



Community Walks to Drive Awareness  
& Accelerate Research



## SPONSORSHIP GUIDE

- 2024 -

# 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 to better understand the needs of patients. Inspired by those impacted by MDS, our hope with these Move for MDS walks is to continue 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

Our in-person walks will be held:

## TAMPA : 1st ANNUAL

Date: Sunday, April 7th

Target Location: Gadsden Park

## NASHVILLE : 3rd ANNUAL

Date: Sunday, May 5th

Target Location: Two Rivers Park

## CHICAGO : 6th ANNUAL

Date: Sunday, September 10th

Target Location: Woodley Park

## NEW YORK CITY : 5th ANNUAL

Date: Sunday, September 22nd

Target Location: Battery Park City Promenade

## BOSTON/GLOBAL : 7th ANNUAL

Date: Sunday, October 20th

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:

- Move for MDS walks partner/ sponsor toolkit (template materials to help promote the events as well as awareness of MDS)
- Marketing promotion including social media, digital media, website, print materials, email and text communications
- Media relations engagement and outreach

# ABOUT 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 five walks in 2024. We are offering two national sponsorship packages for those interested in supporting all five events and five regional packages for those interested in supporting a specific event.

**Benefits can be tailored based on your needs. Please contact Madelyn Geltch to discuss: [mgeltch@mds-foundation.org](mailto:mgeltch@mds-foundation.org)**

PACKAGE LEVELS:	National Platinum	National Gold	Regional Platinum	Regional Gold	Regional Silver	Regional Bronze
	\$125,000	\$60,000	\$50,000	\$25,000	\$10,000	\$5,000
Complimentary race entries	125 (25 for each event)	75 (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 event webpages	✓	✓	✓	✓	✓	✓
Sponsor banner displays at start & finish lines at live events	✓	✓	✓	✓	✓	✓
Recognition as Sponsor (including level) in media kit materials (press releases, media advisories), social media content promotions, registration materials, promotional materials and special thank you at the walk	✓	✓	✓	✓	✓	✓
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 available to set up and distribute company materials at live events	✓	✓	✓	✓		
Opportunity to submit :15 to :30 video of CSR efforts to be highlighted during program and posted to website event page	✓		✓			
Opportunity for a representative to speak during each event	✓		✓			
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)	✓		✓			



# 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**

 **SPONSOR THE FINAL WEEK COUNTDOWN VIA SOCIAL CHANNELS \***  
(ONE POST LEADING UP TO EVENT AND ONE POST DAY OF EVENT)  
**\$1,500 PER WALK**

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

 **LOGO ON AWARENESS FLYER**  
FLYER DISTRIBUTED TO WALK PARTICIPANTS TO DRIVE AWARENESS ABOUT MDS  
**\$500 PER WALK**

 **DEDICATED 5 MINUTE CORPORATE TEAM PHOTOSHOOT WITH EDITS**  
**\$500 PER WALK**

\*One available per walk

