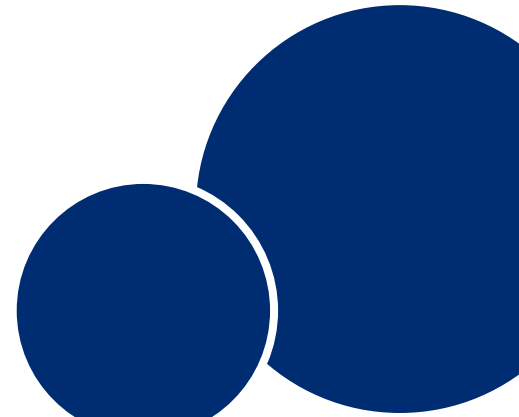


# Male Contraceptive Initiative

Intended Podcast Partnership Opportunities



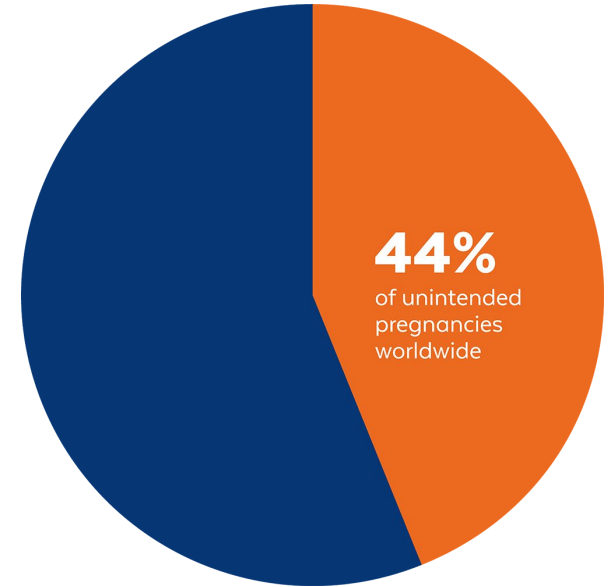
# Introduction

# The Challenge

Globally, there are around 87 million unintended pregnancies each year, the consequences of which many of us, and the world's total population grows by nearly 90 million annually. The connection between the two is clear, while the global population is growing at a staggering, unsustainable rate.

Despite the fact that family planning efforts (including contraception use) have increased over the past decades, there is still considerable demand even in the face of the abundance of female contraceptive methods.

**For men, contraceptives are virtually non-existent, with condoms and vasectomy as the only real options.**



# The Solution

Increasing the number of male contraceptive methods is the proverbial “low-hanging fruit” when it comes to empowering couples to decide whether or when to have children.

Developing these new male methods in response to what people want (i.e., non-hormonal, reversible methods)\* will help ensure initial and continued use, while reducing rates of unintended pregnancies.

**And that’s to everyone’s benefit.**

Addressing unintended pregnancies positively impacts every one of the UN’s Sustainable Development Goals.



\* - Male Contraceptive Initiative’s “Consumer Research Study”

# The Market

There are two questions that consistently come up during discussions around male contraception:

1. Will men want to use them?
2. Will women trust men to use them?

The existing research shows that the answer to both of these questions is a resounding YES:

- There is an estimated **17 million men\*** in the United States alone seeking alternative contraceptive methods
- **98% of women\*\*** say they would trust their male partner to be the contraceptive user



**17 MILLION  
MEN**  
are looking for contraception  
that fits their lifestyle &  
relationship

\* - Male Contraceptive Initiative's "Consumer Research Study"

