



# 2026 Partnership Opportunities

## COMMUNITY • AWARENESS • EDUCATION • PROGRESS • FUNDING

The mission of Cure Multiple Myeloma Corporation (CMMC) is to help build a Metro Detroit myeloma community, which can support patients and caregivers and to help fund next generation multiple myeloma treatments to extend patients' lives in pursuit of a cure, including funding local clinical trials. CMMC, a 501(c)(3), is the number one private funder of multiple myeloma research in the Detroit area. Among other events, CMMC hosts ongoing "Ask the Doctor Discussions" where patients interact with myeloma specialists online or in a casual breakfast setting.

## Ask the Doctors Discussion Series & Wine & Dine in the D

### Platinum Plus Partner

**Includes both Ask the Doctor Discussion and Wine & Dine in the D.**  
*1 available*

### Platinum Level

**Platinum Partner is only available for Wine & Dine in the D.** *1 available*

### Gold Level

**Gold Partner is available for Ask the Doctor Discussions, Wine & Dine in the D, or BOTH.** *4 available*

### Silver Level

**Silver Level Partner is available for Ask the Doctor Discussions, Wine & Dine in the D, or BOTH.** – *Multiple available*

### Bronze Level

**Bronze Level Partner is available for Ask the Doctor Discussions, Wine & Dine in the D, or BOTH.** – *Multiple available*

**Be a Partner for both events and receive more exposure!**  
**Benefits for all Partner levels are listed on pages 3 & 5.**

# Ask the Doctor Discussion Series



Ask the Doctor Discussions are intimate (up to 20 guest) open forum patient/physician meetings designed to address an under-served patient population with both community doctors and Multiple Myeloma Research Consortium physicians. Hosted by Cure Multiple Myeloma Corp., these educational sessions review advancements in research, new drug therapies available and the quickly changing myeloma landscape. It is a grassroots platform to build an engaged myeloma community of patients in Michigan. Most of the discussions will be in person, with a Zoom option for patients unable to attend.

## FEATURED SPECIALISTS:

- **Dr. Craig Emmitt Cole**, Assistant Professor Dir of Clinical Trials Program Hematology/Oncology, MSU College of Human Medicine, Karmanos Cancer Institute McLaren Greater Lansing
- **Dr. Philip Kuriakose**, Senior staff physician at Henry Ford Health in cancer and an associate professor at Wayne State University Medical School
- **Dr. Jeffrey Margolis**, Hematologist and Oncologist, President of Michigan Healthcare Professionals, P.C., and Professor of Oncology at Oakland University William Beaumont School of Medicine
- **Dr. Matthew Pianko**, Clinical Assistant Professor of Internal Medicine, Division of Hematology/Oncology Rogel Cancer Center, University of Michigan Medical School
- **Dr. Joseph P. Uberti**, Professor of Medicine & Oncology Director, Blood & Marrow Stem Cell Transplant Program, Lambert Webber Endowed Chair of Stem Cell Research, Barbara Ann Karmanos Cancer Institute, Wayne State University
- **Dr. Jeffrey Zonder**, Professor of Oncology at Karmanos Cancer Institute, an MMRC Center/Wayne State University School of Medicine



## 2026 Ask the Doctor Discussion Dates\*

**April 15**  
9:00AM

**Dr. Jeffrey Zonder**

Karmanos Cancer Institute's Lawrence and Idell Weisberg Cancer Center, Farmington Hills & via Zoom

**May 5**  
8:00AM

**Dr. Philip Kuriakose**

Vistatech Center at Schoolcraft College, Livonia & via Zoom

**June 25**  
8:30AM

**Dr. Matthew Pianko**

Weber's Boutique Hotel, Ann Arbor and via Zoom

\*Dates pending for these doctors: **Dr. Craig Emmitt Cole, Dr. Jeffrey Margolis, and Dr. Joseph Uberti.**

None of our Featured Specialists are paid for their participation. Contact Annie Kruse for additional information (734)649-4987 or [annie@curemultiplemyeloma.org](mailto:annie@curemultiplemyeloma.org)

# Ask the Doctor Discussion Series

## PARTNER BENEFITS

All Ask the Doctor Discussion Partner levels receive the benefits listed under the Bronze Level.

