

SPONSORSHIP OPPORTUNITIES

**Join her
fight...**



**...to find
a cure**

"Cure JM has supported over 160 research studies and invested over \$12million in Juvenile Myositis Research and Educational programs."

Thank you for considering the annual sponsorship opportunities available with Cure JM Foundation. This booklet outlines the many reasons to support Cure JM Foundation and the many benefits to being a Cure JM annual sponsor.

Cure JM Foundation® is a 501(c)(3) nonprofit organization focused on finding a cure for Juvenile Dermatomyositis (JDM) and Juvenile Polymyositis (JPM), the rare and life-threatening autoimmune diseases collectively known as Juvenile Myositis (JM).

To advance JM research and deliver world-class care to JM patients, Cure JM Foundation supports "Centers of Excellence" in Chicago, Illinois, Washington, D.C. and Seattle, Washington. We are also currently funding promising studies at 20 additional research institutions in three countries. Indeed, since 2003, Cure JM has supported over 160 research studies and invested over \$12 million in Juvenile Myositis research and educational programs accelerating progress towards better treatments and a cure.

In addition to demonstrating progress and obtaining results, we are committed to financial transparency. Cure JM Foundation was awarded the Independent Charities "Best in America" seal for meeting the highest standards of public accountability, program effectiveness, and cost efficiency. The foundation received a "Platinum" award, the highest ranking possible from Guidestar. And it has received the "Top-Rated Nonprofit" award from Great Nonprofits seven years in a row, based on 5-star reviews from the JM community.

Because of our research and programs, we are improving and saving lives. As one parent told us, "My husband and I were able to diagnose our daughter before her doctors because the information and images on Cure JM's website were an EXACT match to her condition."

Through the generous support of sponsors like you, this child, and many others like her, received a prompt, possibly life-saving diagnosis. And her family no longer has to fight this painful disease alone.

And that's why we need your help.

Approximately every 12 months Cure JM Foundation hosts a national educational conference. At these conferences, JM families attend seminars where they receive the latest information on JM treatments and research from top medical professionals in the JM community. They participate in workshops where they can learn how to better cope with this disease. They seek the support of other JM families and connect directly with leading doctors and researchers. **No wonder so many JM families describe the national conference as being "transformative".**

These conferences, however, could not take place without the help of our corporate sponsors. And that's why we'll be recognizing our annual sponsors throughout the year at much more than a dozen Walk Strong to Cure JM fundraising events across the country, culminating in our National Educational Conference and Fundraiser in Chicago.

Please review this booklet, and feel free to contact us if you have any questions. With your help, we can make a huge difference in the lives of JM families.

Sincerely,



Shari and Tom Hume
Co-Founders, Cure JM Foundation
Parents of Parker
Diagnosed with JM in 2002



Co-founders, Tom and Shari Hume, with sons, Cole, Parker, and Connor

The generous support
of sponsors like you
allows Cure JM to:

*Provide a three-day
educational conference
for JM patients
and families*

*Host a medical
conference where
healthcare professionals
can learn from the
medical community's
leading JM experts*

*Provide free educational
materials to anyone
affected by
Juvenile Myositis*

*Support Cure JM local
chapters, connecting and
empowering families with
educational events*

What is Juvenile Myositis?

Juvenile Myositis (JM) is a group of rare and life-threatening autoimmune diseases in which the body's immune system attacks its own cells and tissues.

Juvenile Myositis is a life-threatening disease that causes a child's own immune system to attack healthy tissue and cells. It can cause pain, weakness, inability to walk, disfigurement, organ failure and even lead to death.

Juvenile Myositis can affect virtually any system of the body, the heart, lungs, skin, muscles, and more.

Cure JM Foundation's mission is to find a cure for Juvenile Myositis and improve the lives of families affected by JM.





Walk Strong to Cure JM™ is Cure JM Foundation's signature National Walk Program.

