The Myositis Association

Providing EDUCATION & RESEARCH & SUPPORT to the Myositis Community

Support patient programs, enhance professional education efforts, and propel critical research for cures.
On behalf of The Myositis Association, I am pleased to share with you our vision of how, together with your organization, we may improve the lives of those affected by myositis through the pilot program of our brand-new event, FUN FIT FLEX!

Myositis is a rare group of conditions typically causing chronic inflammation of the muscles that causes weakness, swelling, and muscle damage that can lead to other complications. People suffering from myositis may have trouble getting up from a chair, climbing stairs, reaching their arms up, or grasping objects with their hands. Myositis is a rare disease that affects 75,000 adults in the United States. FUN FIT FLEX is The Myositis Association’s new national signature fundraising campaign. Piloted in four US cities in 2021, and hosted virtually internationally, this community awareness event - a non-competitive fun walk, and a festival of fitness demonstrations and activities, nutrition and wellness components, and family fun, will be dedicated to improving the lives of people affected by myositis.

The Myositis Association is the premier international organization providing important resources, education and support to those in the myositis community. This community consists of children, adults and their families who live with the daunting and life changing physical, psychological and emotional effects of myositis. Founded in 1993, our non-profit, volunteer-driven organization has a mission to improve the lives of persons affected by myositis, fund innovative research and increase myositis awareness and advocacy. For those who live with myositis, life is a roller coaster of active and remitting disease. However, the opportunity to make life more manageable for patients who live day to day with intense pain and impact to everyday activities has never been greater.
Myositis is often difficult to diagnose, because many physicians are unfamiliar with the disease and its symptoms. Also, as a rare disease, it can be difficult to enroll enough patients to conduct adequate research of new treatments, and there are often no clear guidelines in the medical community on how to effectively manage patients with myositis. Nevertheless, myositis is a serious and often treatable illness that, in most cases, needs to be managed aggressively. With inadequate or no treatment, myositis can cause significant disability or even death. While symptoms can be managed and remission can occur, there is no true “cure” for any forms of myositis, and it can be a lifelong illness.

These new local community events will support our goal of educating about the diseases and generating new levels of support for the organization, supporting the work toward our mission.

The Myositis Association would like to invite your company/organization to support our efforts through FUN FIT FLEX as a valued community partner this year. Please find more information about our organization, the event, and partnership opportunities enclosed.

Thank you for your consideration. I look forward to hearing from you soon to count you among the many corporate partners and businesses who step up to support FUN FIT FLEX in its inaugural year!

Sincerely,
Chrissy M. Thornton
Executive Director
Executive Director
Chrissy M. Thornton

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Rachel Bromley
Shevelle Montgomery
Henriell Smith

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Merilee Needham, MBBS, PhD, FRACP
ORGANIZATIONAL OVERVIEW:

The mission of The Myositis Association is to improve the lives of persons affected by myositis, fund innovative research, and increase myositis awareness and advocacy. Our programs and services provide information, support, advocacy, and research for the myositis community.

The Myositis Association of America (MAA) was created by Betty Curry in March 1993, as the Inclusion Body Myositis Association (IBMA), a nonprofit corporation. The National Organization of Rare Disorders (NORD) provided the names of 16 patients who became the initial members.

Extensive outreach through the medical community and later through the Internet touched off enormous growth. As of January 1, 2003, the name changed to The Myositis Association (TMA) to include the growing membership on every continent. The list of 16 patients has since grown to over 14,000.

Since then, scientists, practicing physicians and other medical professionals have supported the organization through the Medical Advisory Board. This group provides medical information to staff and patients and guides the TMA research program. The research program, begun in 2002, has now funded nearly $7 million in myositis research. The first conference was held in 1995 and is now an annual event with a panel of medical experts, peer counseling, sessions on coping skills, support group training, and time to meet other patients and their families.

Commended by the National Organization for Rare Diseases, the Myositis Association’s dedicated leadership and solid track record in successfully uniting and serving the myositis community make us uniquely qualified to best serve our constituents now and into the future. TMA organizes national conferences featuring world-renowned speakers, and produces numerous newsletters, which provide education, and articles that enhance the lives of individuals with inflammatory myopathies.

ABOUT MYOSITIS:
The disease is highly variable and had been classified into several forms, including:

- Dermatomyositis (DM)
- Polymyositis (PM)
- Necrotizing Myopathy (NM)
- Sporadic Inclusion Body Myositis (sIBM)
- Juvenile forms of Myositis (JM)

Symptoms of weakness, swelling, and muscle damage often appear gradually. Long before patients are diagnosed, they may have trouble getting up from a chair, climbing stairs, or grasping objects with their hands. Patients may fall, find it difficult to reach their arms up, have difficulty swallowing, or other symptoms.

There is No Cure. These chronic, life-long conditions can be treated but not cured.
The Myositis Association recognizes that the myositis patient’s best hope for a cure lies in research. TMA offers a research fellowship program to attract and encourage post-doctoral trainees (PhD and MD) and young physicians to pursue careers in the field of myositis research. TMA also funds research grants to initiate innovative pilot projects that will support larger funding opportunities.

Since 2002, The Myositis Association has funded research (over $7 million) designed to understand the underlying causes and natural progression of myositis, develop better treatments and more effective therapies, and ultimately to create a cure.
FUN FIT FLEX:

In 2021, we will launch this interactive community awareness event in four local communities across the country where an estimated more than 20,000 dedicated participants will work to raise funds to continue our critical work. Participate as an individual or gather your friends, family, and co-workers to form a team – build awareness, fundraise, and come out and enjoy!

