



EMPOWERING PATIENT VOICES™

PATIENT TALK-DRIVEN RELATABLE EMPHASIZING CONNECTION

2026 Sponsor Prospectus

An initiative of Hope in Pain, Inc.

Migraine Meanderings (a dba of Hope in Pain)

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“Seeking to encourage and support patient advocacy from a peer-to-peer, patient-centric perspective.”

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NON-PROFIT INFORMATION

- ❖ Hope in Pain, Inc. is a registered 501(c)(3) public charity.
- ❖ Migraine Meanderings, our patient-facing organization, is a dba of Hope in Pain, Inc.
- ❖ All sponsorship funding requests are for fiscal year 2026.
- ❖ All sponsors are provided the same or similar benefits within the same sponsorship level & project.

Thank you for considering partnering with us in 2026 as we reach more people who live with migraine with current, evidence-based information and support.

ORGANIZATION

Payments should be sent to:

Hope in Pain, Inc.

2618 San Miguel Drive, #272
Newport Beach, CA 92660

Contact Information:

Shoshana Lipson

President & Executive Director

949-375-2446

shoshana.lipson@hopeinpain.org

www.HopeInPain.org

www.MigraineMeanderings.com

2025 SUMMARY REACH

Social Media Channels 2025

- **Impressions** – 1,262,194
- **Reach** – 3,415,700 (up from 2024: 992,650) – 244% increase
- **Engagements** – 251,971 (up from 2024: 229,516) 9.78% increase
- **Engagement rate** – 7.38% (industry standard is 3 -5%)
- **Video views** – 624,676 (up from 2024: 311,811) - 100.34% increase
- **Followers** – 55,673 (Up from 2024: 41,533) - 34% increase (includes 2 Facebook groups w/38,300 members)

>3.45M: Collective Social Media Reach

Find us on:



- **Website:** 42,660 visitors per month (last 6 months) – 38.8% increase
- **Newsletter:** 6k subscribers – 122% increase 37% open rate

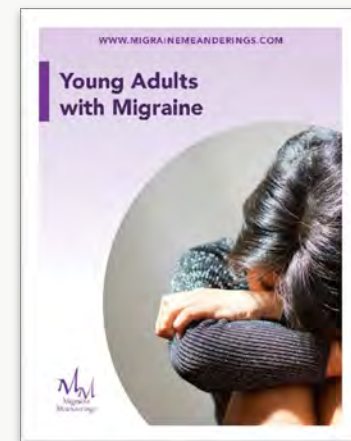
INDUSTRY SPONSORSHIP OVERVIEW

All our sponsored projects are customizable to allow for maximum benefit to our valued industry partners. Utilizing our branded terms, **Real Voice of Migraine™**, **Let's Talk Migraine™** and **Empowering Patient Voices™**, our projects seek to address multiple goals, such as:

- ❖ Raising awareness about migraine disease
- ❖ Helping with disease management
- ❖ Reducing stigma
- ❖ Addressing access barriers
- ❖ Combatting misinformation

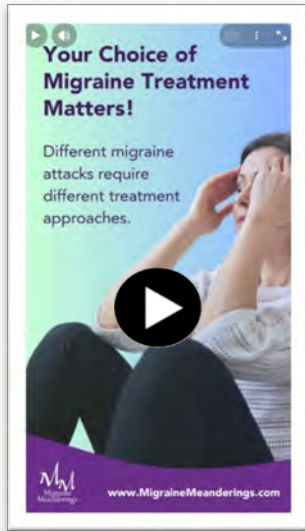
Our sponsored projects are offered at a variety of price points, and include a variety of deliverables, plus optional add-ons, such as social media posts, live events, videos, blogs, informational website pages, patient resources, branded links, and more. The exact deliverables for each project are determined together with our sponsors, in order to maximize the sponsor outcomes and goals. Project pricing generally ranges from \$10K-\$60K.

In addition to the creation of patient resources such as the **Migraine Treatment Toolbox** and the **Migraine Action Plan**, our projects often focus on under-represented demographics such as men, young adults, adolescents and seniors. This focus enables us to maximize the outcome and our mutual goals, as we seek to improve disease management and quality of life for those whose voices often are not heard.



