



EB RESEARCH
PARTNERSHIP

CORPORATE PARTNERSHIP PROGRAM 2022

www.ebresearch.org

OUR MISSION

Founded in 2010 by a dedicated group of parents and Jill and Eddie Vedder of Pearl Jam, EB Research Partnership (EBRP) is the largest global nonprofit dedicated to funding research aimed at treating and ultimately curing Epidermolysis Bullosa (EB), a group of devastating and life-threatening skin disorders that affect children from birth.



OUR MODEL

Working around the clock with offices in the US and Australia, EBRP utilizes an innovative venture philanthropy business model. When making a grant to a research project, we retain the added upside of generating a recurring revenue stream if the therapy or product is commercially successful, then use the return on investment to fund additional EB research until a cure is found.



2022 EVENTS AND PROGRAMS

CONFIRMED EVENTS & PROGRAMS

- **Plunge For Elodie** | March 26-27 | Multiple Locations & Virtual
- **Believe In Brady** | April 30 | Fredericksburg, TX
- **Take Flight Triathlon** | July 25 - August 7 | Virtual
- **Change For Charley** | Fall 2022 | Chicago, IL
- **Venture Into Cures** | November 17 | Virtual & New York, NY
- **Community Council** | Multiple Dates | Virtual

TENTATIVE EVENTS

These events have not been confirmed and may not take place. If you secure a Leadership Sponsorship, you will be included as a sponsor of these events should they occur.

- **Leadership Summit**

- EBRP's Leadership Summit will be an in-person conference bringing together leading researchers, clinicians, industry partners, regulators, patients, and supporters to learn and collaborate on advancing treatments and cures for EB.

- **All In For A Cure**

- EBRP's All In For A Cure is a casino night held in New York City where guests can join a poker tournament or enjoy casino games to win prizes and raise money for EB research.



LEADERSHIP SPONSORSHIPS

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CHAMPION \$100,000

- Recognition as Champion Sponsor on EBRP Website
- Gold Sponsor for Venture Into Cures | New York, NY & Virtual
- Gold Sponsor for Community Council | Virtual
- Gold Sponsor for Change for Charley | Chicago, IL
- Platinum Sponsor for Believe in Brady | Fredericksburg, TX
- Platinum Sponsor for Plunge for Elodie | Multiple Locations & Virtual
- Champion Sponsor for Take Flight Triathlon | Virtual
- Choice of \$10,000 Sponsorship:
 - All In For A Cure (Tentative)
 - Leadership Summit (Tentative)
 - Community Events Program

GUARDIAN \$75,000

- Recognition as Guardian Sponsor on EBRP Website
- Silver Sponsor for Venture Into Cures | New York, NY and Virtual
- Gold Sponsor for Community Council | Virtual
- Platinum Sponsor for Change for Charley | Chicago, IL
- Bronze Sponsor for Believe in Brady | Fredericksburg, TX
- Platinum Sponsor for Plunge for Elodie | Multiple Locations & Virtual
- Gold Sponsor for Take Flight Triathlon | Virtual
- Choice of \$10,000 Sponsorship:
 - All In For A Cure (Tentative)
 - Leadership Summit (Tentative)
 - Community Events Program

LEADERSHIP SPONSORSHIPS

DEFENDER \$50,000

- Bronze Sponsor for Venture Into Cures | New York, NY and Virtual
- Silver Sponsor for Community Council
- Gold Sponsor for Change for Charley | Chicago, IL
- Silver Sponsor for Believe in Brady | Fredericksburg, TX
- Platinum Sponsor for Plunge for Elodie| Multiple Locations & Virtual
- Gold Sponsor for Take Flight Triathlon | Virtual Event
- Choice of \$5,000 Sponsorship:
 - All In For A Cure (Tentative)
 - Leadership Summit (Tentative)
 - Community Events Program

ADVOCATE \$25,000

- Champion Sponsor for Venture Into Cures | New York, NY and Virtual
- Bronze Sponsor for Community Council
- Bronze Sponsor for Change for Charley | Chicago, IL
- Bronze Sponsor for Believe in Brady | Fredericksburg, TX
- Gold Sponsor for Plunge for Elodie| Multiple Locations & Virtual
- Bronze Sponsor for Take Flight Triathlon | Virtual Event
- Choice of \$5,000 Sponsorship:
 - All In For A Cure (Tentative)
 - Leadership Summit (Tentative)
 - Community Events Program



COMMUNITY COUNCIL

COMMUNITY COUNCIL

EBRP's Community Council helps drive research efforts by educating the EB community with reliable and up-to-date information from trusted specialists in the EB space. Throughout the year, EBRP hosts webinars on topics like current research, clinical trials, understanding EB, and more. These sessions are publicly available, promoted to over 60,000 followers across social media, and are hosted on our website in perpetuity.

