



EB RESEARCH
PARTNERSHIP

CORPORATE PARTNERSHIP PROGRAM 2021

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.





LEADERSHIP SPONSORSHIPS

LEADERSHIP SPONSORSHIPS

CHAMPION \$100,000

- Gold Sponsor for Venture Into Cures, NYC and Virtual Event
- Gold Sponsor for Community Council
- Title Sponsor for All in for a Cure, Virtual Event
- Gold Sponsor for Change for Charley, Chicago
- Platinum Sponsor for Believe in Brady, Houston
- Platinum Sponsor for Plunge for Elodie, Virtual Event
- Champion Sponsor for Take Flight 5K and Fun Run, Virtual Event
- Recognition as a Partner on our website and social media

DEFENDER \$50,000

- Bronze Sponsor for Venture Into Cures, NYC and Virtual Event
- Silver Sponsor for Community Council
- Gold Sponsor for All in for a Cure, Virtual Event
- Gold Sponsor for Change for Charley, Chicago
- Silver Sponsor for Believe in Brady, Houston
- Platinum Sponsor for Plunge for Elodie, Virtual Event
- Gold Sponsor for Take Flight 5K and Fun Run, Virtual Event
- Recognition on social media

GUARDIAN \$75,000

- Silver Sponsor for Venture Into Cures, NYC and Virtual Event
- Gold Sponsor for Community Council,
- Title Sponsor for All in for a Cure, Virtual Event
- Platinum Sponsor for Change for Charley, Chicago
- Bronze Sponsor for Believe in Brady, Houston
- Platinum Sponsor for Plunge for Elodie, Virtual Event
- Gold Sponsor for Take Flight 5K and Fun Run, Virtual Event
- Recognition as a Partner on our website and social media

ADVOCATE \$25,000

- Champion Sponsor for our Annual Benefit in Fall 2021
- Bronze Sponsor for Community Council
- Gold Sponsor for All in for a Cure, Virtual Event
- Bronze Sponsor for Change for Charley, Chicago
- Silver Sponsor for Take Flight 5K and Fun Run, Virtual Event
- Choice of:
 - Bronze Sponsor for Believe in Brady, Houston
 - Gold Sponsor for Plunge for Elodie, Virtual Event



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 our 50,000 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 2021

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 2021

BRONZE SPONSOR \$5,000

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

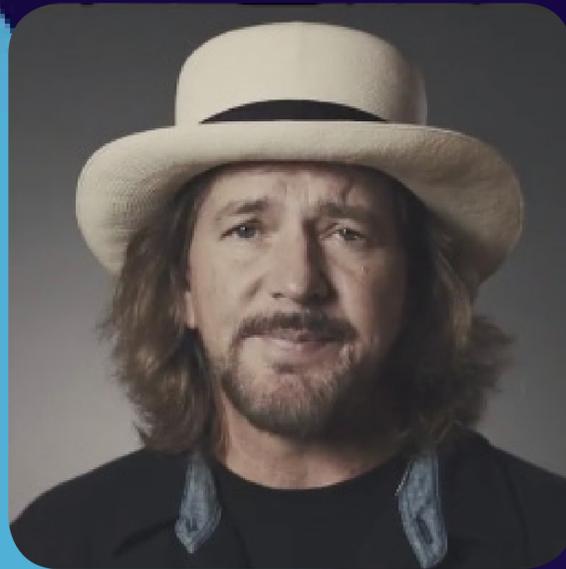
FEATURING JILL AND EDDIE VEDDER & FRIENDS

VENTURE INTO CURES

WEDNESDAY
NOVEMBER 18
8PM ET

AN EVENT FOR EB RESEARCH PARTNERSHIP

JUDD APATOW JON BATISTE ALESSIA CARA BRADLEY COOPER ANDRA DAY LAURA DERN
BILLIE EILISH OLEN HANSARD CHRIS HEMSWORTH JIMMY KIMMEL DAVID LETTERMAN
ADAM LEVINE GATEN MATARAZZO KEE' MØ LUKAS NELSON & POTR W/ NICAH & MILLIE NELSON
LUIS "KING KONG" ORTIZ ADAM SANDLER JILL & EDDIE VEDDER RENÉE ZELLWEGER



VENTURE INTO CURES

VIRTUAL EVENT | NOVEMBER 18, 2021

VENTURE INTO CURES | VIRTUAL EVENT | NOVEMBER 18, 2021

In its inaugural year, Venture Into Cures shared inspirational stories of EB families alongside celebrity friends led by Jill and Eddie Vedder in a first-of-its-kind virtual event. With over 400K views and 20M social media impressions, the event raised \$2.1M for critical EB research. The second annual event this fall will build off of the first year's success and accelerate our mission to heal EB.

