#GGLIVE

2020

GLOBAL GENES LIVE! A RARE PATIENT ADVOCACY (un)SUMMIT

Sponsorship Prospectus

SEPTEMBER 14-25, 2020 | VIRTUAL EVENT

GlobalGenes.org/live
Each year Global Genes convenes one of the world’s largest gathering of rare disease patients, caregivers, advocates and stakeholders. Due to the COVID-19 global pandemic, and the threat this poses to the health and safety of our rare disease community, we are replacing this highly-anticipated event with Global Genes LIVE! A RARE Patient Advocacy (un)Summit.

This two-week event celebrates and advances the causes of the estimated 400 million rare disease patients worldwide. Patients, caregivers, advocates, healthcare professionals, researchers, partners and allies from the rare disease community will participate in a series of interactive and educational online experiences designed to connect, empower and inspire everyone to accelerate change in rare disease and raise global awareness.

Throughout September, a variety of interactive and educational online events, meet-ups, workshops and performances will provide members of the rare disease community with opportunities to connect and engage with each other. Participants will gain insights about the latest in rare disease innovations, best practices for advocating on an individual and organizational level, and actionable strategies they can implement immediately to accelerate change.

MORE INFORMATION

Event Sponsorship:
Kathy O’Connor kathyo@globalgenes.org, Michael Corrente michaelc@globalgenes.org

Event Information: events@globalgenes.org

RARE Corporate Alliance Membership:
Kathy O’Connor kathyo@globalgenes.org, Michael Corrente michaelc@globalgenes.org
## WEEK 1

<table>
<thead>
<tr>
<th>Date</th>
<th>Time (EST) and Session</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Monday, September 14, 2020</strong></td>
<td>10:00am - 11:00am  <strong>Keynote Presentation</strong></td>
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<tr>
<td></td>
<td>8:00pm - 9:00pm  <strong>Rare Disease Awareness Activities</strong></td>
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<tr>
<td></td>
<td>8:00pm - 9:00pm  <strong>RARE Cast</strong></td>
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<tr>
<td></td>
<td>8:00pm - 9:00pm  <strong>RARE Daily article(s)</strong></td>
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<tr>
<td><strong>Tuesday, September 15, 2020</strong></td>
<td>8:00pm - 9:00pm  <strong>Rare Disease Awareness Activities</strong></td>
</tr>
<tr>
<td></td>
<td>8:00pm - 9:00pm  <strong>RARE Daily article(s)</strong></td>
</tr>
<tr>
<td><strong>Wednesday, September 16, 2020</strong></td>
<td>10:00am - 11:00am  <strong>Keynote Presentation</strong></td>
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<td>8:00pm - 9:00pm  <strong>Rare Disease Awareness Activities</strong></td>
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<tr>
<td></td>
<td>8:00pm - 9:00pm  <strong>RARE Daily article(s)</strong></td>
</tr>
<tr>
<td><strong>Thursday, September 17, 2020</strong></td>
<td>10:00am-11:30am  <strong>RARE Meet-ups</strong></td>
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<tr>
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<td>8:00pm - 9:00pm  <strong>Rare Disease Awareness Activities</strong></td>
</tr>
<tr>
<td></td>
<td>8:00pm - 9:00pm  <strong>RARE Daily article(s)</strong></td>
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<tr>
<td></td>
<td>8:00pm - 9:00pm  <strong>On-demand educational content released</strong></td>
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<td><strong>Friday, September 18, 2020</strong></td>
<td>10:00am - 11:00am  <strong>Keynote Presentation</strong></td>
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<td>8:00pm - 9:00am  <strong>Rare Disease Awareness Activities</strong></td>
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<tr>
<td></td>
<td>8:00pm - 9:00am  <strong>RARE Daily article(s)</strong></td>
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## WEEK 2

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<th>Date</th>
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<td>9:30am-10:15am  <strong>Keynote Presentation</strong></td>
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<td>10:15am-12:15pm  <strong>Educational Updates</strong></td>
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<td>8:00pm - 9:00pm  <strong>Rare Disease Awareness Activities</strong></td>
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<td></td>
<td>8:00pm - 9:00pm  <strong>RARE Cast</strong></td>
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<tr>
<td></td>
<td>8:00pm - 9:00pm  <strong>RARE Daily article(s)</strong></td>
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<tr>
<td>Date</td>
<td>Time</td>
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<tr>
<td>Tuesday, September 22, 2020</td>
<td>9:30am-11:30am</td>
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<td>8:00pm - 9:00pm</td>
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<td>Wednesday, September 23, 2020</td>
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<td>8:00pm - 9:00pm</td>
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<td>Thursday, September 24, 2020</td>
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<td>2:00pm-3:30pm</td>
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<td>8:00pm - 9:00pm</td>
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<td>Friday, September 25, 2020</td>
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<td>11:00am-12:00am</td>
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## 2020 Sponsorship Levels & Benefits