### Bronze Partner Level benefits:

**\$3,000/\$4500 COMBO**

- Invitation to attend three (3) discussions (*one guest per discussion, whether session is in person or virtual*).
- Acknowledgment of Partner Level during breakfast program.
- Logo inclusion on printed and digital/online marketing/social media.
- Logo placement on educational session signage at Partner Level.
- Opportunity to share educational materials at three (3) discussions.
- Logo placement on all e-Newsletters at Partner Level. *Qty is 7-8 with a distribution to over 800.*
- Logo placement on CMMC Ask the Doctor Discussion website page Partner Level.
- A link to additional information from Partner on the CMMC website Resources page

### ++Silver Partner Level extra benefits:

**\$5,500/\$8,500 - COMBO**

- Invitation to attend all discussions (**one guest** per discussion if session is in person, unlimited virtual guests).
- Opportunity to share educational materials at **all** discussions.

### ++Gold Partner Level extra benefits:

**\$10,500/\$16,000 COMBO**

- Invitation to attend **all discussions** (**two guests** per discussion if session is in person, unlimited virtual guests).
- One article in one of the e-newsletters. *Copy can come from Partner or, CMMC can write article based on information from Partner.*
- Opportunity to share educational materials **at all discussions**.
- Opportunity to speak for three to five minutes at one (1) discussion – date of your choice.

### ++Platinum Plus Partner Level extra benefits:

- Invitation to attend **all discussions** (**two guests** per discussion if session is in person, unlimited virtual guests).
- One article in one of the e-newsletters. *Copy can come from Partner or, CMMC can write article based on information from Partner.*
- Opportunity to share educational materials **at all discussions**.
- Opportunity to speak for three to five minutes at one (1) discussion – date of your choice.



**OCTOBER 1, 2026 | DOWNTOWN DETROIT**

### **ABOUT WINE & DINE IN THE D**

Wine & Dine in the D is a two-part event that includes an educational panel discussion by prominent myeloma doctors, followed by a “Wine & Dine” evening, featuring delicious food and beverages from some of Detroit’s finest restaurants. Approximately 400 community members, patients, caregivers and key opinion leaders in the myeloma community attend Wine & Dine in the D annually. We bring together specialists from around the country for the panel discussion and provide a platform for Metro Detroit patients and the community to learn about groundbreaking new treatments and speak directly to these leading doctors.

In order to reach more myeloma patients and help close the gap of treatment disparities among the African American community, we reach out to local community hospitals and support groups to make them aware of this event. Due to our generous sponsors, attendance at Wine & Dine in the D is available at a reduced rate to myeloma patients and their caregivers. It is an evening to educate about myeloma, raise funds for research and inspire.

This year’s Educational Panel Discussion is led by esteemed multiple myeloma specialists from our Ask the Doctor Discussion Series.

Following the discussion, patients are treated to cuisine from some of Metro Detroit’s finest restaurants, live jazz music, a silent auction and more. Participants stroll through the event, interacting with the doctors, sponsors and restaurant and winery representatives. Not only is this an educational event, it is also a special evening out for patients and their advocates. Please note that none of our panelists are paid for this event.

This year’s event will take place at the historic Fort Pontchartrain Hotel, a landmark in downtown Detroit. The Fort Pontchartrain by Wyndham Hotel is newly renovated with gorgeous views of the Detroit River and Windsor, Canada.



# PARTNER BENEFITS

**All Ask the Doctor Discussion Partner levels receive the benefits listed under the Bronze Level.**

## **Bronze Partner Level benefits:**

**\$3,000/\$4500 COMBO**

- **Name recognition at Partner level on video screens and signage on-site at Wine and Dine in the D**
- **4 Patron Tickets to the event**
- **Admission to the special Doctor Roundtable Discussion**
- **Recognition on the Cure Multiple Myeloma website**
- **Display area at event for literature, signage, etc.**

## **++Silver Partner Level extra benefits:**

**\$5,500/\$8,500 - COMBO**

- Name recognition Silver Level Partner on printed and electronic materials; in marketing and promotions.
- Name recognition on CMMC special eblasts via social media channels.
- **Quarter Page Ad** in printed program (4"x2 1/2").
- **8 Patron Tickets** to the event
- Admission to the special Doctor Roundtable Discussion.
- Reserved Table for you and your guests.

