

# 2023 NATIONAL STRATEGIC PARTNER OPPORTUNITIES



## **Sponsor Partners**

So many ways to support the MGFA and the MG Community

Imagine a debilitating disease that impacts every aspect of your life. Now imagine that no one has ever heard of your illness. This is what life can be like for people with myasthenia gravis (MG).



Myasthenia gravis (MG) is a chronic autoimmune disease in which antibodies mistakenly attack and destroy neuromuscular connections. This causes weakness in the muscles that control basic movements, including the ability to walk, swallow, blink, breathe and smile. Myasthenia gravis affects every patient in different, unique ways. That is why it is referred to as the “snowflake disease.”

Each day, tens of thousands of people of every race, gender and age live with these life-altering symptoms. While there are treatments, there is currently no cure for MG. The Myasthenia Gravis Foundation

of America (MGFA) is the only national patient advocacy organization in the United States dedicated solely to the fight against myasthenia gravis.

With the money raised through various events and programming, the MGFA provides valuable funds needed to drive research for better treatments and a cure, education and guide the community, and advocate for patients and their families.

Here are some of the ways MGFA makes a positive impact:

- **Promoting and funding myasthenia research and treatments.**
- **Hosting conferences and fundraising events.**
- **Implementing and maintaining support groups across the country.**
- **Giving MG patients a voice through advocacy and awareness.**



## National Strategic Partnership Opportunities

We have provided a variety of opportunities for corporations to engage with the MG community and demonstrate their commitment to the communities in which they live as well as nationally and even internationally. Opportunities for support include MGFA events, community programs, Scientific Symposium, National Patient Conference, regional conferences, eNewsletters, online and print communications, and webinars.

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

As the leading patient advocacy organization solely dedicated to MG, we are strongly positioned to offer our corporate partners 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 the MG community; patients and caregivers, clinicians and physicians, and all MGFA supporters.

**Partners that support MGFA events and programs will enjoy a number of incentives and benefits including:**

- Website and online recognition on MGFA web pages: **73,577 monthly page views, 58,487 monthly unique views.**
- Social media pushes that include partner content sharing across Facebook, Twitter, LinkedIn, Instagram
  - **21,050+ monthly reach**
  - **3,080 monthly engagement**
  - **164 monthly posts**
  - **4,754 monthly clicks**
- Exhibitor tables or online booths/spaces and day of recognition at MGFA events: **Hundreds of participants at each event**
- Educational links included in select communications: **61,000+ global email contacts**
- Sponsor recognition on select materials and collateral: **Average 5,000 engagements on collateral pages monthly**
- **Potential sponsor** keynotes, presentations, or other types of speaking opportunities
- Verbal recognition by key speakers: **National Conference 1,300 online attendees from 38 countries**
- Video or webinar recognition: **1,500 attendees; 3,000+ web views; 11,488 page views; 1,500 online attendance**
- **Written advertorial or Q&A articles** that are educational and disease-related
- MGFA publication and newsletter advertising: **Print to 20,000+ readers; Online to 61,000 readers**
- **Sponsorship of sessions, lunches, roundtables, dinners,** or other online or in person networking

## MGFA Community Health Fairs

The MGFA offers our regional, local MGFA Community Health Fairs around the country 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. 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 via onsite recognition, and they can distribute educational materials and engage in more significant, direct connections with attendees and MG patients.

Sponsor Benefits	National Presenting \$40,000	National Collaborator \$35,000	National Supporter \$20,000
Logo and link on health fair websites	✓	✓	✓
Verbal recognition at all Fairs	✓	✓	✓
Logo on fair promotional materials for all sites	✓	✓	✓
Banner or signage displayed at onsite events	✓	✓	✓
Logo on emails sent to past and registered participants	✓	✓	✓
Logo on Blizzard of Support banners	✓	✓	
Prominent table space at all fairs to distribute partner's corporate materials including brochures and giveaways	✓	✓	
Partner recognition on social media promotional posts	✓		
Presenting sponsor recognition on print and digital materials	✓		

## MGFA Online Community - Annual

Imagine stepping into a completely one-of-a-kind virtual neighborhood where the MG Community can join together, connect and chat, share ideas and discoveries, and access MG-specific educational materials such as live broadcasts, webinars, and information libraries – all in one place! Now imagine entering unique online buildings such as a Wellness Center to access nutritional information and physical fitness tips, or a Town Hall to learn how to get involved with the MG Community. Learn about the history of MGFA in the onsite Museum or access a whole host of educational resources in the Nancy Law Patient Services Center. Become part of the Founder’s Wall or memorialize a loved one in the Gail Duckworth Memorial Garden. You can even watch a live event at the Plaza Theater or in other select theaters around the campus. Corporate partners can “own” real estate within the Industry Center to display and offer educational materials and informational links to all members of this online community. This graphically-oriented online space will display all the charm of a small town with the combined power of the MG Community through chatting, networking, and learning.