Detailed Project Report
(27 pages)





INDUSTRY SPONSORSHIP DELIVERABLES

Overview of Deliverables

Live Q&A Webinar - \$5,000

- ❖ Listing on Migraine Meanderings sponsors' page with link
- ❖ Live webinar – sponsor input on topic, participant(s), and questions
- ❖ 1 x video clip or quotes from webinar posted on social media
- ❖ 1 x summary blog

Dedicated Webpage - \$15,000

- ❖ 1 x professionally designed dedicated landing page with sponsor's logo
- ❖ Information written/reviewed by a physician
- ❖ Links to resources, blogs, videos, and FAQs

Sponsor Annual Patient Survey - \$10,000-\$25,000 (multi sponsor op)

- ❖ Topic & questions determined with sponsor – sent to community – summary report

Newsletter - \$1,000

- ❖ Feature your project in our monthly newsletter (everything gets promoted in the newsletter - move up to previous page)

INDUSTRY SPONSORSHIP DELIVERABLES *(cont.)*

Focus Groups With Patients - \$10,000

- ❖ Focus groups with 10 – 15 patients total. (Optional add-on: one-on-one patient interviews). Qualitative analysis of data
- ❖ Topics and questions determined together with sponsor

Pre-recorded interview - \$3,000

- ❖ HCP or patient advocate
- ❖ Chosen with sponsor
- ❖ Video clip and quote
- ❖ Edited interviews share across social media channels

Blog - \$1,000

- ❖ Blog with branded or unbranded links; written by the Hope in Pain team with sponsor review
- ❖ Topic determined together with sponsor

Social Media Awareness Campaign - \$5,000

- ❖ Options can include video clips from webinars, patient and HCP quotes, patient advocate with or without b-roll, static images, and informational carousel posts

Social Media Post - \$1,000, Reel \$2,000

- ❖ Topical static social media post
- ❖ Topical state social media post/reel



PROJECT SPONSORSHIP OPPORTUNITIES

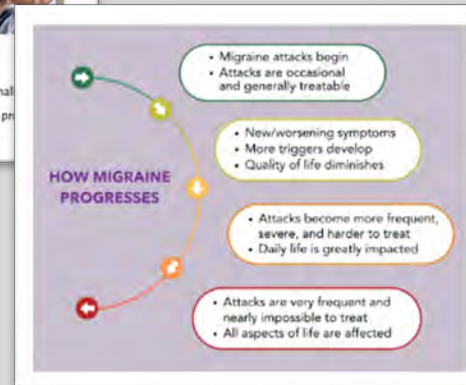
Stages of Life with Migraine

This new initiative from Migraine Meanderings focuses on migraine in different stages of life:

- Migraine During Childhood - [LEARN MORE](#)
- Migraine During Adolescence - [LEARN MORE](#)
- Young adulthood
- Young professionals
- Pregnancy & lactation
- **NEW!** Migraine During Perimenopause & Menopause - [LEARN MORE](#)
- Seniors




Utilizing interviews from our medical advisors and other headache specialists, *Stages of Life with Migraine* looks at the challenges faced by people in each of these stages of life including best practices, tips and ideas, treatment options, and stigma. The project includes:



Men with Migraine

The 3 Tips for Managing Attacks



The best advice

Qasim

MIGRAINE TREATMENT RESOURCES – *sponsored project*

Project Overview

Create cobranded resources for both HCPs and patients. Work with sponsor on compliance, materials for HCPs to be distributed by sponsor. Materials for patients developed and distributed to our online patient community through our social media channels, allowing for patient-up-to-provider information.

The ***Migraine Treatment Toolbox*** and ***Migraine Action Plan***, both validated by our medical advisory board, are comprehensive multi-page documents. The Migraine Treatment Toolbox empowers patients and HCPs with current, evidence-based migraine treatment options. The Migraine Action Plan encourages HCP-patient partnership, while providing a detailed plan of action for patients after they have left their doctor's appointment. Both resources include information on:

- ❖ Preventive, acute and rescue medications
- ❖ FDA-cleared non-invasive medical devices
- ❖ Integrative treatments
- ❖ Over-the-counter supplements
- ❖ Lifestyle modifications

Sponsor Benefits & Deliverables

- ❖ Deliverables and cost depend on sponsorship details.