## **++Gold Partner Level extra benefits:**

**\$10,500/\$1600 COMBO**

- Recognition as Gold Level Partner on printed and electronic materials; in marketing and promotions
- Opportunity to **meet face-to-face with up to four of the participating doctors for 20 minutes** before or after the Multiple Myeloma discussion. *Partner will have individual time with the doctors in a breakout room at the event hotel.*
- Name recognition on CMMC special eblasts via social media channels.
- **Half Page Ad** in printed program (4"x5")
- **12 Patron Tickets** to the event
- Admission to the special Doctor Roundtable Discussion
- Reserved Tables for you and your guests
- One luxury room at the event Hotel for the night of the event

## **++Platinum Partner Level extra benefits:**

**\$17,500**

- Recognition as Platinum Partner on printed and electronic materials; in marketing and promotions.
- Opportunity to **meet face-to-face with up to six of the participating doctors for 30 minutes** before and/or after the Multiple Myeloma discussion. *Partner will have individual time with the doctors in a breakout room at the event hotel*
- Name recognition on CMMC special eblasts via social media channels.
- **Full-Page Ad** in printed program (8"x5").
- **16 Patron Tickets** to the event
- Admission to the special Doctor Roundtable Discussion
- Reserved Tables for you and your guests
- One luxury room at the event hotel for the night of the event



# 2026 Partnership Opportunities

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## Registration Form

If mailing a check, please check the preferred **PARTNER** option and then complete the information below.

### Company Information:

Company Name: \_\_\_\_\_  
 Contact Name: \_\_\_\_\_  
 Mailing Address: \_\_\_\_\_  
 City, State, Zip: \_\_\_\_\_  
 Phone: \_\_\_\_\_  
 Email: \_\_\_\_\_

### Payment Information:

Total Amount: \$ \_\_\_\_\_  
 • Check #: \_\_\_\_\_  
 • Credit Card #: \_\_\_\_\_  
 (if different than address above)  
 Zip: \_\_\_\_\_  
 Exp. Date: \_\_\_\_\_ CVV Code: \_\_\_\_\_

### Checks payable to Cure Multiple Myeloma Corp.

Please send response to: Cure Multiple Myeloma Corp., C/O  
 AJR Development 40220 Grand River Ave, Novi MI 48375

Questions can be directed to: Annie Kruse, Event Planner at  
 annie@curemultiplemyeloma.org or by phone at 734-649-4987.

### For Partner Levels with Ads, please send the following:

- High-resolution company logo for signage and program.
- Camera-ready Ad for the program - for Silver Level and above.

Please check the Activity & Partner Level below.	
<b>ASK THE DOCTOR DISCUSSION (ADD)</b>	
Gold Partner	<input type="checkbox"/> \$10,500
Silver Partner	<input type="checkbox"/> \$5,500
Bronze Partner	<input type="checkbox"/> \$3000
<b>WINE &amp; DINE IN THE D (WDD)</b>	
Platinum Partner	<input type="checkbox"/> \$17,500
Gold Partner	<input type="checkbox"/> \$10,500
Silver Partner	<input type="checkbox"/> \$5,500
Bronze Partner	<input type="checkbox"/> \$3,000
<b>COMBO—ADD + WDD</b>	
Platinum Plus Partner	<input type="checkbox"/> \$22,000
Gold Partner	<input type="checkbox"/> \$16,000
Silver Partner	<input type="checkbox"/> \$8,500
Bronze Partner	<input type="checkbox"/> \$4,500

This form serves as a contract between the conference registrant and Cure Multiple Myeloma Corp. Payment for the services provided by Cure Multiple Myeloma Corp is the responsibility of the event sponsor. Payment in full will remain due if the registrant is absent or cancels after the deadline date. The event sponsor agrees to these terms and the contract becomes active upon Cure Multiple Myeloma Corp receiving the completed registration. Registration contracts will be held at the Business Office of Cure Multiple Myeloma Corp.