



Sponsorship Prospectus

FRAXA is joining hands with communities around the world to raise **Fragile X** awareness while **accelerating progress** toward **effective treatments** and ultimately **a cure** for those living with **Fragile X**.

July 22, 2021



World
FRAGILE X
Day

Global Initiative of FRAXA Research Foundation



World Fragile X Day 2021

World Fragile X

World Fragile X Day began with FRAXA Research Foundation's vision of joining hands with communities around the world to raise Fragile X awareness while accelerating progress toward effective treatments and ultimately a cure.

This global event is a day to celebrate families impacted by Fragile X syndrome and the progress of research to find a cure. On Fragile X World Day, we shine a light on this disorder by illuminating monuments and landmarks around the world.



What is Fragile X?

Fragile X is the most common known cause of inherited intellectual disability and the leading known single gene cause of autism. Fragile X occurs when a single gene shuts down -- a gene vital to normal brain function.

Light It Up!

In 2018, the Niagara Falls Illumination Board agreed to light up Niagara Falls in FRAXA's signature teal to celebrate Fragile X awareness. A year later, 22 landmarks were illuminated, and in 2020, the total rose to 67 in the U.S.! Throughout the U.S. and Canada and across the pond in Dublin, Ireland, FRAXA brought awareness to Fragile X by lighting up the sky teal. Our friends in Australia lit up 64 landmarks across their continent in 2020.

This year, 200 landmarks world-wide have already confirmed their participation, and this is just the beginning!

"World Fragile X Day is important to me because it gives the Fragile X community an opportunity to have a voice in unison. The Fragile X community is known to have fierce advocates and an incredible bond that is unlike any other syndrome. World Fragile X Day gives us hope of raising awareness and finding an effective treatment and ultimately a cure for Fragile X and related conditions."

Kelly Menke Randels Coleman, parent

Funding the Cure with Our Partners

Since 1994, FRAXA has funded more than \$30 million in biomedical research around the globe, yielding discoveries that are changing the lives of families coping with Fragile X. In addition to funding university-based researchers, FRAXA partners with pharmaceutical and biotech companies large and small to enable Fragile X development programs.

A Few Examples

- The FRAXA Drug Validation Initiative (FRAXA-DVI) in Santiago, Chile, provides speedy, cost-effective pre-clinical testing of potential Fragile X treatments. Through FRAXA-DVI we partner with pharmaceutical companies to test their compounds in Fragile X. Over 100 compounds have been validated to date, leading to many clinical trials.
- FRAXA contracted with Healx, a UK-based drug repurposing company, to use artificial intelligence to generate a list of promising available drugs, singly and in combinations, to tackle Fragile X. Based on this study with FRAXA, Healx was able to launch their global Rare Treatment Accelerator program which aims to repurpose drugs for 100 rare diseases.
- When Tetra Pharmaceuticals developed a promising PDE4D inhibitor with potential to treat Fragile X, FRAXA provided preclinical testing and funded a successful phase 2 clinical trial. A phase 3 trial is expected to begin within months.

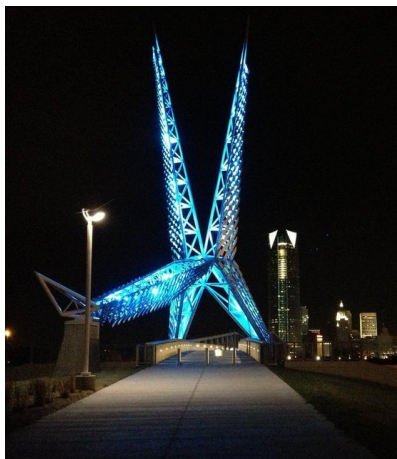
What FRAXA does goes far beyond what most people think of as “research.” We are running a massive engineering project. We are constantly troubleshooting this complex project and making adjustments.

We have now validated dozens of potential therapeutic strategies which are ready for clinical trials.

