

THE NEXT ERA OF MELANOMA RESEARCH

2027 MELANOMA PATIENT FORUM

Where Patient Experience Meets Scientific Progress

Melanoma
Research Alliance

March 3
Washington DC & Livestream

MRA's Melanoma Patient Forum is one of the nation's premier gatherings of people affected by melanoma—bringing patients, survivors, caregivers, and advocates together with the researchers and clinicians helping shape the future of melanoma care. More than an educational program, the Forum creates a unique exchange between the scientific and patient communities. Participants hear directly from leading melanoma experts about the latest advances in treatment, clinical trials, and emerging research; ask questions and share perspectives; connect with others navigating melanoma; and leave better equipped to make informed decisions and bring trusted information back to their communities.



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 2027 Patient Forum will take place on March 3 in Washington, DC and via livestream. Throughout the event, participants will hear from leading melanoma experts 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 2027, we anticipate 100 in-person participants, more than 200 virtual attendees, and over 1,000 post-event views on recordings - including a cadre of melanoma advocates at the local level who attend with the explicit intent to bring information back to their communities.

I cherish everything about the Forum. This year I was especially pleased to spontaneously mingle with some of the scientists/researchers at the evening reception. I think that only builds a stronger relationship between patients desperate FOR help and scientists desperate TO help.

- 2026 Evaluation Comment

See the full Forum Evaluation Report at
CureMelanoma.org/ForumReport26

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.

2027 Patient Forum Highlights:

- One of the largest gatherings of patients and families facing melanoma in the United States
- Presentations from leading melanoma experts
- In-person networking opportunities that will bring participants together with experts
- 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 participants.

The 2027 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 of participants.

MRA 2027 Patient Forum Sponsorship Opportunities

Partner with MRA to empower and connect the melanoma patient community. Sponsorship supports trusted, state-of-the-science education while helping patients and families engage directly with leading experts and one another.

	Presenting \$25,000	Platinum \$12,500	Gold \$5,000
Designation as Presenting Sponsor on Forum enduring materials.	✓		
Opportunity to introduce one (1) session or lecture (subject to availability)	✓		
Recognition of support via MRA social media	✓	✓	
Opportunity to include one brochure, pamphlet, or other branded item for distribution*	✓	✓	
Recognition from podium at Forum start and close	✓	✓	✓
Tiered Logo listing on event landing and registration pages	✓	✓	✓
Number of in-person registrations (MRA limits attendance of industry representatives to ensure a patient-centered space)	2	1	1

Deadline for sponsorship commitment is 1/22/2027.

*Materials for attendee distribution must be received at MRA offices by 2/8/2027.

Enhance the Forum Experience: Additional Opportunities

Sponsored Patient Ambassador Fellowship: The MRA Patient Ambassador Fellowship develops informed patient leaders who bridge the gap between cutting-edge melanoma research and the melanoma community by supporting their participation in the MRA Scientific Retreat and/or Patient Forum. Fellows are selected not only because they need financial assistance, but because they demonstrate the potential to educate, advocate, and amplify scientific progress long after the Scientific Retreat and Patient Forum conclude. Named travel scholarships are sponsorable at \$1,500 per fellowship. Recipients will be selected via competitive process and identified as recipients of the [sponsor] Patient Ambassador Fellowship.	\$1,500 Per Fellowship
Opening Reception Sponsorship: Sponsor the Scientific Retreat's opening networking reception on Wednesday evening, where Patient Forum and Retreat attendees reconnect, build new collaborations, and kick off two days of cutting-edge melanoma research. Includes recognition on the agenda, event signage and from the podium, and the opportunity to address reception attendees. Subject to availability: only one sponsorship slot available for this opportunity.	\$10,000
Refreshment Break: Fuel networking and conversation by sponsoring a coffee break during the Patient Forum. Includes recognition on the agenda and event signage during the break.	\$2,000
Networking Luncheon: Support a dedicated opportunity for patients, caregivers, advocates, and melanoma experts to connect, share perspectives, and build relationships across the melanoma community. Includes recognition on the agenda, event signage, and from the podium.	\$5,000

**Add on opportunities subject to availability and must be confirmed no later than 1/22/2027.

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 by Debra and Leon Black, MRA has granted over \$200 million and leveraged an additional \$500 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.