PRESENTING SPONSOR \$500,000

- Custom Experience. Contact Kiley Bergin, 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 | VIRTUAL EVENT | NOVEMBER 18, 2021

GOLD SPONSOR \$50,000

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

SILVER SPONSOR \$25,000

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

BRONZE SPONSOR \$15,000

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

CHAMPION SPONSOR \$7,500

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

www.ebresearch.org



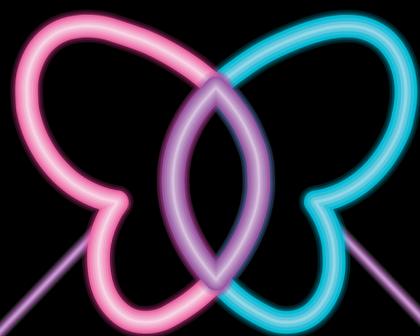
Click to watch highlights from Venture Into Cures 2020

BENEFACTOR \$2,500

- Acknowledged as Benefactor during virtual event credits

ADVOCATE \$1,000

- Acknowledged as Advocate during virtual event credits



EB RESEARCH PARTNERSHIP

Invites You To Go

ALL IN FOR A CURE

Digital Poker Event to #HealEB

— *Powered By* —

POKER  STARS



ALL IN FOR A CURE
VIRTUAL EVENT | JULY 14, 2021

ALL IN FOR A CURE | VIRTUAL EVENT | MAY 2021

Go All In For A Cure at our 7th Annual poker tournament this spring. In 2020, we pivoted our exclusive casino night to a digital poker tournament so guests from all around the world could try their luck from the comfort of their own homes. The top 3 players in the poker tournament win prizes curated by our Event Co-Chairs.

TITLE SPONSOR \$10,000

- Listing on all event communications as a Title Sponsor
- Corporate logo or name prominently displayed on the event website
- Opportunity to make an announcement during the digital event program
- Includes 30 tickets to play in the tournament and 30 re-entries

GOLD SPONSOR \$5,000

- Listing on all event communications as a Gold Sponsor
- Corporate logo or name displayed on the event website
- Includes 20 tickets to play in the tournament and 20 re-entries

SILVER SPONSOR \$2,500

- Listing on all event communications as a Silver Sponsor
- Corporate logo or name displayed on the event website
- Includes 10 tickets to play in the tournament and 10 re-entries

BRONZE SPONSOR \$1,000

- Listing on all event communications as a Bronze Sponsor
- Corporate logo or name displayed on the event website
- Includes 5 tickets to play in the tournament



**CHANGE FOR CHARLEY
CHICAGO, IL | POSTPONED TO 2022**

CHANGE FOR CHARLEY | CHICAGO, IL | POSTPONED TO 2022

With \$1M raised to date, the 4th Annual 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 8-year-old 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
HOUSTON, TX | DATE TBA**

BELIEVE IN BRADY | HOUSTON, TX | DATE TBA

Friends of “Brady the Brave” and his family started Believe in Brady in 2017. The event, held annually at Levy Park Conservancy in Houston, 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 2021 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
VIRTUAL EVENT | MARCH 27 - 29, 2021

PLUNGE FOR ELODIE | VIRTUAL EVENT | MARCH 27 - 29, 2021

When EBRP Board Member Emily Kubik's high school friends decided to take action against EB in honor of Emily's 3-year-old daughter Elodie, who lives with RDEB, Plunge for Elodie was born. Starting as a local plunge into freezing March waters in Wellesley, MA in 2018, Plunge for Elodie has become a worldwide phenomenon with plungers from across the globe joining the action.

TITLE SPONSOR \$10,000

- Website banner: "The Plunge for Elodie, Brought to you by X"
- Listing on the website and in all marketing materials
- Dedicated social media recognition
- Digital swag bag button on the website "Receive our Digital Swag Bag , Brought to you By X." Participants can register to have a Plunge for Elodie mask shipped to them
- Opportunity to speak during pre-plunge video
- Designated thank you in the post-Plunge video

PLATINUM SPONSOR \$5,000

- Listing on the website and in all marketing materials
- Dedicated social media recognition
- Designated thank you included in both the pre- and post-Plunge videos.