<table>
<thead>
<tr>
<th>Sponsor Level</th>
<th>Champion</th>
<th>Presenting</th>
<th>Title</th>
<th>Platinum</th>
<th>Gold</th>
<th>Silver</th>
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<tbody>
<tr>
<td>Cost</td>
<td>$175,000</td>
<td>$100,000</td>
<td>$75,000</td>
<td>$50,000</td>
<td>$25,000</td>
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<tr>
<td>Full Event Passes</td>
<td>14</td>
<td>10</td>
<td>8</td>
<td>6</td>
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### Event Marketing

<table>
<thead>
<tr>
<th>Event Marketing</th>
<th>Champion</th>
<th>Presenting</th>
<th>Title</th>
<th>Platinum</th>
<th>Gold</th>
<th>Silver</th>
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<tr>
<td>Pre-Event Email Promotions</td>
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<td>Press Release Inclusion</td>
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<tr>
<td>Social Media Promotions</td>
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<td>X</td>
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### Branding

<table>
<thead>
<tr>
<th>Branding</th>
<th>Champion</th>
<th>Presenting</th>
<th>Title</th>
<th>Platinum</th>
<th>Gold</th>
<th>Silver</th>
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</thead>
<tbody>
<tr>
<td>Logo on Event Website</td>
<td>Large</td>
<td>Large</td>
<td>Standard</td>
<td>Standard</td>
<td>Standard</td>
<td>Small</td>
</tr>
<tr>
<td>Logo on RareUniversity Global Genes LIVE 2020 Course (Post Event)</td>
<td>Large</td>
<td>Large</td>
<td>Standard</td>
<td>Standard</td>
<td>Standard</td>
<td>Small</td>
</tr>
<tr>
<td>Logo in Event Platform</td>
<td>Large</td>
<td>Large</td>
<td>Standard</td>
<td>Standard</td>
<td>Standard</td>
<td>Small</td>
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### Add-On Item

<table>
<thead>
<tr>
<th>Add-On Item</th>
<th>Champion</th>
<th>Presenting</th>
<th>Title</th>
<th>Platinum</th>
<th>Gold</th>
<th>Silver</th>
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CHAMPION SPONSOR
$175,000

Event Marketing
• Included within pre-event promotional emails with other sponsors
• Inclusion in press release

Branding
• Large logo on event website
• Large logo on event platform
• Large logo on RareUniversity Global Genes LIVE 2020 Course (Post-Event)

Social Media Promotion
• Promotion on Global Genes’ social media networks

Registration
• 14 full event passes

Add-On Items
• Logo on the pre-event readiness kit
• Welcome video

Pre-Event Readiness Toolkit
Display your company logo as the sole sponsor of the toolkit that is sent to all participants prior to the event.

Welcome Video
Welcome event participants with a video message that greets everyone as they enter the virtual event.
PRESENTING SPONSOR

$100,000

Event Marketing
- Included within pre-event promotional emails with other sponsors
- Inclusion in press release

Branding
- Standard logo on event website
- Standard logo on event platform
- Standard logo on RareUniversity Global Genes LIVE 2020 Course (Post-Event)

Social Media Promotion
- Promotion on Global Genes’ social media networks

Registration
- 10 full event passes

Add-On Items
- Virtual platform sponsor
- Post-event language translation
- Closed captioning
- Keynote speaker introduction
- Event bags
- Rare disease awareness activities

Virtual Platform
Enable the rare disease community around the world to participate by sponsoring the event’s virtual platform.

Language Translation
Sponsor post-event language translation of sessions so that Global Genes can make this valuable content accessible and useable for more members of the global rare disease community.

Closed Captioning
Help Global Genes make the sessions engaging for everyone, including the deaf and hard of hearing community by sponsoring closed captioning for all sessions during the event.

Keynote Speakers
Sponsor the Global Genes LIVE keynote speakers. Several of these highly anticipated and impactful presentations will be held throughout the event.

Event Bags
Have your brand visible on the official Global Genes LIVE bag that participants will be carrying long after the event is over. You are able to include one promotional piece to be inserted into event bags. The sponsor-provided insert must be pre-approved by Global Genes.