STAGES OF LIFE WITH MIGRAINE – *sponsored project*

Project Overview

Migraine can change throughout a patient's lifetime. Understanding the age-specific challenges in each stage of life is critical to improve quality of life and minimize chronification. This project utilizes certified headache specialists to provide current, evidence-based information as patients navigate the migraine journey. Stages of life covered include:

- ❖ Children*
- ❖ Adolescents*
- ❖ Young Adults (pending)
- ❖ Peri-Menopause & Menopause*
- ❖ Pregnancy & Lactation
- ❖ Mid-career (35 – 55)
- ❖ Seniors

** Already sponsored & completed*



Sponsor Benefits & Deliverables

- ❖ Utilize new or existing webinar with a headache specialist
- ❖ New website page with sponsor logo/banner and link
- ❖ Review of FAQs on the website page and option to add FAQs
- ❖ Short video clips from the event posted across social media
- ❖ Social media posts and carousels using event content
- ❖ Unbranded summary blog from webinar or recorded video

CUSTOM SPONSORED PROJECTS

Sample Project Concepts & Overview

Our custom projects range from \$10,000 to \$60,000+ and our leadership team will work with you to create a customized advocacy or educational project with targeted deliverables. The sample projects below represent just a few of the possibilities:

“Speak Up, Speak Out” - Don’t Struggle Alone

- ❖ Patient-HCP roleplay scenarios
- ❖ Social media awareness campaign

Migraine Terminology & Migraine 101

- ❖ Videos to reach the undiagnosed & under-treated
- ❖ Reach patients earlier in the migraine journey
- ❖ Focus on health literacy
- ❖ Social media awareness campaign

Migraine in the ER & Urgent Care

- ❖ Resources on how to stay out of the ER
- ❖ Social media awareness campaign

Ask the Headache Specialist

- ❖ Dedicated webpage with certified headache specialists answering patient questions from our community



CUSTOM SPONSORED PROJECTS *(cont.)*

Discovering New Avenues for Managing Migraine

- ❖ Focus on combination & integrative treatment options
- ❖ Focus on hope for the migraine patient

Clinical Trial Awareness

- ❖ Overview of clinical trials and different phases
- ❖ Importance of real-world disease representation
- ❖ How to apply

Trigger Identification and Management

- ❖ Understanding migraine triggers
- ❖ The role triggers play in migraine attacks
- ❖ Triggers vs prodrome

Types of Migraine

- ❖ Education on different types of migraine
- ❖ Symptoms, treatment & management

Comorbidities

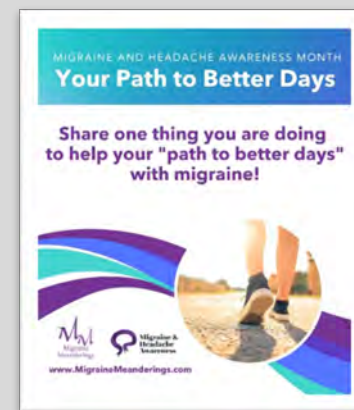
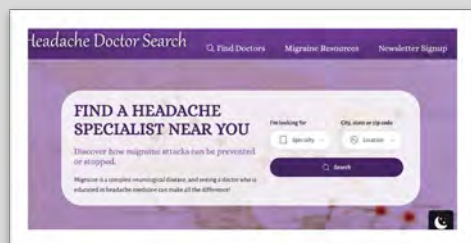
- ❖ Understanding the impact of comorbidities
- ❖ Obesity, fibromyalgia, autoimmune conditions, sleep disorders



NON-SPONSORED ACTIVITIES

In addition to our sponsored projects, our organization is committed to the following ongoing programs:

- ❖ **Websites:**
 - **Migraine Information & Advocacy:** <https://migrainemeanderings.com>
 - **Headache Specialist Locator:** <https://headachedoctors.net>
- ❖ **Migraine Behind the Mask:** an annual project in June for MHAM
- ❖ **Newsletter:** monthly opt-in email newsletter
- ❖ **Social Media:** daily posts across our channels