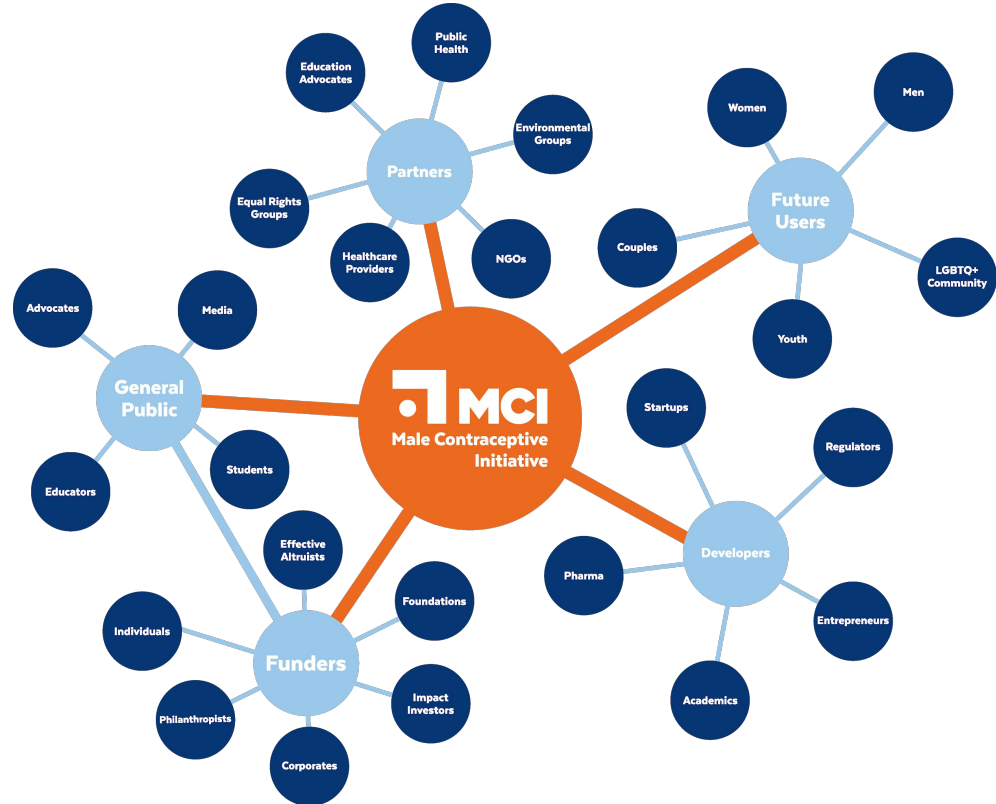
\*\* - "Would women trust their partners to use a male pill?" by A.F. Glasier, R. Anakwe, D. Everington, C.W. Martin, Z.van der Spuy, L. Cheng, P.C. Ho, R.A. Anderson Human Reproduction, Volume 15, Issue 3, March 2000, Pages 646-649, <https://doi.org/10.1093/humrep/15.3.646>

# About MCI

Male Contraceptive Initiative (MCI) is a global hub for entire non-hormonal, reversible male contraception ecosystem.

We work diligently to reimagine and bring an empowered, inclusive, choice-maximized world of contraception to people globally.

**Our work will make the world a better place by transforming the contraceptive landscape and addressing unintended pregnancies.**



# MCI's Approach

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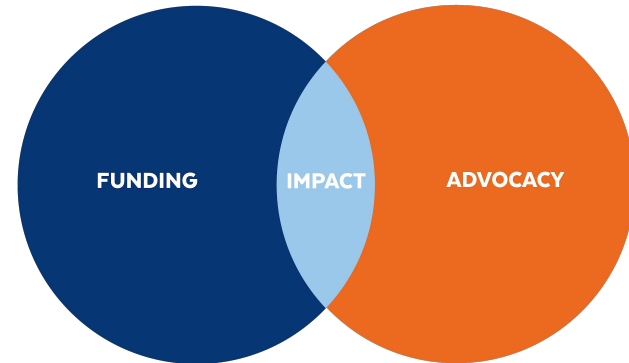
We have a bifurcated strategy to making novel methods of male contraception a reality:

## 1. Funding and Supporting Research and Development

We commit over 90% of our funding to activities supporting researchers in their work. These funds support male method development activities and provide professional training and mentoring opportunities.

## 2. Advocating for Male Contraception

MCI's robust marketing efforts (e.g., social media, events, filmmaking, market research, etc.) seed and foster conversations about and interest in new methods of non-hormonal, reversible male contraceptive while development work continues.