Rare Disease Awareness Activities
Sponsor live interactive activities throughout the first week of the event.
TITLE SPONSOR

$75,000

Event Marketing
• Included within pre-event promotional emails with other sponsors
• Inclusion in press release

Branding
• Standard logo on event website
• Standard logo on event platform
• Standard logo on RareUniversity Global Genes LIVE 2020 Course (Post-Event)

Social Media Promotion
• Promotion on Global Genes’ social media networks

Registration
• 8 full event passes

Add-On Items
• Track sponsor
• Global Genes LIVE highlights and recap
• Event registration
• T-shirts
• Rare disease awareness activities

Track Sponsor
As a track sponsor, your brand is affiliated with specific content. Additionally, a representative from your company will have the opportunity to provide opening and closing remarks and introduce speakers to participants.

Global Genes LIVE Highlights and Recap
As a Global Genes LIVE highlights and recap sponsor, your brand will be visible to all participants in a deliverable that provides a digest of event happenings.

Event Registration
As a sponsor of registration, you will have your company logo on the registration website.

Event T-shirts
Be the exclusive t-shirt sponsor with your company logo included on the back of each shirt.

Rare Disease Awareness Activities
Sponsor live interactive activities throughout the first week of the event.
PLATINUM SPONSOR

$50,000

Event Marketing
- Included within pre-event promotional emails with other sponsors
- Inclusion in press release

Branding
- Standard logo on event website
- Standard logo on event platform
- Standard logo on RareUniversity Global Genes LIVE 2020 Course (Post-Event)

Registration
- 6 full event passes

Add-On Items
- Presenter video interviews
  - pre-event or post-event
- RARECast sponsor mention
- Sunglasses
- RARE Meet-ups

**Presenter video Interviews**
Your company’s brand will be included in video interviews with select event speakers. There is the option to sponsor pre-event videos, driving participation in the live event, or post-event videos linking to the RareUniversity Global Genes LIVE 2020 online course.

**RARECast Sponsor Mention**
Get a sponsor mention on an episode of Global Genes’ RARECast podcast.

**Sunglasses**
Sponsor sunglasses gifts to all event participants.

**RARE Meet-ups**
Sponsor interactive meet-ups for participants from across the country.
GOLD SPONSOR

$25,000

Event Marketing
• Included within pre-event promotional emails with other sponsors

Branding
• Small logo on event website
• Small logo on event platform
• Small logo on RareUniversity Global Genes LIVE 2020 Course (Post-Event)

Registration
• 4 full event passes

Add-On Items
• Agenda
• Headphones
• Water bottles
• Thumb drives
• Photo opportunity experience
• Interactive educational workshops

Agenda
Your company logo will be included on the event agenda for all participants to see.

Headphones
See your company’s brand placed on headphones gifted to all event participants.

Water Bottles
Your company’s brand will be placed on water bottles gifted to all event participants.

Thumb Drives
Thumb drives with your company’s branding will be loaded with educational content and provided to all event participants.

Photo Opportunity Experience
An event Facebook frame for participants to download and use on their Facebook profile pictures will be created and include your company’s name.

Interactive Educational Workshops
Sponsor live interactive educational workshops on a wide variety of topics throughout the event.
SILVER SPONSOR
$15,000

Event Marketing
- Included within pre-event promotional emails with other sponsors

Branding
- Small logo on event website
- Small logo on event platform
- Small logo on RareUniversity Global Genes LIVE 2020 Course (Post-Event)

Registration
- 2 full event passes

Add-On Items
- Email banner ad
- Giveaways
  - Folders
  - Notepads
  - Pens
  - Sticky notes
  - Fidget spinners
  - Stress balls
  - PopSockets
  - Hand sanitizers
  - Tissues
  - Computer screen wipes
- Event bag insert

Giveaways
Participants will receive a goody bag full of fun giveaway items to make their online event experience better. Make sure your company’s logo is prominently placed on one of these items sure to be used long after the event is over.

Event Bag Insert
Provide a branded insert of your own to be included in all even participant event bags – both the physical and virtual bags.

Email Banner Ad
Get the attention of all participants with a banner ad opportunity in one of the event emails.
SPONSORSHIP PAYMENT AND CANCELLATION TERMS

Payment is due upon receipt of agreement. Sponsor benefits will not be executed until payment has been received.

Global Genes must receive payment at least 30 days prior to the event. If not received, sponsorship may be cancelled, agreement will be considered void and sponsor benefits will not be executed.

Sponsors may cancel per the following schedule:
- From date of signed agreement-120 days from event, 90% refund
- 120-90 days prior to the event, 50% refund
- After 90 days prior to the event, no refunds

Cancellation notice must be sent to the events team at events@globalgenes.org.

Cancellation of an Event

It is mutually agreed that in the event Global Genes cancels an event due to disaster, strike, labor dispute, governmental intervention, malicious damage, acts of war, or other causes which would prevent its scheduled opening or continuance, then and thereupon the agreement will be terminated and Global Genes shall determine an equitable basis for the refund of such portion of the exhibit fee as is possible, after due consideration of expenditures and commitments already made.