ABOUT US

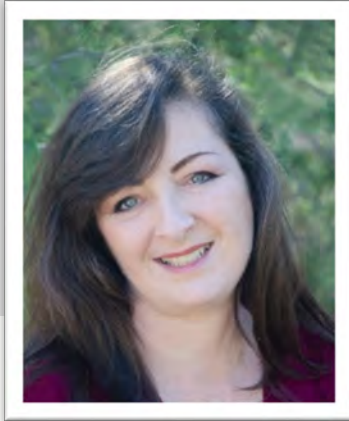
Empowering Patient Voices[™] is an initiative of **Hope in Pain, Inc.**, a 501(c)(3) public charity, which seeks to:

- ❖ Provide patient and caregiver-oriented advocacy, and support and education services focusing on chronic pain, migraine disease, and other headache disorders.
- ❖ Help people and their families affected by these conditions through social media outreach, websites, events, and educational materials.
- ❖ Empower patient voices and raise public awareness of disease symptoms, risk factors, and treatment options.
- ❖ Promote research to help treat, manage, and ultimately cure these conditions.
- ❖ Help “close the communication loop” among patients, health care professionals, and pharmaceutical and medical device companies to optimize patient care and disease management.
- ❖ **Migraine Meanderings**, a dba of Hope in Pain, is our patient-facing organization for resources and support.

Board Members: information can be found [HERE](#)

Medical Advisors: information can be found [HERE](#)

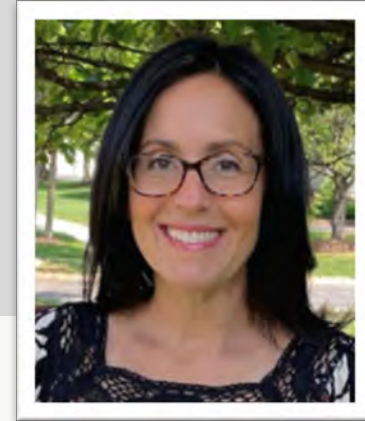
OUR PART-TIME TEAM



Shoshana Lipson
President & Executive
Director



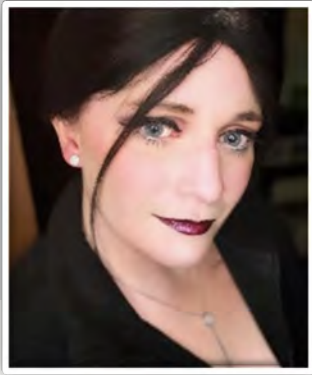
Lorene Alba
Communications &
Project Manager



Jessica Puterbaugh
Creative Design
& Website

- ❖ All three of us live with chronic migraine and work part-time for Hope in Pain as well as volunteering our time to help make a difference for people who live with this disease.

OUR VOLUNTEER TEAM



Auby Watson



Michelle Esclamado



Margie Persh



Sonia Gulahmad

❖ In addition to our part-time team, we have an invaluable team of volunteers. All our volunteers live with migraine but are passionate about helping make a difference in the lives of other people, as well as finding a purpose in the midst of pain. We are currently in the process of recruiting new volunteers and growing this dedicated team.


BRINGING MIGRAINE “OUT FROM THE SHADOWS”

Our organization is committed to **putting a real face to this disease**. We work to inspire people with migraine to find ways to thrive, not just survive, and to hold on to hope.

Thanks to the generous support from our industry partners we are able to **reach a large and engaged patient community, create educational resources for patients, and raise awareness** about this often-disabling disease.

In 2025, we completed a number of robust projects. We integrated our Empowering Patient Voices™ initiative into all of this work, allowing us to **maximize personalization and relevancy**, and create meaningful and long-lasting content.

With your help, we are **arming patients with the tools they need to be empowered**, as well as changing the way this disease is perceived.



“Migraine is an ever-changing presence in my life. I’m so grateful for the work of advocacy organizations like this, who have taught me so much about how to manage this unfortunate disease and reclaim my quality of life.”

—Migraine Meanderings
Facebook Group Member