<b>Sponsor Benefits</b>	<b>National Presenting \$50,000</b>	<b>National Collaborator \$40,000</b>	<b>National Supporter \$25,000</b>
Brochures and materials available	✓	✓	✓
Ability to post online educational materials	✓	✓	
Virtual room in the industry center building	✓		
Acknowledged in member welcome videos	✓		

## MGFA Golf Classics

Generous volunteers are planning four regional golf tournaments across the country. These golf challenges are designed to engage with golfers to drive wider awareness of myasthenia gravis and create some fun experiences while generating donations that will help support the MGFA's research grant and education efforts. These tournaments provide industry partners with the opportunity to interact with patients and generous donors for pre-tournament and onsite/on course engagement. We encourage our partners to plan their own foursome(s) as well, depending on where employees live.

Sponsor Benefits	National Presenting \$20,000		
Pre-tournament promotional recognition via email and social media		✓	
On-course recognition and signage		✓	
Tournament recognition and verbal recognition		✓	
Website page logo placement and tournament materials		✓	

## MGFA Publications – MG News, Focus on MG, Insiders Blog

MGFA is the leader in educating and providing information or guidance to members of the MG Community. We do this through a multi-channel approach including a set of publications that are proactively distributed to external audiences. These publications contain advertising opportunities and banners to showcase our supporting corporate partners. The **MGFA MGNews** monthly online newsletters feature community spotlights, patient stories, new research updates, and the results that MGFA has achieved for the community. This email newsletter is distributed to more than 61,000 opt in contacts. Banner ads are the primary advertising format. **“Focus on MG”** is our bi-annual magazine that highlights all the amazing work and wonderful people throughout the MG Community. This online and print piece features full page advertisements or educational “advertorials” for our corporate partners. Finally, the **“MGFA Insiders”** Blog Community highlights important stories and videos of the people, programs, regions, and medical professionals that are driving change across the myasthenia community. Our storytelling focuses on all that makes our community unique and special in our world. The blog site includes logos of corporate partners and is one of MGFA’s “most trafficked” webpages on myasthenia.org.

<b>Sponsor Benefits</b>	<b>National Presenting \$50,000</b>	<b>National Collaborator \$40,000</b>	<b>National Supporter \$25,000</b>
MGNews eNewsletter banner advertisement image displayed for 12 months	✓	✓	
Focus on MG full page advertisement or advertorial – 2 issues per year	✓	✓	
Logo displayed on blog homepage for 12 months	✓		✓

## MGFA National Patient Conference – Annual

The MGFA National Conference is our annual meeting focused on patient education with attendees from around the world, representing patients and caregivers, medical professionals, corporations, and academic researchers. The conference is our largest attended program and offers tremendous exposure to patients and medical leaders in the MG space.

Sponsor Benefits	National Presenting \$50,000	National Collaborator \$40,000	National Supporter \$25,000
Logo on event website	✓	✓	✓
Logo in online or physical lobby area	✓	✓	✓
Acknowledged in all plenary sessions	✓	✓	✓
t	✓	✓	✓
Logo in program agenda and onsite materials	✓	✓	
Partner recognition on social media promotional posts	✓	✓	
Logo on email communications to attendees	✓		
Presenting sponsor recognition on print and digital materials	✓		
MGFA partner acknowledgement	✓		



## MGFA Scientific Symposium – Annual

The MGFA Scientific Symposium is focused on professional MG education. This annual meeting provides medical professionals the opportunity to learn from colleagues about current, pre-publication research in the field of myasthenia gravis. Medical professionals and clinicians 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. The meeting is usually held in conjunction with the annual meeting of similar professional societies of physicians who focus on neuromuscular medicine.

<b>Sponsor Benefits</b>	<b>National Presenting \$50,000</b>	<b>National Collaborator \$40,000</b>	<b>National Supporter \$25,000</b>
Logo in poster area	✓	✓	✓
Onsite signage featuring partner logo	✓	✓	✓
Logo and homepage link on symposium web page	✓	✓	✓
Logo showcased on all meeting materials	✓	✓	✓
Prominent recognition in all pre-event promotion including program materials	✓	✓	
Logo on stand-up welcome banner	✓	✓	
Logo projected at symposium	✓	✓	
Logo on Email promotions	✓		

## MGFA Regional Conferences – Annual

The MGFA Regional Conferences are patient-focused and help to facilitate knowledge of local expertise. MG poses significant challenges to patients and, often times, considerable travel is not an option. Regional Conferences enable patients and caregivers to hear from local MG experts, and to be informed of top medical professionals and services within their geographic location. These conferences offer partners the ability to reach additional patients around the nation who are unable to attend the larger National Conference. In 2023, there will be two in-person events, and two virtual events.

