





## National Strategic Partnership Opportunities

**Myasthenia Gravis Foundation of America (MGFA)** offers a variety of valuable opportunities for our corporate partners to directly engage with myasthenia gravis patients and the wider MG community to demonstrate their commitment to those communities – both nationally and internationally. Investment opportunities for support include MGFA events, community and regional programs, educational materials and resources, and print or digital communications.

## Partner Benefits Provide Wide Exposure and Awareness across the global MG Community

As the leading patient advocacy organization serving as a convener, thought leader, and the preemptive source of education, the MGFA is best positioned to offer the highest level of exposure to and awareness for the MG community. When you partner with the MGFA, you know your company will achieve the greatest reach and access to MGeners around the world; patients and caregivers, clinicians and physicians, and all MGFA supporters and volunteers.

Partners that support events and programs will benefit from the MGFA's extensive reach through a robust, multi-channel approach with the highest level of support across various platforms.

To confirm partner opportunities and corporate benefits for the following events and initiatives, please reach out to Samantha Masterson, [smasterson@myasthenia.org](mailto:smasterson@myasthenia.org).



# 15<sup>TH</sup> MGFA INTERNATIONAL CONFERENCE

## on Myasthenia and Related Disorders

**Location:** The Hague in the Netherlands - Postillion Hotel and Convention Center

**Date:** Tuesday, May 13 - Thursday, May 15, 2025



Every three years, the MGFA hosts the most prestigious gathering of MG medical and scientific communities from around the world – the MGFA International Conference on Myasthenia and Related Disorders – and for the first time, it will be held in Europe!

Researchers come together to share cutting-edge discoveries in the field of myasthenia gravis and autoimmune research. This event will be held outside of the United States in recognition of the global impact of this disease and the important research taking place around the world. Our corporate partners will benefit from engagement and interactions with healthcare and researcher attendees through a variety of pre-event and onsite investment opportunities and communications.



Partner Benefits	Presenting Partner \$100,000	Collaborating Partner \$75,000	Supporting Partner \$50,000
Logo in printed/digital program agenda	✓		
Recognition in select print and digital materials	✓		
Shared space on foyer's large window treatments	✓		
Logo on signage displayed onsite during conference	✓		
Logo on conference promotional emails past and current attendees	✓	✓	
Verbal recognition onstage at conference and select sessions	✓	✓	
Corporate logo and URL link on conference webpage	✓	✓	✓
Onsite booth at conference (6 foot table)	✓	✓	✓
Distribution of partner's corporate materials to attendees	✓	✓	✓



# MGFA NATIONAL PATIENT CONFERENCE

Location: Phoenix, Arizona – Renaissance Downtown Phoenix

Date: Sunday, March 23 – Tuesday, March 25, 2025

2025  
MGFA National  
**Patient  
Conference**  
Phoenix, AZ

## Annual

The MGFA National Patient Conference is our annual meeting focused on patient education with attendees from around the world, representing patients and caregivers, medical professionals, strategic partners, and academic researchers. The conference is the largest gathering of the MG Community and affords the greatest interaction with community members. Individuals diagnosed with MG come together to see old friends, and make new ones, to bond, and to learn about MG management and treatment strategies. Strategic partners can engage with attendees in a variety of ways during the conference.



Partner Benefits	Presenting Partner \$75,000	Collaborating Partner \$50,000	Supporting Partner \$20,000
Logo in printed/digital program agenda	✓		
Recognition in select print and digital materials	✓		
Logo on signage displayed onsite during conference	✓		
Logo on official conference tote bags	✓		
Logo on conference promotional emails past and current attendees	✓	✓	
Verbal recognition onstage at conference and select sessions	✓	✓	
Corporate logo and URL link on conference webpage	✓	✓	✓
Onsite booth at conference (6 foot table)	✓	✓	✓
Distribution of partner's corporate materials to attendees	✓	✓	✓

# MGFA SCIENTIFIC SESSION AT THE AANEM ANNUAL MEETING



**Location: San Francisco, California**

**Date: Wednesday, October 29th – Saturday, November 1st, 2025**

The MGFA Scientific Session at the AANEM Annual Meeting is focused on professional MG education. This annual session provides medical professionals the opportunity to learn from colleagues about current, pre-publication research in the field of myasthenia gravis. Medical professionals present their latest findings, clinical research, progress, and posters on discoveries that could lead to better treatments and a cure for myasthenia. The session is geared towards medical professionals but is open to the public.



