Join her fight...

Fighter Cure JM

...to find a cure
“Cure JM has supported over 170 research studies and invested over $13 million 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 Washington, D.C., Chicago, IL, Durham, NC 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 170 research studies and invested over $13 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 Houston in 2021.

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

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

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
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. 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
- Carolinas

Cure JM National Sponsors will be recognized at all of these local events throughout the year. For a full list of upcoming walks, visit www.curejm.org/walkstrong.
Cure JM Educational Conference and National Fundraiser

February 12 - 14, 2021
Houston, Texas

Houston, Texas will host the 2021 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 Houston, Texas 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.
Educational Conference & National Fundraising Event Agenda

Preliminary Schedule:
Friday, February 12th
• Physicians Educational Conference
• Family Educational Sessions
• Family Welcome Reception

Saturday, February 13th
• Conference Break-Out Sessions
• Kids’ Fun Camp
• Teen and Tween Activities
• General Session
• Q&A with Physicians
• Recognition Dinner

Sunday, February 14th
• Houston 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

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<th>Sponsorship Level</th>
<th>$1,000</th>
<th>$2,500</th>
<th>$5,000</th>
<th>$10,000</th>
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### 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**

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**SPONSORSHIP LEVEL**

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<th>$50,000</th>
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<tr>
<td>☐ Presenting Sponsor (one opportunity only)</td>
<td>☐ Medical Sponsor for Family Conference</td>
<td>☐ Recognition Dinner Sponsor</td>
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<table>
<thead>
<tr>
<th>$5,000</th>
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<tr>
<td>☐ Kids’ Fun Camp Sponsor</td>
<td>☐ Video Sponsor</td>
<td>☐ Family Underwriter</td>
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<td>☐ Teen/Tween Activity Sponsor</td>
<td>☐ Post-Conference eNews Sponsor</td>
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<tr>
<td>☐ Welcome Reception Sponsor</td>
<td>☐ Grandparent Sessions Sponsor</td>
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<tr>
<td>☐ General Session Sponsor</td>
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**SIGNATURE**

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**Return form to:**

Mail
Attn: Sponsorships
Cure JM Foundation
19309 Winmeade Drive
Suite 204
Leesburg, VA 20176

Email
shannon.malloy@curejm.org

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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.

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Questions? More Information?
Contact Shannon Malloy at shannon.malloy@curejm.org or call (202) 596-6267

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Send your commitment form as early as possible to ensure you receive maximum exposure.
Raised more than $13 million for JM research and education

Funded over 170 research studies, accelerating progress toward a cure

Helped establish and continues to fund four JM research and treatment centers in Washington D.C., Chicago, Seattle and Durham, North Carolina

Currently funding promising research at 20 additional prestigious research centers and hospitals

Hosted 43 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 17 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 Education & Support for more than 3,000 JM patients and families in over 45 countries