

**M**RA's Melanoma Exchange Patient Forum brings together melanoma patients, survivors, advocates, caregivers and loved ones to provide lay-friendly, state-of-the-science education, promote collaboration, and provide networking opportunities across the melanoma community.

Patient engagement efforts like MRA's Patient Forum help build a supportive, robust, and collaborative melanoma community, and foster access to critical information to advance informed decision making and provide support to patients across their melanoma journey.



The 2025 patient forum will take place on February 26, in Washington, DC and via livestream. Throughout the event, participants will hear from melanoma experts from across the country and have the opportunity to ask questions, discuss, and, if in-person, network with other people who are facing melanoma. Each session has been designed to provide information, insight, and practical strategies that patients and families need to better navigate melanoma diagnosis, treatment, and beyond.

In 2025, we anticipate that more than 125 in-person, and more than 500 virtual attendees, including a cadre of melanoma advocates at the local level who attend with the explicit intent to bring information back to their communities.

---

*I most enjoyed meeting and connecting with other patients, advocates, melanoma experts, and the MRA staff. Witnessing the passion and dedication to finding a cure for melanoma and caring for patients was inspiring and filled me with hope and great appreciation.*

- 2024 Evaluation Comment

---

Following the event, MRA will produce a series of enduring materials including polished videos, articles, and other resources. These will be heavily promoted on social media and through the MRA website.

## 2025 Patient Forum Highlights

- One of the largest gatherings of patients and families facing melanoma in the United States
- More than five presentations from leading melanoma experts
- In-person networking roundtables that will bring participants together with experts to discuss topics of mutual interest
- Sessions will address: the evolving melanoma standard of care, clinical trials and emerging research, and a variety of topics relevant to patients, families, and caregivers.

The 2025 forum is planned as an in-person program. However, we retain the right to transition to a virtual program to ensure the safety and health participants.



# MRA 2025 Patient Forum Sponsorship Opportunities

|   | Presenting<br>\$25,000 | Gold<br>\$12,500 | Silver<br>\$5,000 |
|---|------------------------|------------------|-------------------|
| Designation as Presenting Sponsor on forum enduring materials: dedicated page on MRA website, priority placement in edited videos, etc. | ✓                      |                  |                   |
| Opportunity to introduce one (1) session or lecture   | ✓                      |                  |                   |
| Recognition of support via MRA social media   | ✓                      | ✓                |                   |
| Recognition from podium at forum start and close  | ✓                      | ✓                |                   |
| Opportunity to include one brochure, pamphlet, or other branded item in event participant bag*  | ✓                      | ✓                |                   |
| Tiered Logo listing on event landing and registration pages   | Presenting             | Gold             | Silver            |
| Number of in-person registrations (MRA limits attendance of industry representatives to ensure a patient-centered space)                | 2                      | 1                | 1                 |

\* Materials for participant bags must be received at MRA offices by 2/1/2025.

## Add-On Opportunities: For more details contact [development@curemelanoma.org](mailto:development@curemelanoma.org)\*\*

|   |                         |
|---|-------------------------|
| Named Patient Forum Travel Scholarships: MRA is committed to providing ten need- and merit-based travel scholarships to melanoma patients, caregivers, and advocates to support their participation. Additional named travel scholarships are sponsorable at \$1,000 per scholarship. Scholarship recipients will be selected via competitive process and identified as recipients of the [sponsor] travel scholarship. | \$1,000 Per Scholarship |
| Sponsor Hosted Reception / Dinner: MRA will facilitate invitations to Forum attendees for a sponsor-hosted event. Sponsor to arrange all aspects of the event, including agenda, speakers, and venue/transportation/food/beverage. Sponsor may share company specific, branded, or unbranded content with attendees.  | \$10,000                |

\*\*Add on opportunities subject to availability and must be confirmed no later than 1/8/2025.

## 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 \$160 million and leveraged an additional \$450 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 public donations to MRA go directly to melanoma research.