GOLD SPONSOR \$20,000

- Corporate logo prominently displayed on our website, communications, and at the beginning and end of each presentation
- Opportunity to work with EBRP on creating and presenting a company-branded webinar in 2022

SILVER SPONSOR \$10,000

- Corporate logo displayed on our website, communications, and at the beginning and end of each presentation
- Opportunity to present during a webinar in 2022

BRONZE SPONSOR \$5,000

- Corporate logo displayed on our website, communications, and at the beginning and end of each presentation

VENTURE INTO CURES

AN EVENT FOR EB RESEARCH PARTNERSHIP
 Thursday, November 18, 2021 • Hosted by Tom Holland

Fred Armisen • James Arthur • Mayim Bialik • Jack Black • Carrie Brownstein • Brandi Carlile
 Sofia Carson • Choir!Choir!Choir! • Pete Davidson • Robert Downey Jr. • The Finns
 Selena Gomez • Gonzo • Lily Hevesh • Tom Holland • Jim Jefferies • Jack Johnson
 The Jonas Brothers • Charlotte Lawrence • Bill Maher • Gaten Matarazzo • Lamorne Morris
 Catherine O'Hara • Ed O'Neill • Pearl Jam • Ed Sheeran • Martin Short • Scott Van Pelt
 Harper, Jill and Eddie Vedder • Zendaya



VENTURE INTO CURES
NYC AND VIRTUAL EVENT | FALL 2022

VENTURE INTO CURES | NYC AND VIRTUAL EVENT | NOVEMBER 2022

For the past 2 years, Venture Into Cures has shared inspirational stories of EB families alongside celebrity friends including Jill & Eddie Vedder, Tom Holland, Selena Gomez, and many more. With over 500K viewers, the 2021 virtual event raised \$2.5M for critical EB research. The in-person event has not yet been confirmed, so the sponsorships below only include virtual event benefits. In-person benefits will be added upon confirmation of the in-person event.

PRESENTING SPONSOR \$500,000

- Custom experience. Contact Kiley Bergin at kiley@ebresearch.org to discuss this opportunity.

TITLE SPONSOR \$250,000

- 1 minute speaking opportunity during virtual event
- Large corporate logo displayed prominently in all marketing materials and during virtual event
- Listing on all event communications as a Title Sponsor
- 150-word corporate message on event website
- Company logo on event website with link to company's website

PLATINUM SPONSOR \$100,000

- 30 second speaking opportunity during virtual event
- Large corporate logo displayed in all marketing materials and during virtual event
- Listing on all event communications as a Platinum Sponsor
- 100-word corporate message on event website
- Company logo on event website with link to company's website

www.ebresearch.org

VENTURE INTO CURES | NYC AND VIRTUAL EVENT | NOVEMBER 2022

GOLD SPONSOR \$50,000

- Corporate logo displayed in all marketing materials
- Listing on all event communications as a Gold Sponsor
- 50-word corporate message on event website
- Company logo on event website with link to sponsor's website

SILVER SPONSOR \$25,000

- Corporate logo displayed in all marketing materials
- Listing on all event communications as a Silver Sponsor
- Company logo on event website with link to sponsor's website

BRONZE SPONSOR \$15,000

- Corporate logo displayed in all marketing materials
- Listing on all event communications as a Bronze Sponsor
- Company logo on event website with link to sponsor's website

CHAMPION SPONSOR \$7,500

- Corporate logo displayed in all marketing materials
- Listing on all event communications as a Champion Sponsor
- Company logo on event website with link to sponsor's website

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CHANGE FOR CHARLEY
CHICAGO, IL | OCTOBER 2022

CHANGE FOR CHARLEY | CHICAGO, IL | OCTOBER 2022

With nearly \$2M raised to date, this year's Change for Charley is bound to be another record-breaking evening. Emceed by ESPN's Scott Van Pelt, the glamorous event features a live and silent auction, delicious food and drink, and amazing entertainment acts, in the past including VIP Violin's Kat V and Lady GaGa's producer, DJ White Shadow. Change for Charley was founded by the Kauf Family in honor of Charley Kauf, who lives with RDEB.

