



**2019**  
Partnership Opportunities

# The Leukemia & Lymphoma Society

## Our Mission:

The mission of The Leukemia & Lymphoma Society (LLS) is to cure leukemia, Hodgkin's disease and myeloma and improve the quality of life of patients and their families.

## Three Pillars of Our Mission:

### Research

LLS has invested \$1.2 billion in cutting-edge research, funding nearly all of today's most promising advances.

### Access

We provided free information, support services, and financial assistance to over 30,000 people last year.

### Advocacy

Our network of more than 100,000 volunteers advocate for state and federal policies that benefit patients..

## You May Be Surprised to Learn That:



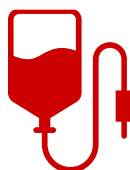
Since the 1960's 5-year survival rates for blood cancers have increased by **2x**, **3x** and even **4x**



LLS funded **15 OF 18** FDA approved treatments in 2017



Blood cancer **research leads to treatment advances for other cancers** and serious diseases



Since 2000 **more than 40%** of the new cancer therapies approved by the FDA are for blood cancer



LLS supported **227** research grants, a \$211 million multi-year commitment in 2017



LLS funded more than **60%** of the blood cancer therapies being used to treat other cancers

## But There is More to Do:

Every  
**3**

Minutes someone is diagnosed with a blood cancer

More than  
**1.2**

Million people are living with or in remission from leukemia, Hodgkin's disease and myeloma

More than  
**33%**

Of blood cancer patients do not survive five years after diagnosis

An average of  
**3,679**

Children and young adults are diagnosed with leukemia each year.



LEUKEMIA &  
LYMPHOMA  
SOCIETY

MAN & WOMAN  
OF THE YEAR

# Man & Woman of the Year

## Overview:

The Man & Woman of the Year campaign is a philanthropic competition in communities across the United States, during which dynamic, passionate candidates compete to earn The Leukemia & Lymphoma Society's *Man* and *Woman of the Year* titles. Candidates and team members raise funds for LLS in honor local children who are blood cancer survivors, the *Boy* and *Girl of the Year*. The titles are awarded to the man and woman in each community who raises the most funds during the 10-week campaign; the top fundraisers in the country earn the national titles. The campaign begins with a kick-off party, and culminates with a campaign Grand Finale.

## Grand Finale Celebration:

The Grand Finale celebration brings together sponsors, candidates, campaign team members, friends, family, survivors, and other LLS supports for the announcement of the Man and Woman of the Year. The evening will include cocktails, dinner, dancing, music, and auctions.

## Our Boy & Girl of the Year



### Luke

Acute Lymphoblastic  
Leukemia  
*Ottawa, OH*



### Laila

Acute Lymphoblastic  
Leukemia  
*Toledo, OH*

## Key Dates:

**April  
1st**

**Kick-Off**  
The Blarney  
Event Center  
*Toledo, OH*

**May  
4th**

**Mid-Point Rally**  
Fowl & Fodder  
Adams St  
*Toledo, OH*

**June  
7th**

**Grand Finale Celebration**  
The Toledo Zoo  
Malawi Event Center  
*Toledo, OH*

# Sponsorship Benefits

	PRESENTING SPONSOR \$50,000	PLATINUM SPONSOR \$25,000	GOLD SPONSOR \$15,000	SILVER SPONSOR \$7,500	BRONZE SPONSOR \$3,500
<b>Research Portfolio:</b> A unique opportunity to be linked to a research portfolio & receive a progress report on the portfolio selected	●				
Company highlighted as Presenting Sponsor in every instance of the local event title	●				
Prominent logo placement on podium signage at Grand Finale	●				
Recognition in print media or business journal ads	●				
Opportunity to speak at Grand Finale	●				
Recognition in local chapter Facebook Page	●	●			
Company logo displayed on all printed materials and e-invites	●	●	●		
Company logo displayed on programs and event signage	●	●	●	●	
On-stage recognition at the Kickoff Party and Grand Finale	●	●	●		
Opportunity for product sampling and promotional distribution at Grand Finale	●	●	●		
Logo displayed on local Man & Woman of the Year webpage	●	●	●	●	●
Recognition in media and press releases distributed to local media	●	●	●	●	
Podium recognition at Grand Finale	●	●	●	●	
Tribute ad in Grand Finale program book	2 PAGE AD OR BACK COVER	2 PAGE AD	FULL PAGE AD	HALF PAGE AD	QUARTER PAGE AD
Recognition in the LLS Annual Report	●	●	●		
Continual logo placement on audio visual scroll at Grand Finale	●	●	●	●	●
Opportunity to nominate a candidate	●	●	●	●	●
Upgraded VIP Experience for finale attendees	●	●	●	●	
Opportunity for Unique Marketing Experiences	●	●	●	●	●

\*Please contact LLS staff to customize your sponsorship with a campaign experience. See next page for more information on campaign experiences.

