregivers will be asked to be involved at each location, however, we greatly appreciate additional volunteers from our sponsor organizations and the MDS community.

# AWARENESS & VISIBILITY

To help drive awareness and visibility of MDS and the *Move for MDS* walks, our marketing department will promote these events in each geographical region, to our broad donor network, Centers of Excellence, Health Care Providers and MDS community, in general. Marketing promotion will include social media, digital media, website advertisement, direct mailing and email communications, along with outreach to local media. We have partnered with an event management company, and together we have extensive expertise planning and hosting events in the non-profit and rare disease community, along with experience working with leaders in healthcare and life sciences. To further support our *Move for MDS* walk sponsors, a Partner/Sponsor Toolkit (template materials to help promote the events as well as awareness of MDS) will be provided to each event sponsor.

# THE MDS FOUNDATION, INC.

**The MDS Foundation** is a global non-profit advocacy organization that for over 30 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.



# MOVE FOR MDS SPONSORSHIPS

The MDS Foundation is hosting four walks in 2025. We are offering [two national sponsorship packages](#) for those interested in supporting all four events and [four regional packages](#) for those interested in supporting a specific event.

**PACKAGE LEVELS:**

	<b>National Platinum</b>	<b>National Gold</b>	<b>Regional Platinum</b>	<b>Regional Gold</b>	<b>Regional Silver</b>	<b>Regional Bronze</b>
	<b>\$125,000</b>	<b>\$60,000</b>	<b>\$50,000</b>	<b>\$25,000</b>	<b>\$10,000</b>	<b>\$5,000</b>
Complimentary walk entries	100 (25 for each event)	60 (15 for each event)	25	15	10	5
A logo of your choosing (corporate or clinical trial) with an associated link on Move for MDS webpage	✓	✓	✓	✓	✓	✓
Sponsor signage at multiple locations throughout live events	✓	✓	✓	✓	✓	✓
Recognition as Sponsor in social media content promotions, registration materials and promotional materials	✓	✓	✓	✓	✓	✓
Logo on t-shirt	✓	✓	✓	✓	✓	✓
Company supplied materials distributed to registrants and inserted in giveaway bags (if applicable)	✓	✓	✓	✓	✓	
Logo on all promotional items (t-shirt comes standard)	✓	✓	✓	✓		
Tent, including sponsor banner, available to set up and distribute marketing materials	✓	✓	✓	✓		
Quote from company representative in official Foundation communications	✓		✓			
Opportunity for a representative to speak at event	✓		✓			
Featured article about sponsor in our MDS Foundation, Inc. newsletters – MDS	✓		✓			
Featured article in our Community Connect and HCP News emails	✓		✓			



# SPECIAL OPPORTUNITIES FOR DAY OF WALKS

*Available opportunities are limited and will be awarded on a first-come, first-serve basis*



**SPONSOR THE PHOTO BOOTH TENT\***  
**\$2,000 PER WALK**



**SPONSOR THE ACTIVITIES TENT\***  
(FACE PAINTING & BALLOONS ETC.)  
**\$2,000 PER WALK**



**SPONSOR THE HYDRATION & SNACK TENT\***  
**\$2,000 PER WALK**



**SPONSOR TENT**  
AVAILABLE FOR REGIONAL SILVER & BRONZE SPONSORS TO ASSEMBLE, SET UP, AND DISTRIBUTE COMPANY MATERIALS AT LIVE EVENTS  
**\$1,500 PER WALK**



**LOGO ON WALK PATH SIGN**  
**\$100 PER SIGN, PER WALK**

**\*One available per walk**

*For sponsorship questions or to become a 2025 sponsor, contact:*

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