FRAXA RESEARCH

3 Areas of Focus

1. **Gene Therapy and Protein Replacement** Reversing Fragile X at its core, by reactivating or repairing the silenced gene
2. **Translational Research** Repurposing available medications for Fragile X
3. **Clinical Trials** Funding treatment trials of new and available drugs for people who have Fragile X



SPONSORSHIP OPPORTUNITIES

SPONSORSHIP BENEFITS	SPONSORSHIP OPPORTUNITIES			
	GOLD \$1,000	PREMIER \$2,500	PLATINUM \$5,000	ELITE \$10,000
Inclusion In Official World Fragile X Day Promotions	✓	✓	✓	✓
Social Media Campaign Recognition	✓	✓	✓	✓
Recognition On World Fragile X Day And FRAXA Websites	✓	✓	✓	✓
Logo On Event T-Shirt For Purchase By The Community	✓	✓	✓	✓
Volunteer Opportunities	✓	✓	✓	✓
Inclusion In Event Recaps On Social Media, Website, And Email Blasts	✓	✓	✓	✓
Invitation To Virtual Gathering Of Researchers And Industry Leaders	✓	✓	✓	✓
1:1 Access To Top Experts In The Fragile X Field		✓	✓	✓
Logo On Promotional Email Blasts		✓	✓	✓
Named FRAXA Research Award			✓	✓
Generously Featured In Official World Fragile X Day Promotions			✓	✓
Feature 1:1 Interview With FRAXA				✓
Custom Opportunities - Talk To Us!				✓

Landmarks Confirmed For 2021

UNITED STATES

RSA Battle House Tower, AL
Trustmark Bank Building, AL
Van Antwerp Building, AL
RSA Plaza & Tower, AL
RSA Dexter Avenue Building, AL
Union Plaza, AR
Tucson's Historic 4th Avenue Underpass, AZ
M on Box Springs Mountain, CA
Los Angeles US Bank Tower, CA
140 New Montgomery, CA
McNichols Civic Center Building, CO
Delaware State Capitol Building, DE
The Wheel at ICON Park, FL
King and Queen Towers, GA
Aloha Tower, HI
875 North Michigan Avenue, IL
Wrigley Building, IL
Regions Tower, IN
Martin Luther King, Jr. Memorial Bridge, IN
Shawnee City Hall, KS
Flint Hills Discovery Center, KS
Mercedes-Benz Superdome, LA
Leonard P. Zakim Bunker Hill Memorial Bridge, MA
Kenneth F. Burns Memorial Bridge, MA
Medford City Hall, MA
Longfellow Bridge, MA
Fore River Bridge, MA
Baltimore City Hall Dome, MD
Baltimore Center Stage, MD
Portland City Hall, ME
Troy City Hall, MI
I-35W Saint Anthony Falls Bridge, MN
Sperry Tower, MN
Lowry Avenue Bridge, MN
France Ave, MN
Forrest Roots Bar, Grill & Bottle Shop, MO
Strawberry's Mid-Town Recreation Inc., MO
James S. McDonnell Planetarium, MO
Charlotte's NASCAR Hall of Fame, NC
Romare Bearden Park, NC
Wells Fargo Duke Energy Center, NC
Alerus Center, ND
Bob Kerrey Pedestrian Bridge, NE
Las Vegas City Hall, NV
Mid-Hudson Bridge, NY
The Helmsley Building, NY
Tower280, NY
Legacy Tower, NY
The Penthouse at One East Avenue, NY
The Metropolitan, NY
3 City Center, NY
Rochester Riverside Convention Center, NY
Xerox Tower, NY
The Electric Tower, NY
Tuckahoe Village Hall, NY
Pier 17, NY
Library Tower, NY
Yonkers City Hall Clock Tower, NY
Terminal Tower, OH
University East Building, OH
Skydance Bridge, OK
Union Street Railroad Bridge, OR
Philadelphia's Cira Centre, PA
Philadelphia's One & Two Liberty Place, PA

Philadelphia's Ben Franklin Bridge, PA
Philadelphia's FMC Tower, PA
Trenton Makes The World Takes, PA
Gulf Tower, PA
Koppers Building, PA
Sakonnet River Bridge, RI
Korean Veterans Memorial Bridge, TN
Metro Nashville Courthouse, TN
Houston City Hall, TX
Montrose Bridges over Highway 59, TX
TX: Alamo Quarry Smokestacks, TX
Clark Nexsen Building, VA
Two Union Square, WA
Seattle's Evergreen Point Floating Bridge, WA
Columbia Center, WA
The Pfister Hotel, WI