At these events, Cure JM families, friends and other community members gather to raise awareness of Juvenile Myositis and raise funds for JM research and programs. In the next 12 months, walks are currently scheduled for the following regions:

- Chicago
- New York
- Massachusetts
- Philadelphia
- Washington D.C.
- Houston
- Dallas-Fort Worth
- Central Texas
- Minnesota
- Ohio / Pittsburgh
- Pacific Northwest
- Northern California
- Southern California
- Northern Florida
- Central Florida

Cure JM National Sponsors will be recognized at all of these local events throughout the year.





Cure JM Educational Conference and National Fundraiser

June 21st - 23rd, 2019
Chicago, Illinois

Chicago, Illinois will host the 2019 Cure JM Family Educational Conference & National Fundraiser. This event is an opportunity for medical professionals, JM families and JM patients to learn, share information and establish the personal bonds so necessary to fighting this type of disease.

Spread out over three days, the Family Educational Conference & National Fundraiser is really three events combined in one:

1. A Physicians Educational Conference
2. A Family Educational Conference that begins on Friday afternoon and ends on Saturday evening
3. A National Fundraiser:
The Third Annual Chicago
Walk Strong to Cure JM™
family fun walk

There are opportunities for sponsorship recognition connected with all three of these activities. Sponsorship Opportunities begin at just \$1,000. A chart on page 6 outlines the benefits associated with each sponsorship level.





Top-Rated Since 2011

Educational Conference & National Fundraising Event Agenda

Preliminary Schedule:

Friday, June 21st

- Physicians Educational Conference
- Family Educational Sessions
- Family Welcome Reception

Saturday, June 22nd

- Conference Break-Out Sessions
- Kids' Fun Camp
- Teen and Tween Activities
- General Session
- Q&A with Physicians
- Recognition Dinner

Sunday, June 23rd

- Chicago **Walk Strong to Cure JM™** family fun walk and National Fundraiser

Breakout Sessions Currently Planned:

- General Session, including Q&A with Physician Panel & JM research updates
- Special Session for Newly Diagnosed Families
- Special Session for Teens & Tweens
- Teens & Tweens: Transition to Adult Care
- Coping Skills for JM Families
- Nutrition for JM Kids & Their Families
- JM Kids & School Resources
- Special Session for Grandparents of JM Patients
- Special Session for Dads of JM Patients
- Special Session for Moms of JM Patients

Tweens, Teens & Young Adults

Specially structured activities for teens will include a variety of educational and fun activities.

Teens will attend educational sessions about coping with Juvenile Myositis, advocating for themselves, and managing their disease on their own as they progress towards adulthood.

Teens will also enjoy connecting with other teens in fun activities including hands-on workshops involving art, poetry, digital photography, podcasts, and videos.



Kids' Camp



Specially structured indoor activities offer play, recreation, singing, art and drama for the children of the 100+ families who travel from across the country to attend the national conference. This gives parents the ability to maximize their learning opportunity while providing a safe space for children to play and build lifelong friendships with other JM kids and siblings just like them.

Sponsorship Recognition

Sponsor Level	Sponsor Level	Sponsor Level	Sponsor Level	Sponsor Level	Sponsor Level
\$1,000	\$2,500	\$5,000	\$10,000	\$25,000	\$50,000

General Recognition

Recognition in Cure JM Newsletter	✓	✓	✓	✓	✓
Recognition on Cure JM social media	✓	✓	✓	✓	✓
Logo on Cure JM website for one year		✓	✓	✓	✓

Physicians' Educational Conference

Recognition at National Physician Educational Conference		✓	✓	✓	✓
Opportunity to provide marketing material in registration bag given to all physicians (upon approval)			✓	✓	✓

Family Educational Conference and National Fundraiser

Logo on conference website and mobile app	✓	✓	✓	✓	✓
Logo in Conference Program and Presentation	✓	✓	✓	✓	✓
Acknowledgement poster/signage at conference	✓	✓	✓	✓	✓
Marketing material in registration bag given to all family members (optional - sponsor to provide materials for bag insert if desired)		✓	✓	✓	✓
Recognition Signage at Walk Strong to Cure JM™ Family Fun Walk and National Fundraiser			✓	✓	✓
Recognition in National Press Releases			✓	✓	✓
On Stage Opportunity to make brief welcoming remarks at Recognition Dinner at Family Educational Conference				✓	✓