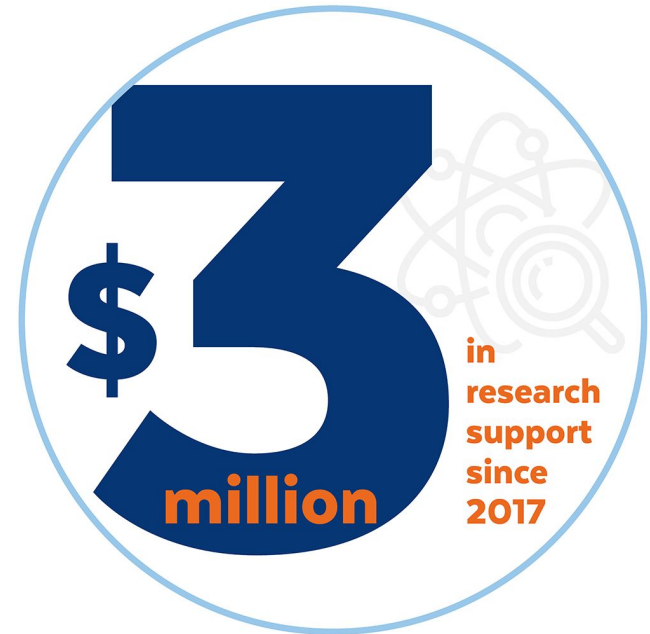
# MCI's Investments

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Our investments\* accelerate male contraceptives to market by promoting early-stage, high-reward research, established pre-clinical studies, and qualitative research that illustrates the need and demand for new male methods.

We have invested over **\$3 million** since 2017, and our portfolio includes small-molecule development, medical devices, and projects across the spectrum of targets and approaches.

We also focus on trainee support. We believe that the human pipeline is just as important as the drug development pipeline, so we sponsor young researchers to provide early career support in a neglected field.



\* - Visit [malecontraceptive.org/our-grantees/](https://malecontraceptive.org/our-grantees/) to meet and learn more about our grantees!

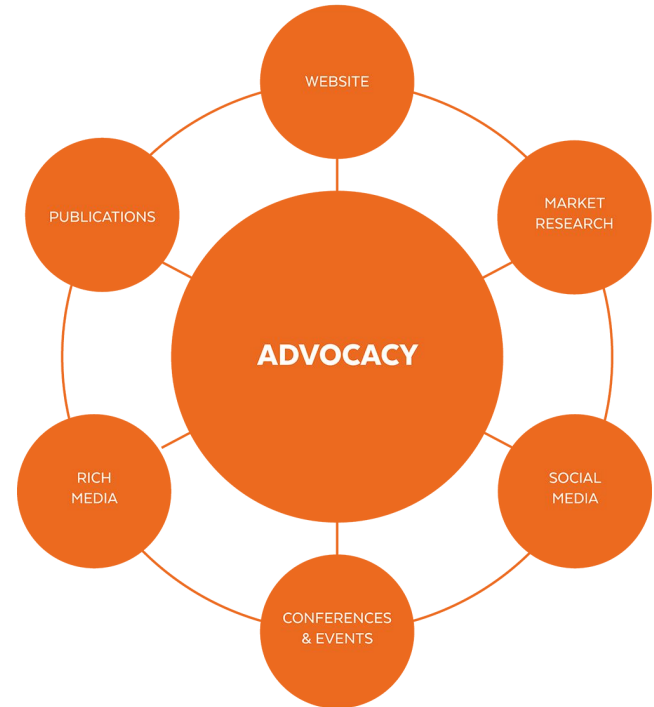


# MCI's Outreach

We take a holistic, human-centered approach to our communications efforts, seeking to capture and share individual perspectives around male contraception to build and reflect grassroots support for our mission.

Our multi-channel communications strategy ensures that our message resonates with a diverse and growing audience.

**Seeding conversations today will ensure uptake of new male methods when they are available tomorrow.**



Cooperation

# Cooperation

As a small, nimble nonprofit, we rely heavily on the support of engaged and enthusiastic partners. We seek to provide our grantees with flexibility that other funding mechanisms do not provide to them.

We know that their time is better spent in the lab, and we understand the importance, and potential impact, of every dollar. And we appreciate the timelines and constraints that our grantees face.

