CORPORATE SPONSORSHIP OPPORTUNITIES

THE MICHAEL J. FOX FOUNDATION FOR PARKINSON’S RESEARCH

Founded in 2000, The Michael J. Fox Foundation (MJFF) is the world’s largest private funder of Parkinson’s disease research. Globally active in speeding drug development, MJFF is a young, dynamic organization with a passionate following of supporters, research opinion leaders and global heads of business. We are known for the urgency, optimism and purity of motive we bring to the strategic pursuit of our mission: speeding a cure for Parkinson’s disease (PD) to the 5 million Parkinson’s patients around the world.

MJFF offers sponsorship opportunities that will help you reach your cause marketing and philanthropy goals. Our corporate partners make critical contributions to the MJFF mission while promoting a positive corporate image and engaging an audience tied to a cause affecting millions.
“THE MICHAEL J. FOX FOUNDATION HAS MANAGED TO BECOME, IN ITS SHORT LIFE, THE MOST CREDIBLE VOICE ON PARKINSON’S RESEARCH IN THE WORLD.”

— THE NEW YORK TIMES

OUR REACH & NETWORK

THE MJFF COMMUNITY—including patients, their loved ones and supporters of our iconic founder, Michael J. Fox—considers us the standard-bearer for inspiration, information and engagement in the search for a cure. To our business and research audiences we are a pioneering thought leader, problem-solver and critical partner to academic and industry scientists.

Our Robust Social Networking Community
› 225,000+ Facebook fans and an average 315,000 MJFF-related conversations a week
› 20,000+ Twitter followers and 212,000 average impression views per Tweet
› 500+ researchers in a growing LinkedIn group

On the Ground With the PD Community
› 1,500 Team Fox fundraising events each year reaching up to 40,000 total attendees
› 200+ visits to regional support groups, patient symposia, and PD community gatherings

Our Web Traffic and E-marketing
› 93,000+ unique visitors to www.michaeljfox.org each month
› 150,000 opted-in recipients of FoxFlash, our email newsletter

MJFF’s Media Presence
› Media coverage of MJFF in 2012 reached an audience of over 160,500,000 via top-tier TV broadcasts, PR wires and news and trade publications in print and online

MJFF BY THE NUMBERS

$325,000,000+ in research funded since 2000
30,000,000+ people touched by PD worldwide (estimated—including families and loved ones of patients)
5,000,000+ people with Parkinson’s disease worldwide
1,000,000+ people with Parkinson’s disease in the United States alone
288,000+ unique donors since 2000 and nearly 58,000 in 2012 alone
15,000+ clinical trial volunteers registered with Fox Trial Finder
4,200 Team Fox members in all 50 states and 26 countries
600 researchers convened every year for workshops, summits and assessments
450 active research grants in our portfolio
88 cents of every dollar goes to research
1 clinical trials supported

1 definition of success: a cure for Parkinson’s disease
WHY MJFF

POISED AT THE NEXUS OF PARKINSON’S ACTIVITIES WORLDWIDE, MJFF is uniquely positioned to offer compelling opportunities for collaboration. Companies that share our core values of optimism, urgency, creativity, integrity, and persistence in problem-solving are critical partners in our work. Our corporate sponsors’ brand assets are delivered to highly motivated patient, supporter, research, and industry audiences. Because the Foundation has partnered with only a handful of corporate sponsors, the opportunity for our partners to leverage association with our brand is immense. The funds donated by our corporate sponsors are crucial to growing, enhancing, and delivering our high-impact programs to speed a cure.

SPONSORSHIP OPPORTUNITIES

SPECIAL EVENTS AND SYMPOSIA

A Funny Thing Happened on The Way to Cure Parkinson’s Gala
MJFF’s annual New York City benefit evening of comedy and music. About 1,000 guests, including Michael J. Fox’s friends from television and film, join New York’s business, social and financial leaders and members of the PD community to raise nearly $5 million for Parkinson’s research each year. Performers have included The Who, James Taylor, Elvis Costello, Sheryl Crow, Tony Bennett, Bon Jovi, John Mayer, Jon Stewart, Steven Colbert, Wanda Sykes, and Robin Williams.

Team Fox MVP Awards Dinner
Michael J. Fox honors and recognizes about 500 top Team Fox community fundraisers at this annual dinner that is at once intimate and energizing. The dinner takes place in New York City during Parkinson’s Awareness Month each year.

PD Therapeutics Conference
The only major scientific symposium exclusively focused on PD drug development in the world, the PD Therapeutics Conference showcases the most exciting and innovative research from MJFF’s portfolio to more than 240 research and business development professionals from both academia and industry.

Breaking PARKinson’s
Hosted each year at a world-renowned golf course in the New York area, the Breaking PARKinson’s tournament brings together over 100 business leaders and members of the PD community to play golf, honor a member of the New York City business community and raise funds for PD research.

EDUCATION AND OUTREACH

The Research Roundtable Series
At each of eight Research Roundtables throughout the country, up to 200 Parkinson’s patients, MJFF supporters and other members of the PD community gather to hear the latest PD research news from the scientists on the front lines, and ask their own questions of an expert panel.

Hot Topics in PD Research Seminar Series
This interactive webinar series enables access to world-class experts and information in Parkinson’s disease for hundreds of patients and caregivers six times annually.

Fox Trial Finder Clinical Trial Ambassador Program
Enthusiastic and dedicated volunteer ambassadors are trained and empowered to share an important message about clinical trial participation in their local communities at support groups, symposia, events, informal meetings, and elsewhere.

COMMUNITY ENGAGEMENT

Team Fox Sponsored Athlete Program
More than 700 inspirational community leaders and Team Fox members participate as Team Fox sponsored athletes in 13 different high-profile marathons, half-marathons and triathlons worldwide.

Team Fox “Create Your Own Event” Program
Representing the core of Team Fox, hundreds of creative and dedicated local volunteers create their own community-based fundraisers, ranging from pancake breakfasts to Zumba-thons to car shows, and reach over 15,000 participants directly and millions via MJFF online.

MULTIMEDIA

The Parkinson’s Minute Video Series
This recurring video series highlighting exciting Parkinson’s disease research news educates, informs and offers context to our patient and supporter audiences on latest developments in PD research via the MJFF blog and social media outlets.

Ask the MD Video Series
The Fox Foundation’s on-staff physician answers patient-driven questions in this series of short videos hosted on the MJFF blog and social outlets.

Fox Foto Friday
This weekly post to our blog, Facebook and Twitter communities shines a spotlight on the difference-makers and motivators in the MJFF community. Fox Foto Friday is consistently MJFF’s most popular piece of Web content.

FoxFlash E-newsletter
About ten emails monthly go out to about 150,000 readers, sharing the Foundation’s most stimulating research and community news. Presently, FoxFlash is deployed to three targeted audience groups: Patients, Supporters and Researchers.

FOR MORE INFORMATION ABOUT THESE SPONSORSHIP OPPORTUNITIES OR TO DISCUSS A CUSTOMIZED PACKAGE TO MEET YOUR NEEDS, CONTACT LAURA DALLE PAZZE AT LDALLEPAZZE@MICHAELJFOX.ORG.