All Walk Strong to Cure JM™ events throughout the year

Recognition Signage		✓	✓	✓	✓
Name on all Walk Strong Flyers & Posters, Event T-shirts, Local Event Home Pages and Day of Event Stage Banner		✓	✓	✓	✓
Appearance in Event Day Booth with Samples/Literature (upon approval)			✓	✓	✓
Inclusion in Event Press Release				✓	✓
Logo on event t-shirts				✓	✓
Opportunity for Stage Remarks					✓
Opportunity for in-house Walk Kick Off					✓
Inclusion in Multiple Pre-Event Cure JM Emails and on Social Media					✓
Opportunity for Executive to be Honorary Walk Chair					✓

Please note that for recognition at National Physician Educational Conference, sponsors will be recognized with company name printed in plain text, not with company logos.

Sponsorship Commitment Form

ORGANIZATION _____
NAME _____
TITLE _____
CONTACT _____
STREET ADDRESS _____
CITY _____ STATE _____ ZIP _____
PHONE _____ FAX _____
EMAIL _____

Return form to:

Mail

Attn: Sponsorships
Cure JM Foundation
836 Lynwood Dr.
Encinitas, CA 92024

FAX

760.230.2243

Email

shannon.malloy@curejm.org

SPONSORSHIP LEVEL

\$50,000	\$25,000	\$10,000
<input type="checkbox"/> Presenting Sponsor (one opportunity only)	<input type="checkbox"/> Medical Sponsor for Family Conference	<input type="checkbox"/> Recognition Dinner Sponsor
\$5,000	\$2,500	\$1,000
<input type="checkbox"/> Kids' Fun Camp Sponsor <input type="checkbox"/> Teen/Tween Activity Sponsor <input type="checkbox"/> Welcome Reception Sponsor <input type="checkbox"/> General Session Sponsor	<input type="checkbox"/> Video Sponsor <input type="checkbox"/> Post-Conference eNews Sponsor <input type="checkbox"/> Grandparent Sessions Sponsor	<input type="checkbox"/> Family Underwriter

SIGNATURE _____

IRS Tax ID #35-222262

For your convenience, a sponsorship invoice will be sent to you.

Items to be distributed in conference bags for families participating in the weekend's events are subject to approval.

Cure JM reserves the right to decline any sponsorship or sponsor promotional item it deems — in its sole discretion — to be inappropriate or inconsistent with its mission or values. Sponsorship of the Physician Educational Conference is subject to approval.

Send your commitment form as early as possible to ensure you receive maximum exposure

Questions? More Information?

Contact Shannon Malloy at
shannon.malloy@curejm.org
or call 760.487.1079



Here's How Cure JM is Leading the Fight Against JM

- Raised more than \$12 million for JM research and education
- Funded over 160 research studies, accelerating progress toward a cure
- Helped establish and continues to fund JM research centers at George Washington University in Washington, D.C., Stanley Manne Children's Research Institute, affiliated with Ann & Robert H. Lurie Children's Hospital of Chicago, and Seattle Children's Hospital
- Currently funding promising research at 20 additional prestigious research centers and hospitals
- Hosted 12 educational forums for JM families and eight conferences for the JM medical community
- Instituted a Drug Development Program at the National Center for Advancing Translational Science (NCATS)
- Established 15 Regional Chapters (and counting) to provide local support for JM families
- Funded the first-ever book solely dedicated to JM, Myositis and You
- Created the Cure JM Medical Network for Healthcare Professionals
- Launched an Early Diagnosis Initiative to accelerate proper diagnosis and treatment for JM Patients
- Provided online Support for more than 3,000 JM patients and families in over 45 countries





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