AUSTRALIA

Telstra Tower, ACT
National Carrillon, ACT
Old Parliament House, ACT
Manly Town Hall, NSW
Newcastle City Hall Clock Tower, NSW
Fragile X Association of AUS HQ, NSW
Albury Entertainment Centre, NSW
Gateway Bridge, QLD
Victoria Bridge, QLD
Story Bridge, QLD
King George Square, QLD
Mount Coot-tha Observatory, QLD
Brisbane Town Hall, QLD
Brisbane Treasury Casino, QLD
Brisbane Convention & Exhibition Centre, QLD
Victoria Park, QLD
Broadbeach Sign, QLD
Surfers Paradise Sign, QLD
Munro Martin Parklands, QLD
The Reef Hotel Casino, QLD
Mackay Council Chambers, QLD
Rockhampton Riverbank Heritage Façade, QLD
Victoria Street Bridge, QLD
City Hall Annex, QLD
Strand Fountain, QLD
Queensland Country Bank Stadium, QLD
SkyPoint Observation Deck, QLD
Reddacliff Place sculptures, QLD
Townsville Sign, QLD
Adelaide Festival Centre, SA
Adelaide Town Hall, SA
SA Power Networks Building, SA
Riverbank Footbridge, SA
City of Launceston Town Hall, TAS
paranple convention centre, TAS
Cardinal Lights, TAS
Railway Roundabout Fountain, TAS
Kennedy Lane, TAS
Elizabeth Mall, TAS
Wrest Point Casino, TAS

Franklin Square Fountain, TAS
Lake Wendouree Fountain, VIC
Eureka Memorial Park Fountain, VIC
Wodonga Water Tower, VIC
Monash Park Tree, VIC
Council Offices, VIC
The Warrnambool Art Gallery, VIC
Lighthouse Theatre, VIC
Archie Graham Community Centre, VIC
Melbourne Star, VIC
Flinders Street Railway Station, VIC
Melbourne Town Hall, VIC
Old Treasury Building, VIC
Bolte Bridge, VIC
Bendigo Conservatory Building, VIC
Ballarat Town Hall Clock Face, VIC
Mooroopna Water Tower, VIC
Catanary Lights, Geelong, VIC
West Gippsland Arts Centre, VIC
The Bell Tower, WA
Matagarup Bridge, WA
Perth Concert Hall, WA
Council House, WA
His Majesty Theatre, WA
Queens Park Theatre, WA
Sky Ribbon Bridge, WA
Mounts Bay Bridge, WA
Yagan Square, WA
Elizabeth Quay Bridge, WA
Mandurah Bridge, WA
Northbridge Tunnel, WA
Joondalup Drive Bridge, WA
Crown Metropol Perth, WA
Perth Convention and Exhibition Centre, WA

CANADA

Niagara Falls
CN Tower
High Level Bridge
RBC Convention Centre
BC Place
Port Moody City Hall
Calgary Tower
Halifax City Hall
Science World Dome

CHILE

IEB, University of Chile
CABO Building

IRELAND

Limerick City and County Council Offices
Mansion House

NEW ZEALAND

Oamaru Opera House
Michael Fowler Centre

United Kingdom

The Ness Bridge
Edinburgh - Camera Obscura



FRAXA Ambassador Kelly Menke Randels Coleman pictured above with her son, Cody Randels who has Fragile X and her late father, John Menke, prior to his passing from FXTAS.

OUR IMPACT TO DATE

In 1994, parents Katie Clapp, Michael Tranfaglia, MD, and Kathy May founded FRAXA Research Foundation committed to finding a cure for Fragile X.

Since that time, FRAXA has become the global leader for funding the cure.

FRAXA has funded more than \$30 million in biomedical research globally, yielding discoveries that are changing the lives of families coping with Fragile X.

Learn more about our impact at fraxa.org.

\$30,692,922

Direct Investment in
Fragile X Research

612

Research Grants
Awarded

19

Countries are Home
to Research Teams

5

Ongoing Fragile X
Clinical Trials and
Studies

31

Pharmaceutical and
Biomedical
Partners

4

Gene Therapy and
Protein Replacement
Studies