Partner Benefits	Presenting Partner \$50,000	Collaborating Partner \$35,000	Supporting Partner \$25,000
Recognition on select print and digital materials	✓		
Logo showcased on print program agenda	✓		
Logo on signage displayed at session	✓	✓	
Verbal recognition on stage at session	✓	✓	
Corporate logo and URL link on session webpage	✓	✓	✓
Onsite booth at session (6 foot table)	✓	✓	✓
Distribution of partner's corporate materials to attendees	✓	✓	✓

# MGFA COMMUNITY HEALTH FAIRS

Expanding to 14 Fairs in 2025 Covering Regions in the United States and Canada



MGFA offers our in-person, regional MGFA Community Health Fairs around the United States to better support those diagnosed with myasthenia and their caregivers while providing our corporate partners with the maximum amount of benefit, reach, and engagement across the MG Community. In 2025, we will host 14 Community Health Fairs, located in select cities across the United States and Canada. A medical lecture series, featuring researchers or healthcare providers, will take place in the morning on each day and a health fair with corporate exhibitors will be held in the afternoon after lunch is provided to all attendees.

The goal of these Community Health Fairs is to bring attendees together in an in-person, educational setting to reach the widest set of community members across regions and disseminate their latest information regarding MG research and living with MG. We believe that with the emphasis on health and MG, we will be able to engage more patients and caregivers than ever before. This is the perfect way to reach the community while educating patients on all facets of MG care and treatment. Our corporate partners will be highlighted and recognized in various ways prior to and during the events.



Partner Benefits	Presenting Partner \$150,000	Collaborating Partner \$125,000	Supporting Partner \$100,000
Opportunity to sponsor lunch for all attendees	✓		
Recognition on select print and digital materials	✓		
Short on-stage welcome from corporate attendee	✓		
Logo on official Community Health Fair tote bags	✓		
Logo on fair promotional emails sent to past and registered participants	✓	✓	
Recognition of social media handles on MGFA posts	✓	✓	
Logo on signage displayed at all onsite events	✓	✓	✓
Verbal recognition on stage at onsite events	✓	✓	✓
Corporate logo and URL link on health fair webpages	✓	✓	✓
Onsite booth at all fair sites across country (1 or 2 six foot tables)	✓	✓	✓
Distribution of partner's corporate materials to attendees	✓	✓	✓



# MGFA MGWALKS

6 MGWalks in select cities to walk for A World Without MG



MGFA is thrilled to continue and expand our MGWalks. In 2025, we will host six Walks and we invite you to join us in walking for A World Without MG. MG Walks raise critical funds for MG research, as well as education and support resources for those affected by MG. Strategic partners can invest in sponsorship opportunities and we encourage the formation of corporate MG Walk teams.

## 6 locations in 2025

- New York, NY
- Boston, MA
- Tampa Bay, FL
- Metropolitan DC area
- Southern CA
- Houston, TX



Partner Benefits	Presenting Partner \$50,000	Collaborating Partner \$25,000	Supporting Partner \$10,000
Recognition on select print and digital materials	✓		
Opportunity to post/install corporate banners/signs on route	✓		
Logo on MGWalk promotional emails sent to past and registered participants	✓		
Recognition of social media handles on MGFA posts	✓		
Logo on official MGWalk tote bags	✓		
Logo on the official MGWalk T-shirts to all attendees	✓	✓	
MGFA refreshments tent with specific logo signage	✓	✓	
Logo on signage displayed at all onsite events	✓	✓	
Verbal recognition on stage at onsite events	✓	✓	
Corporate logo and URL link on MGWalk webpages	✓	✓	✓
Onsite booth at all MGWalk sites across country (6 foot table)	✓	✓	✓
Distribution of partner's corporate materials to attendees	✓	✓	✓