TITLE SPONSOR \$30,000

- Private meet and greet with Scott Van Pelt at the event
- Recognition during the Live Program
- Large corporate logo in all marketing materials at the event
- Listing on all event communications as Title Sponsor
- Exclusive recognition at the bar areas
- 12 complimentary tickets to the event

PLATINUM SPONSOR \$20,000

- Large corporate logo in all marketing materials at the event
- Listing on all event communications as a Platinum Sponsor
- 8 complimentary tickets to the event

GOLD SPONSOR \$12,500

- Corporate logo in all marketing materials at the event
- Listing on all event communications as a Gold Sponsor
- 6 complimentary tickets to the event

SILVER SPONSOR \$7,500

- Corporate logo in all marketing materials at the event
- Listing on all event communications as a Silver Sponsor
- 4 complimentary tickets to the event

BRONZE SPONSOR \$5,000

- Corporate logo in all marketing materials at the event
- Listing on all event communications as Bronze Sponsor
- 2 complimentary tickets to the event



BELIEVE IN BRADY
FREDERICKSBURG, TX | APRIL 30, 2022

BELIEVE IN BRADY | FREDERICKSBURG, TX | APRIL 30, 2022

Friends of “Brady the Brave” and his family started Believe in Brady in 2017. The event is a fun-filled family day with a silent auction, live music, food and drinks, and children’s entertainment. Join us and Brady’s passionate community in 2022 to give hope and healing to those living with EB.

PLATINUM SPONSOR \$12,500

- Large Corporate logo in all marketing materials at the event
- Listing on all event communications as a Platinum Sponsor
- Exclusive recognition at the bar areas
- 10 complimentary tickets to the event

GOLD SPONSOR \$7,500

- Corporate logo in all marketing materials at the event
- Listing on all event communications as a Gold Sponsor
- 8 complimentary tickets to the event

SILVER SPONSOR \$5,000

- Corporate logo in all marketing materials at the event
- Listing on all event communications as a Silver Sponsor
- 6 complimentary tickets to the event

BRONZE SPONSOR \$2,500

- Corporate logo in all marketing materials at the event
- Listing on all event communications as a Bronze Sponsor
- 4 complimentary tickets to the event



**PLUNGE FOR ELODIE
MULTIPLE LOCATIONS & VIRTUAL | MARCH 26 - 27, 2022**

PLUNGE FOR ELODIE | MULTIPLE LOCATIONS & VIRTUAL | MARCH 26 - 27, 2022

When EBRP Board Member Emily Kubik's high school friends decided to take action against EB in honor of her daughter Elodie, who was born in 2017 with RDEB, the Plunge for Elodie was born. Starting as a local plunge into freezing winter waters in Wellesley, MA in 2018, Plunge for Elodie has become a worldwide phenomenon. This year's plunge includes events in Massachusetts, Connecticut, and North Carolina, as well as the option to join the virtual plunge from wherever you are in the world.

TITLE SPONSOR \$10,000

- Website banner: "The Plunge for Elodie, Brought to you by X (your company)"
- Feature listing on the website and in all marketing materials
- Dedicated social media recognition
- Special recognition during live Plunge event
- Logo on all event swag

PLATINUM SPONSOR \$5,000

- Listing on the website and in all marketing materials
- Dedicated social media recognition
- Recognition during live Plunge event
- Logo on all event swag