**We seek like-minded partners aligned with our vision and passionate about creating real impact in the world.**



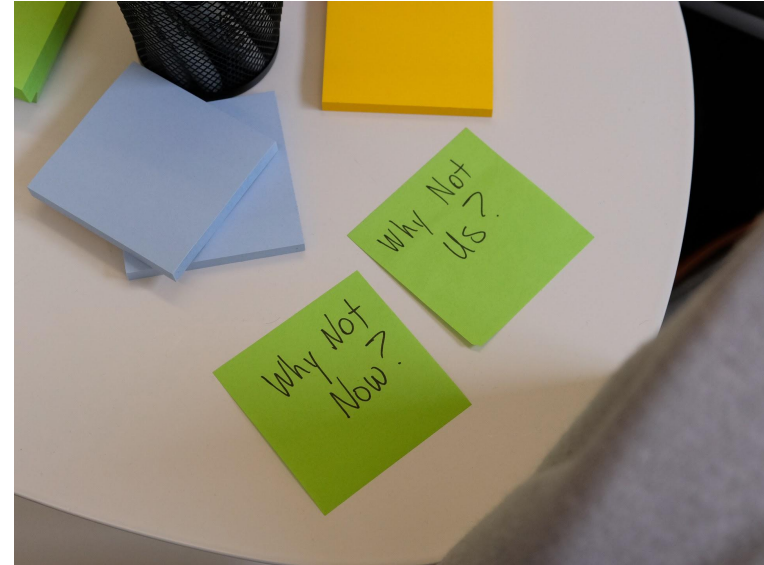
MCI's collaborative network (aka "Team Science") ideating ways to accelerate male contraceptive research activities

# Cooperation

One of our greatest strengths is our flexibility in creating funding opportunities for the research community. We are active voices in the sector and have a keen understanding of the work being done in the nonhormonal, reversible male contraception space.

We are free from many of the constraints that affect larger foundations and public funders. Our portfolio of grantees is intentionally limited so that we can provide support and attention above and beyond funding to assist them.

**We often refer to our group as the MCI Family, and believe this closeness drives sustainable impact.**



# Partnership Opportunity

# “Intended” Podcast Sponsorships

# About the Show

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A podcast from Male Contraceptive Initiative, produced by Logan Nickels and Kevin Shane. *Intended* asks the question – If nearly half of all pregnancies are still unintended, why don't we have more male birth control options?

Unraveled over the course of a multi-part first season, **Intended** brings scientists, historians, and couples together to understand the past, present, and future of contraception for men in an immersive audio exploration.

Featuring 50+ interviews with researchers, subject matter experts, and everyday men and women, **Intended** provides a 360-degree view of male contraception.



# Partnership Overview - Intended

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We will work with each funding partner to customize their promotion across MCI's platforms based on individual needs. However, the following promotional package is included for our sponsors of **Intended**:

- **In-show Advertisements:** presenting sponsors will be mentioned as the during the introduction of the show, and we will work with your team to develop promotional ads that will air multiple times in every episode
- **Logo placement:** your logo featured on MCI's website and select collateral, as well as on all promotional materials related to Intended
- **Press release:** your support highlighted in a press release for the award
- **Social media shout-outs:** promotional posts highlighting your support on MCI's Facebook, Instagram, and Twitter feeds





# Partnership Tiers & Specifics

We have tiers of sponsorship opportunities available for our **Intended** supporters.

In addition to the sponsorship elements by tier, our partners will also be prominently featured in all promotional materials for the show and receive acknowledgement of their support on MCI's platforms for a full year.

## PRESENTING SPONSOR

"Presented by" mention in each episode

4x :30 ads per episode // **32 total**

6x social media posts per month // **72 total**

Press Release mention

Logo featured on the Intended web page

**\$5,000**

## SPONSOR

2x :30 ads per episode // **16 total**

3x social media posts per month // **36 total**

Logo featured on the Intended web page

**\$3,000**

## SUPPORTER

1x :30 ads per episode // **8 total**

1x social media posts per month // **12 total**

Logo featured on the Intended web page

**\$2,000**

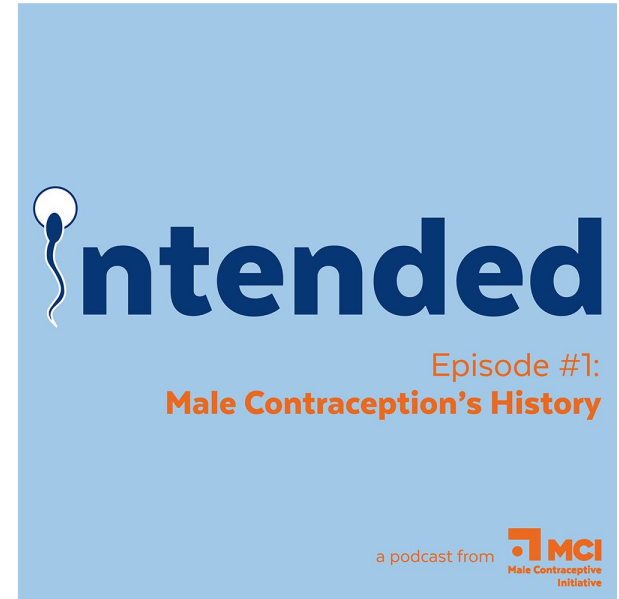
# Episode #1

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The first episode of **Intended** is a two-part exploration of the history of male contraception, and features interviews with Dr. John Amory, Dr. John Riddle, Dr. David Sokal, Esther Katz, Dr. Greg Kopf, and more.