# MGFA MG EDUCATIONAL PUBLICATIONS AND MEDIA

Digital and print media focused on MG education, disease management, awareness and advocacy



MGFA is the preemptive source of education and information for the MG Community. The organization serves as a convener, thought leader, and the "Educator-in-Chief" for individuals in need of educational resources and materials about myasthenia gravis. We deliver a set of widely-acclaimed publications and video content – always distributed through a proactive multi-channel approach – that include partner advertising opportunities within digital and print media, webpages, videos, webinars, and podcasts.



Partner Benefits	Presenting Partner \$60,000	Collaborating Partner \$40,000	Supporting Partner \$25,000
Focus on MG full page advertisement or advertorial –2 issues per year	✓		
Logo/URL on educational library of videos	✓		
Webinar series – Entitled to host one trial/treatment-focused Webinar in 2025	✓		
Webinar series – Verbal/visual recognition during each webinar	✓	✓	
Webinar series – Logo/URL on webinars webpage for 12 months	✓	✓	
Webinar series – Logo/URL on pre-webinar emails	✓	✓	
Webinar series – Corporate handle on social posts	✓	✓	
Mg News Monthly eNewsletter banner ad displayed in each edition for 12 months	✓	✓	
Podcast recognition by host during broadcast	✓	✓	✓
Logo displayed on blog homepage for 12 months	✓	✓	✓
Printed patient packet insert card (1200+ per year)	✓	✓	✓



# PARTNERSHIP INVESTMENT OPPORTUNITIES

**PRESENTING PARTNER  
OF THE MGFA - \$485,000**

**COLLABORATING PARTNER  
OF THE MGFA - \$350,000**

**SUPPORTING PARTNER  
OF THE MGFA - \$230,000**

All levels include recognition badge for use on partner websites and materials

**See below for additional partner conference opportunities and strategic initiatives**

# 15<sup>TH</sup> MGFA INTERNATIONAL CONFERENCE

## on Myasthenia and Related Disorders



Ancillary Partner Opportunities - Page 1

### International Patient Advocacy Organization Summit (Prior to International Conference) - \$25,000

Convening international PAOs at a first of its kind summit, which will focus on how MG patient advocacy organizations can work together to have collective impact globally. Although partners will not be in attendance, they will be furnished with an executive summary from the meeting, and will also be listed on the agenda and onsite experience signage and materials.

### Breakfast Sponsorships – three (3)

**\$45,000** for all three (Exclusive) or **\$20,000** per breakfast

**Includes continental and warm breakfast food items and beverages each day of the conference.**

- Sponsor acknowledged in the program as exclusive sponsor
- Corporate logo on signage acknowledging sponsorship

### Luncheon Sponsorships – three (3)

**\$60,000** for all three (Exclusive) or **\$25,000** per luncheon

**Includes buffet warm and cold food items, beverages, and desserts for each day of the conference.**

- Logo on signage acknowledging sponsorship
- Sponsor acknowledged in the program as exclusive sponsor

### Welcome Reception Sponsorship (Exclusive) - \$50,000

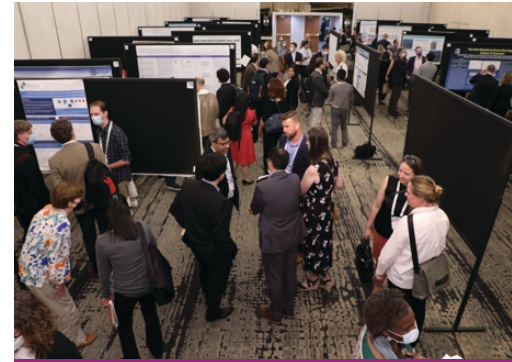
**Informal gathering of all attendees on first evening of the conference.**