GOLD SPONSOR \$2,500

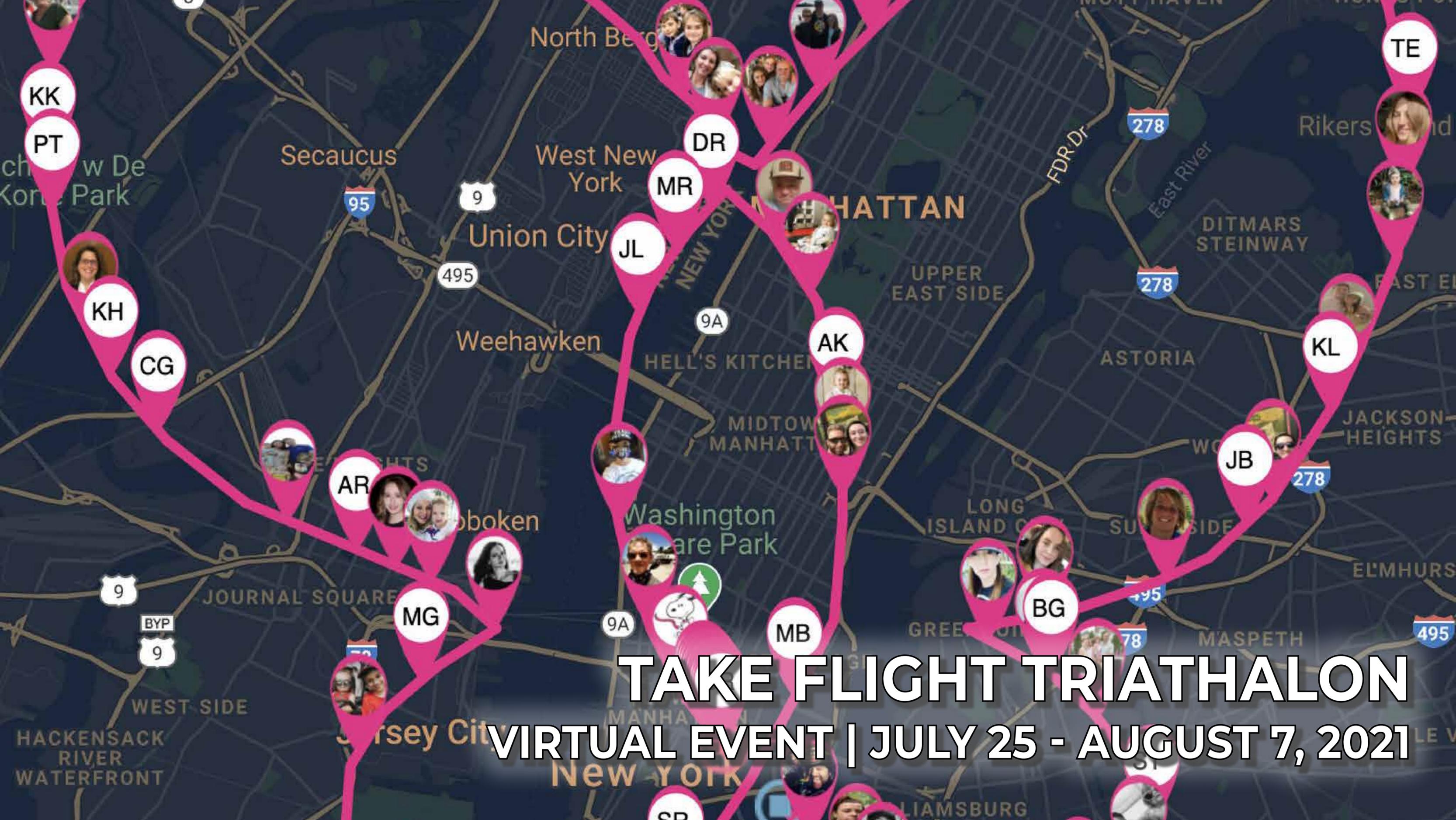
- Listing on the website and in all marketing materials
- Recognition on social media
- Recognition during live Plunge event

SILVER SPONSOR \$1,000

- Listing on the website and in all marketing materials
- Recognition on social media

FRIEND \$500

- Recognition on social media



TAKE FLIGHT TRIATHALON VIRTUAL EVENT | JULY 25 - AUGUST 7, 2021

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TAKE FLIGHT TRIATHALON | VIRTUAL EVENT | JUL 25 - AUG 7, 2022

The 3rd annual Take Flight Triathlon is a 2-week long virtual event where participants from around the globe run, bike, or swim to help heal EB! Over the past 2 years, more than 300 runners and bikers have raised over \$150K in our Take Flight Race for EB and Clip In to Cure events, so this year, we've decided to combine the two and add a swim option to create the ultimate fitness event for EB research. Participants are encouraged to fundraise with incentives and prizes. Please inquire about corporate wellness programs. We hope you #TakeFlight with us.

CHAMPION SPONSOR \$10,000

- Listing on the website as a Champion Sponsor and in all marketing materials and social media
- 15 of each Take Flight branded merchandise item
- Listing on official Take Flight participant shirts

GOLD SPONSOR \$7,500

- Listing on the website as a Gold Sponsor and in all marketing materials and social media
- 12 of each Take Flight branded merchandise item
- Listing on official Take Flight participant shirts

SILVER SPONSOR \$5,000

- Listing on the website as a Silver Sponsor and in all marketing materials and social media
- 7 of each Take Flight branded merchandise item
- Listing on official Take Flight participant shirts

BRONZE SPONSOR \$2,500

- Listing on the website as a Bronze Sponsor and in all marketing materials and social media
- 5 of each Take Flight branded merchandise item
- Listing on official Take Flight participant shirts

FRIEND \$1,000

- Listing on the website
- 2 of each Take Flight branded merchandise item



COMMUNITY EVENTS PROGRAM

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Throughout the year, dedicated members of the EB community and their friends and families host various events to fundraise for critical EB research, donating the proceeds to EBRP. We are proud to support these community events and, new this year, are offering sponsorship opportunities for the Community Events Program to our corporate partners. These events include 5Ks, dinners, auctions, exercise classes, art sales, luncheons, bake sales, and more!

If you are interested in learning more about or underwriting the Community Events Program, please contact our Development Team:

Kiley Bergin

Vice President of Development

kiley@ebresearch.org

Maxson Thomas

Development Associate

maxson@ebresearch.org



**TOGETHER,
WE CAN #HEALEB**

**Contact:
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