The episode shares an overview of male contraceptive efforts and innovations from prehistory through to the modern era.

**Click on the image to listen to the first part of Episode 1.**



# Impact Testimonials

# In Their Words

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The methods that we are investing in, are years away from being available on the market. There is no getting around that fact. Investing in male contraception requires patience, persistence, and passion.

Despite the development timelines, our investments are still having tremendous impact today, both in advancing research and development activities and in supporting practitioners in the field.

The following slides share testimonials from our grantees and fellows so you can hear directly from them what your support means.



# MCI Seed Grant Recipient

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Progress in male contraceptive development is really needed, and empty promises or claims should essentially be avoided. Advocacy is critical and thanks to the efforts of both the government (e.g., the NICHD Contraceptive Branch) and private sectors (e.g., MCI), the short- and long-term goals appear to be under development.

Of course, a bright future in this area depends on hard work and perseverance of all parties involved.

Dr. Wei Yan  
University of Nevada, Reno School of Medicine



# MCI Fellow

Aaron Crapster of Stanford University was MCI's first Fellow, and is an amazing example of the impact our organization has had in the sector.

In this short video, Aaron shares just how critical the timing and support of the MCI Fellowship was to his work and launching his career in male contraception development.



Aaron Crapster, PhD  
Stanford University



# MCI Travel Grant Recipient

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I had the opportunity to see first-hand how scientists, physicians, embryologists, lawyers, and other health care professionals worked together to identify where the state of research in reproductive health currently is, and how they are applying their knowledge to future generations.

The opportunities and knowledge I gained through this conference helped revitalize my passion for reproductive health.

Krista Symosko  
University of Georgia Graduate Student



Contact Us



# Contact MCI

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Sponsorship opportunities for Intended are limited, so please reach out to us at your earliest convenience to discuss collaborating on the show:

**Heather Vahdat, Executive Director**

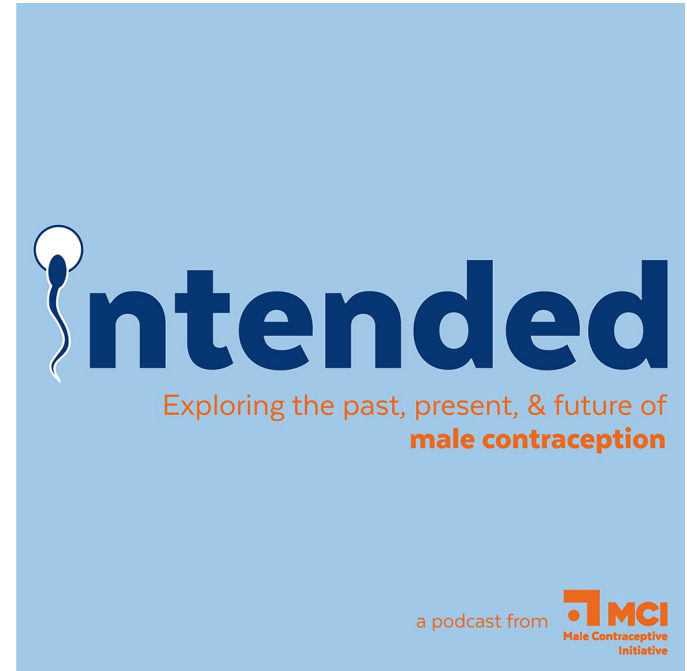
[heather@malecontraceptive.org](mailto:heather@malecontraceptive.org)

**Logan Nickels, Director of Programs & Operations**

[logan@malecontraceptive.org](mailto:logan@malecontraceptive.org)

**Kevin Shane, Marketing & Communications Director**

[kevin@malecontraceptive.org](mailto:kevin@malecontraceptive.org)



Thank You!