<b>Sponsor Benefits</b>	<b>National Presenting \$50,000</b>	<b>National Collaborator \$40,000</b>	<b>National Supporter \$30,000</b>
Logo and link on all regional conference webpages	✓	✓	✓
Logo on onsite banners during event	✓	✓	✓
Verbal acknowledgment during event	✓	✓	
Distribution of partner’s corporate materials including brochures and giveaways	✓	✓	
Onsite partner recognition signage during event	✓		
Partner recognition on social media promotional posts	✓		
Logo on emails sent to invitees and attendees	✓		

## MGFA Webinar Series - Monthly

The MGFA offers two different webinar series – our Wellness Webinars and the “What’s New in MG Research” webinars. These webinars are designed to connect, educate, and empower myasthenia patients, caregivers, and medical professionals with an online educational experience that focuses on improving patients’ quality of life while educating them on the latest in MG research updates. The Wellness webinar series deals with four aspects of wellness: physical, social, emotional, and psychological. The series provides community members with clear information in an accessible format. In the Research webinars, topics range from current results in key clinical trials, to effective treatments, to how grants are awarded. This program fills a gap identified by our community; there is a very real desire for these research updates. Presenters include topical experts to patient advocates with deep knowledge and experience in the myasthenia gravis space. Each webinar consists of a formal presentation followed by time for patients to ask questions directly to the experts during a live Q&A segment. Webinars are very well attended and allow sponsors exposure on a consistent monthly basis.

<b>Sponsor Benefits</b>	<b>National Presenting \$40,000</b>	<b>National Collaborator \$35,000</b>	<b>National Supporter \$20,000</b>
Logo on pre-promotional emails	✓	✓	✓
Logo placement on series webpage on myasthenia.org	✓	✓	✓
Public acknowledgment of partner during each live webinar	✓	✓	
Logo on sponsorship slide as part of presentation	✓		

## Partners in MG Care Colloquium - Annual

The Partners in Care Program will convene MG specialists and stakeholders to engage in meaningful dialogue towards advancing support for MG patients in remote and underserved communities. The goal of the annual colloquium is to provide opportunities for information-sharing, capacity building and developing actionable strategies that advance better access to serve MG patients in remote communities. To address greater access to MG care, MGFA established a core priority under the strategic plan to implement programs and initiatives that expands reach to MG patients and providers in remote and underserved communities. The colloquium will be implemented through surveys to gather demographics and current practices, video conference calls to convene provider networks, and analysis reports to showcase key findings.

<b>Sponsor Benefits</b>	<b>National Presenting \$25,000</b>	<b>National Collaborator \$20,000</b>	<b>National Supporter \$10,000</b>
Logo on pre-promotional emails	✓	✓	✓
Logo placement on web page	✓	✓	
Public acknowledgment of partner during meetings and events	✓	✓	
Distribution of partner's corporate materials including brochures and giveaways	✓	✓	
Partner recognition on social media promotional posts	✓		
Logo on sponsorship slide as part of presentations	✓		

## June is MG Awareness Month and November is National Family Caregivers Month

Our primary awareness months drive action and attention across the MG Community. MGFA engages the community in a wave of fun and educational campaigns throughout June, and what better time to show our deep gratitude to all caregivers than in November — National Family Caregivers Month. The Myasthenia Gravis Foundation of America (MGFA) celebrates and recognizes our amazing and strong community members and caregivers with a series of poignant, powerful tributes. These interactive, engaging campaigns enable patients and others alike to share videos, photos, and powerful written testaments of love together on our online platforms. June is the most popular and active web-based engagement time of the year with a 25-35% increase in traffic and shares (more positive exposure for our partners) while we secured more than 40 caregiver images and leading into our annual national appeal. Corporate partners also have the opportunity to share an editorial piece or a video of their own! Partners will benefit from increased numbers of impressions and engagements during these extremely active timeframes.

<b>Sponsor Benefits</b>	<b>National Presenting NO COST</b>	<b>National Collaborator NO COST</b>	<b>National Supporter NO COST</b>
Logo on web landing pages	✓	✓	✓
Logo on Caregivers resources web page	✓	✓	✓
Logo on email promotions during June and November	✓	✓	✓
Recognition on social posts concerning Caregivers initiative	✓	✓	✓

## National Sponsorship Opportunities

**National Presenting Partner**  
**\$375,000**

**National Collaborator**  
**\$290,000**

**National Supporter**  
**\$180,000**