- Logo on signage acknowledging sponsorship
- Sponsor acknowledged and thanked in welcome
- Sponsor logo will be on the Step and Repeat
- Sponsor acknowledged in the program as exclusive sponsor

### International Conference Dinner (Exclusive) - \$75,000

**Hosted sit down and plated dinner experience at historic Hague venue on second day of the conference for all attendees.**

- Logo on signage acknowledging sponsorship
- Sponsor acknowledged and thanked in welcome
- Sponsor logo included in projected onsite images
- Sponsor acknowledged in the program as exclusive sponsor





# 15<sup>TH</sup> MGFA INTERNATIONAL CONFERENCE

## on Myasthenia and Related Disorders



Ancillary Partner Opportunities - Page 2

### Conference Sponsored Coffee Breaks (Exclusive)

Two (2) breaks on first two days, One (1) on final day - **\$15,000**

Snack foods and fruit as well as beverages twice a day, and once on the final day.

- Logo on Signage acknowledging sponsorship
- Sponsor acknowledged in the program as exclusive sponsor

### Logo Sponsored lanyards for all conference attendees

(Exclusive) - **\$25,000**

Exclusive sponsorship opportunity for company logo to be imprinted on attendee lanyards.

### Logo Sponsored key cards for all conference attendees at select hotels (Exclusive) - **\$25,000**

Exclusive sponsorship opportunity for company logo to be imprinted on attendee hotel keycards.

### Additional partner booth tables in exhibition area

**\$10,000** per additional table.



# MGFA NATIONAL PATIENT CONFERENCE

Annual

2025  
MGFA National  
**Patient**  
Conference  
Phoenix, AZ

## Ancillary Partner Benefits - Page 1

### Conference Breakfast Sponsor

Two (2) - **\$15,000 (Exclusive)** or Single Breakfast Sponsor - **\$10,000**

Includes continental and warm breakfast food items and beverages each day of the conference.

- Logo on Signage acknowledging sponsorship
- Sponsors may place a giveaway on a table inside breakfast room
- Sponsor acknowledged in the program as exclusive sponsor

### Conference Luncheon Sponsor

Two (2) - **\$25,000 (Exclusive)** or Single Luncheon Sponsor - **\$15,000**

Includes buffet warm and cold food items, beverages, and desserts for each day of the conference.

- Logo on Signage acknowledging sponsorship
- Sponsors may place a giveaway on a table inside the reception area
- Sponsor acknowledged in the program as exclusive sponsor

### Welcome Reception Sponsorship (Exclusive) - **\$50,000**

Gathering of all attendees on first evening of the conference.

- Logo on signage acknowledging sponsorship
- Sponsors may place a giveaway on a table inside the reception area
- Sponsor acknowledged and thanked in welcome
- Sponsor acknowledged in the program
- Sponsor executive speaking opportunity to welcome attendees (limited to 5 minutes)
- Sponsor logo will be on the Step and Repeat

### National Patient Conference Themed Dinner (Exclusive) - **\$50,000**

Gathering of all attendees on first evening of the conference.

- Logo on signage acknowledging sponsorship
- Sponsors may place a giveaway on a table inside the reception area
- Sponsor acknowledged and thanked in welcome
- Sponsor logo included in projected onsite images
- Sponsor executive speaking opportunity to welcome attendees (limited to 5 minutes)
- Sponsor logo will be on the Step and Repeat

### Conference Sponsored Coffee Breaks (Exclusive) - **\$15,000**

Two (2) breaks on first two days, One (1) on final day.

Snack foods and fruit as well as beverages twice a day, and once on the final day.

