

# Step Up for Melanoma

## May 2022

**Step Up to Melanoma** is a virtual community-building, fundraising, and awareness campaign that challenges individuals to walk 10,000 steps a day in May for Melanoma Awareness Month to help raise awareness and advance critically needed research.

Building on the success of the 2021 pilot program, a multi-channel engagement effort across Facebook, Instagram, Twitter, LinkedIn, and email will mobilize participants from across the United States. Connecting patients, advocates and the larger community.

**New this Year: Teams & Leader Board** -- For 2022, the opportunity to register and brand teams, along with a leader board for sharing results of both individuals and teams has been added. This opportunity will help spotlight all those who have joined with the Melanoma Research Alliance in the fight to cure melanoma.

With walker and team recruitment beginning in April, participants will be challenged to walk a total of 310,000 steps during Melanoma Awareness Month at any place and any time that suits their schedule. Participants are invited to join a Step-Up Facebook group that fosters community and helps raise awareness of melanoma, MRA's mission, and initiatives. There is no cost to participate, and while fundraising is not required it is highly encouraged.

*It was such an amazing experience. I hope you/we get to do it again next year!!!! I learned a lot this year. Thank you.*

-2021 Participant Comment

Those interested in fundraising, will be able to do so as individuals or as part of a team. Participants can opt in to receive a Welcome Pack that includes a letter, sun safety information, t-shirt, sun safety product samples, and other sponsor materials.

Welcome Packs will be shipped to the first 1,000 registrants who request one.

### Sponsorship Opportunities for 2022

	Presenting \$15,000	Gold \$10,000	Silver \$5,000
Four social media posts across MRA channels highlighting Sponsorship	✓		
Opportunity to include item in Welcome Pack. (size/weight limitations apply)*	✓	✓	
Opportunity to recommend unbranded content for one informational post to Facebook community twice during the course of the Challenge, for a total of two posts.	✓	✓	
Logo listing with sponsorship level indicated in Welcome Pack letter. (First walker pack to go out April 15th)	✓	✓	✓
Designation at selected sponsor level in thank you messages sent to all participants and other MRA collateral.	✓	✓	✓

\* Materials for welcome package must be received at MRA offices by April 1, 2022

### About the Melanoma Research Alliance (MRA)

The Melanoma Research Alliance is the largest non-profit funder of melanoma research worldwide. Since its founding in 2007, MRA has granted over \$131 million and leveraged an additional \$415 million towards its mission. Through its support, MRA has championed revolutions in immunotherapy, targeted therapies, novel combinations and diagnostics. Through the generous ongoing support of its founders, 100% of donations to MRA go directly to melanoma research.