GOLD SPONSOR \$2,500

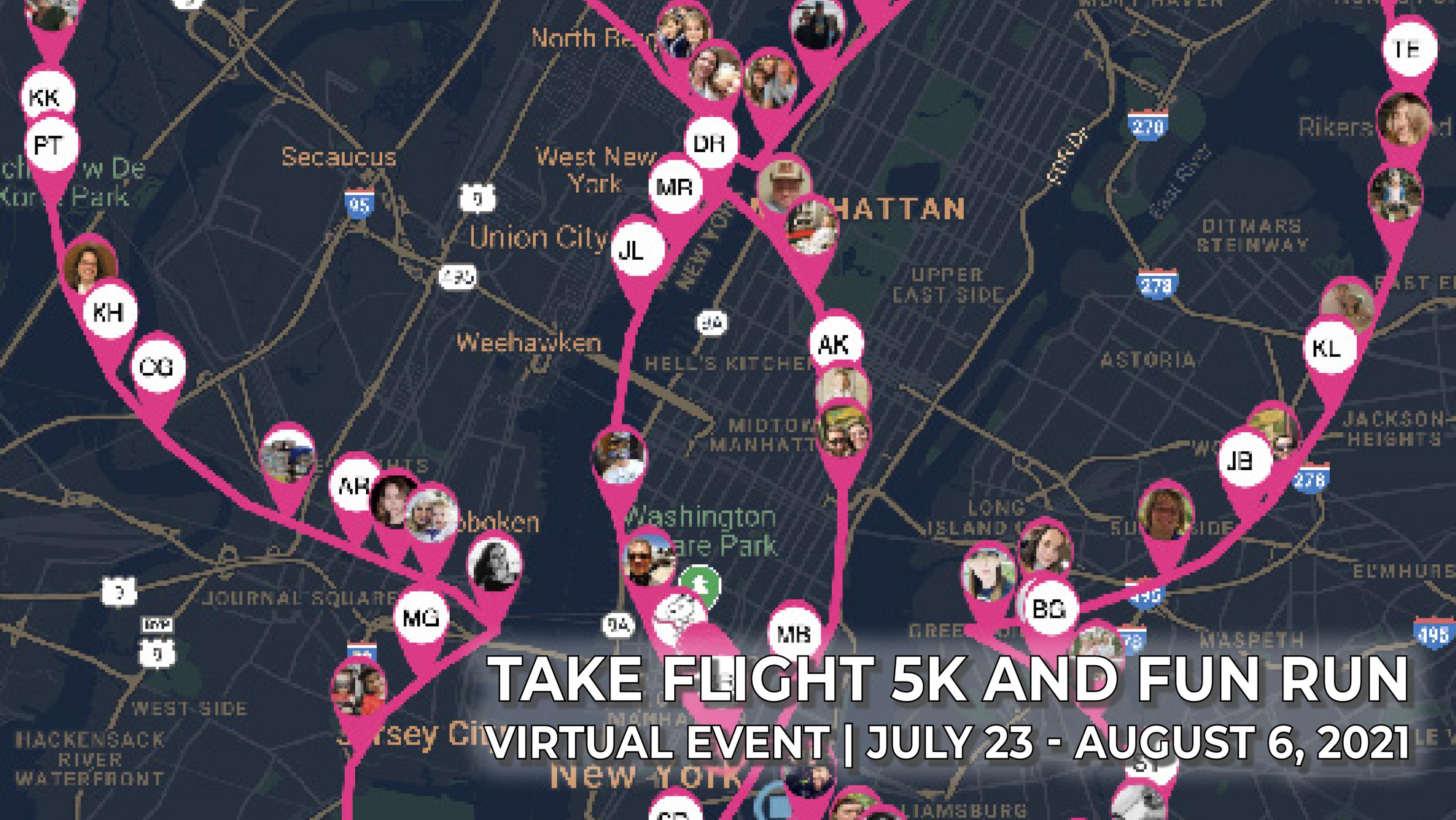
- Listing on the website and in all marketing materials
- Recognition on social media
- Designated thank you in the post-Plunge video

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 5K AND FUN RUN VIRTUAL EVENT | JULY 23 - AUGUST 6, 2021

KK

PT

KH

CG

AK

MG

JL

MR

DH

AK

MB

BC

JB

KL

TE

TAKE FLIGHT 5K AND FUN RUN | VIRTUAL EVENT | JUL 23 - AUG 6, 2021

The second annual Take Flight 5K and Fun Run is a 2-week long virtual race with runners and walkers from around the globe! In 2020, more than 200 runners raised \$70K to heal EB. All participants are encouraged to fundraise with incentives and prizes while working towards a distance goal. Please inquire about corporate wellness programs built into this event. 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
- 3 Race Day kits with branded race signs/materials to mark 5k course in your community
- 15 of each Take Flight branded merchandise item
- Listing on official 2021 Take Flight participant shirts

GOLD SPONSOR \$7,500

- Listing on the website as a Gold Sponsor and in all marketing materials and social media
- 2 Race Day kits with branded race signs/materials to mark 5k course in your community
- 12 of each Take Flight branded merchandise item
- Listing on official 2021 Take Flight participant shirts

SILVER SPONSOR \$5,000

- Listing on the website as a Silver Sponsor and in all marketing materials and social media
- Race Day kit with branded race signs/materials to mark 5k course in your community
- 7 of each Take Flight branded merchandise item
- Listing on official 2021 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 2021 Take Flight participant shirts

FRIEND \$1,000

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



**TOGETHER,
WE CAN #HEALEB**

**Contact:
Michael Hund
Chief Executive Officer
mhund@ebresearch.org
(646)-844-0902**