- Logo on Signage acknowledging sponsorship
- Sponsor acknowledged in the program as exclusive sponsor





# MGFA NATIONAL PATIENT CONFERENCE

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Ancillary Partner Benefits - Page 2

## Patient and Caregiver Scholarships

Gold Scholarship - \$25,000

Silver Scholarship - \$10,000

Bronze Scholarship - \$5,000

MGFA is offering sponsored registration for our patients and caregivers. Please choose one of the options above to help select attendees pay for hotel and onsite expenses.

## Conference Attendee Hotel Room Drop - \$10,000

Opportunity to distribute select promotional materials to attendee hotel rooms.

## Conference Attendee Lanyards Logo Placement - \$10,000

(Exclusive)

Exclusive sponsorship opportunity for company logo to be imprinted on attendee lanyards.

## Logo Sponsored Key Cards for all conference attendees

(Exclusive) - \$25,000

Exclusive sponsorship opportunity for company logo to be imprinted on attendee hotel keycards.

## Additional partner booth tables in exhibition area

- \$10,000 per additional table.

## Partner Meeting Room Rentals

Meeting Room – Full Day - \$5,000

Meeting Room – Half Day - \$3,000



# STRATEGIC INITIATIVE PARTNERSHIP OPPORTUNITIES

## MGFA Stakeholder Roundtable 2025

Fall 2025 | Boston, MA

Share collective vision, intellect, and resources with a focus on improving the quality of patient care

Myasthenia Gravis Foundation of America (MGFA) prides itself on being a thought leader in the MG space, and one of the ways we accomplish the important work that fulfills our mission is to convene key stakeholders to consider, discuss, and deliberate the greatest unmet needs of the MG population. Together we are stronger and more impactful - and through collaboration we will strengthen our network, gain knowledge and critical insights, and improve the quality of life for MG patients.

In 2025, the MGFA will offer one (1) MG Stakeholder Roundtable to share collective vision, intellect, and resources with a focus on improving the quality of patient care – including, but not limited to, the areas of education, advocacy, and policy. This innovative approach will provide immense value to our MG Community by bringing together key opinion leaders and stakeholders who wish to fill the existing gaps that threaten the health and wellbeing of MG patients in a unified manner.

### GOLD LEVEL

**\$50,000**

3 Seats

### SILVER LEVEL

**\$20,000**

1 Seat





# STRATEGIC INITIATIVE PARTNERSHIP OPPORTUNITIES

## MG Educational and Advocacy Translations Initiative

**Ensuring myasthenia resources are available to community members around the world.** Myasthenia Gravis Foundation of America (MGFA) takes great pride in creating and distributing educational materials, resources, and medical information focused on managing, treating, and researching the rare neuromuscular disease myasthenia gravis (MG). These patient and community resources and platforms are accessed and utilized by MG patients, caregivers, researchers, and medical professionals around the world. As we continue to have a global impact on the worldwide MG community, we have identified the acute need to always ensure materials and platforms are accessible and understandable in a variety of languages to ensure key audiences can consume important MG information in the language of their choice. MGFA will continue to drive an ongoing, broadly impactful linguistics-based effort to translate select materials and make them more accessible to community members, while planning to transcript onsite events into select languages.

**Annual Cost - \$25,000 per partner**

## MGFA Helpline

**Trained consultants offer educational resources and guidance to manage MG.**

Whether someone is newly-diagnosed with MG or has been living with the disease for decades, individuals will likely have questions about MG management from time to time. Having a reliable source of information is vital, which is why the MGFA launched our toll free MGFA Helpline. Professional consultants with social work experience are here to answer questions about living with myasthenia gravis, provide emotional and mental health support, and guide patients and caregivers to resources to help manage MG. Though partners will not be directly recognized through a publicly-available corporate logo distribution or posting, you will know that the MG Community appreciates this important resource.

**Ongoing MGFA Helpline management and administration – Available to three separate partners at \$50,000 each**



**MGFA**  
**PATIENT HELPLINE**  
**1.833.647.8764**