**DC/Maryland/Virginia plus Virtual FUN FIT FLEX**

*October 17th, 2021 9:30 am*

**Centennial Park**

10000 Route 108, Ellicott City, MD 21042

**SW Florida FUN FIT FLEX**

*October 23, 2021 9:30 am*

**Tom Bennett Park**

400 Cypress Creek Blvd., Bradenton, FL 34208

**Chicago FUN FIT FLEX**

*October 30, 2021 9:00 am*

**Cantigny Park**

1 S 151 Winfield Rd., Wheaton, IL 60189

**Nashville FUN FIT FLEX**

*November 20, 2021 9:30 am*

**Hadley Park**

1037 28th Ave. N., Nashville, TN 37208

WHAT IS FUN FIT FLEX?

Fun Fit Flex is TMA’s newest signature awareness and fundraising campaign dedicated to raising awareness and funds for the 75,000 people living with myositis.

Each event will host a non-competitive fun walk, a festival of fitness demonstrations and activities, nutrition and wellness components, and family fun!

Funds raised through Fun Fit Flex will help support patient programs, enhance professional education efforts, and propel critical research for cures.

**2021 Goal: $100,000**
PARTNERSHIP BENEFITS:
Forging a partnership with The Myositis Association offers an organization the opportunity to support a great cause and mission. The benefits of this partnership provide broad-reaching opportunities:

**Brand Recognition and Goodwill**
By selecting a highly customized sponsorship package, your company or organization will be associated with our mission and the world’s largest voluntary health organization dedicated to eradicating myositis. You can share your efforts of corporate responsibility and community involvement by connecting your organization with our communities.

**Promotion of Company Products and Services**
In partnership, an organization’s brand, as well as their products and services, can be promoted (with prior approval) across our international networks. Our partners gain direct access to a powerful and passionate community of patients, care partners, healthcare professionals, and volunteers.

**Team Building and Enhancement of Employee Morale**
A mission like TMA’s brings people together across an organization to work towards a common goal. As you collaborate with us to make a difference, you may find people within your own company who have a personal connection to a myositis diagnosis. Partnering with TMA to “give back” to people and communities inspires all those who become involved, undoubtedly increasing employee morale.
HOW WE CAN PARTNER TO SUPPORT PATIENTS:

We know marketing is not “one size fits all” so a partnership offers many ways to engage your target demographics.

Engagement Opportunities

• Event Sponsorship
• Percentage of Sales
• Branded Merchandise
• Point of Sale Campaigns
• In-Kind Donations
• Employee Giving
• Volunteer Engagement
• Office-Based Fundraising
• Employee Team Engagement

Through a Variety of Channels

• Event Day Exposure
• Direct Participant Access
• Website Promotions
• Social Engagement
• E-Communication
• PSA Placement
• Logo Placement
• Direct Mail

The Myositis Association counts on financial support to advance life-changing research for those living with myositis.

Many Business Leaders recognize a partnership with TMA as part of their responsibility to being a good, involved community citizen and uphold the collaboration as one of the core values of the company.

Although significant progress in understanding the disease has been made, there is still much work to be done. Through donations and sponsorships, we can continue to fund critical research and our vital programs.

All tax-deductible gifts will help improve treatment and progress toward finding a cure.
2021 PARTNERSHIP OPPORTUNITIES

Stage Appearance On Event Day / Speaking Opportunity At Kick Off
Exclusive Sponsor Banner
Virtual Exhibitor Booth at 2022 MAM Virtual Summit
Included in National TMA Press Release
Event Day Corporate Tent
Company/Organization Video Highlight
Featured In Event E-Communications
Logo on TMA Event Day T-Shirts
Company Logo on Event Day Banner/Signage
Personalized Event Day Management
Featured in Local Event Site Press Release
Listing on TMA Website/Social Media
Company Logo/Name on a Route Sign

- Presenting
- Platinum
- Kick Off
- Gold
- Silver
- Bronze

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2021 PARTNERSHIP OPPORTUNITIES

Please note – some benefits are subject to print deadlines.
To be an official Fun Fit Flex sponsor, we must receive your signed contract and payment to fulfill all promised sponsor benefits.

PARTNER INFORMATION:

Company Name: ____________________________
Company Contact Name: ____________________________
Company Address: ____________________________
Phone Number: ____________________________
Email Address: ____________________________

PAYMENT INFORMATION:

☐ Enclosed is my check.
☐ Send me an invoice.
☐ Charge my credit card.

Name on Credit Card: ____________________________
Type of Credit Card: ____________________________
VISA MC AMEX DISCOVER
Card Number: ____________________________

BENEFIT LEVEL/SPONSORSHIP:

☐ $10,000
☐ $5,000
☐ $3,500
☐ $1,000
☐ $500
☐ $250
☐ Other: $_______

☐ Please reserve my tent/table space ($5,000 and above sponsorships/fundraising)
☐ We will not be using our included tent/table space.

Please return this form and payment to:
The Myositis Association
6950 Columbia Gateway Drive, Suite 370
Columbia, MD 21046
Contact: Shevelle Montgomery, Manager, Development and Fundraising Events
800-821-7356 shevelle@myositis.org

Authorized Signature: ____________________________
Exp. Date: _________
CVC: ____________

Please submit payment by September 1st