# Sponsorship Experiences

All sponsors are invited to select one unique experience from their sponsorship level or below for the Man & Woman of the Year campaign. All additional expenses covered by Sponsoring Company.

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## Presenting Sponsor \$50,000

**Toast to Heroes:** Raise a glass in honor of the candidates at the Grand Finale in branded champagne glasses

**Mission & Citizenship:** Recognize candidates who have made a significant impact on the community through their volunteerism and mission focus by presenting the citizenship awards at the Finale.

**Experience of the Year:** Surprise the Boy & Girl of the Year on stage at the Grand Finale with a dream vacation.

**Lights, Camera, Action:** Recognize candidates, sponsors, and BGOY families with a *Thank You* video, shown at the Appreciation party and distributed electronically post-campaign.

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## Platinum Sponsor \$25,000

**All Star Sponsor:** Honor the elite individuals who have been chosen to represent your local chapter as All Stars on the national stage. As the All Star sponsor, you will pay a tribute to these leaders within your community.

**Going Once, Twice, Sold:** Harness the excitement of the auction with the incorporation of interactive auction software, allowing guests to bid on their candidates' auction items conveniently from their smartphones.

**The Envelope, Please:** Hand-deliver the envelopes containing the Man & Woman of the Year winners.

**Location, Location, Location:** Host co-branded table centerpieces and guest favors provided at each seat as the memento of the big event.

**Red Carpet:** Welcome every Finale attendee as they arrive with a red carpet experience, including a co-branded step and repeat.

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## Gold Sponsor \$15,000

**After-Party:** Keep the part going after the winners are announced. Host candidates and guests at an after-party by providing drinks and snacks.

**Motivation Frenzy (one per candidate available):** Provide co-branded spirit fans, noisemakers or other themed items for your candidate's Finale guests to cheer them on.

**Ride in Luxury:** Celebrate candidates and honored patients by chauffeuring them to the Finale in one of your vehicles.

**Double Down (up to 3 sponsors available):** Support candidates in the final stretch by doubling down on donations to Fund the Fight. Your sponsorship will match every dollar raised up to a designated amount.

**Alumni:** Pay tribute to all of the individuals who have run for MWOY in years past. Celebrate alumni efforts and inspire their nostalgia from years past when they stood on the stage as a class of candidates.

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## Silver Sponsor \$7,500

**Hydrations & Libations:** Host the bar at the Finale as guests say cheers to all the candidates.

**Entertainment:** Provide Finale entertainment (brand, DJ, performance art) to celebrate candidates, guests, and a successful campaign season.

**Glam Squad:** Treat candidates and the BGOY to a pampering experience with a sponsored "glam squad" the day headshots are taken and again for Grand Finale

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## Bronze Sponsor \$3,500

**Hall of Fame (opportunity for multiple sponsors):** Help candidates and team members kick off the campaign strong by completing the Hall of Fame Incentive. Provide them with a keepsake at Kick-off.

**Operation Inspire (opportunity for 10 non-candidate sponsors):** Sponsor a weekly incentive to help inspire candidates as they reach for their personal bests.

**Treat Yourself:** After the winners are announced, make the evening even more special with a treat of late-night snacks or specialized gifts.

**Unsung Heroes:** Make the night of the Finale special for volunteers by providing the volunteer meal and refreshments, along with a take-home gift as appreciation for their contributions.

# Partnership Commitment Form

To confirm your company's sponsorship of the 2019 Man & Woman of the Year campaign, please complete each section of this form and return to The Leukemia & Lymphoma Society.

## PARTNERSHIP LEVELS

- Presenting Partner \$50,000
- Platinum Partner \$25,000
- Gold Partner \$15,000
- Silver Partner \$7,500
- Bronze Partner \$3,500
- Candidate Suporter \$1,500

## MAKE A DONATION

- I would like to make a fully tax-deductible donation to The Leukemia & Lymphoma Society through the Man & Woman of the Year campaign in the amount of \$\_\_\_\_\_.

## PROGRAM BOOK SPONSOR

Full page ad \$1,000    Half page ad \$500    Quarter page ad \$250

## TABLE AT GRAND FINALE

- Our company WILL use our table at the Grand Finale.
- Our company WILL NOT use our table at the Grand Finale.

## PARTNERSHIP CONTACT INFORMATION

Candidate to Support: \_\_\_\_\_

Desired Partnership Experience: \_\_\_\_\_

Company Name: \_\_\_\_\_

Contact Name & Title: \_\_\_\_\_

Email: \_\_\_\_\_ Phone: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Donor Signature: \_\_\_\_\_

Please return this form to The Leukemia & Lymphoma Society:

**Mindi Marshall- PO BOX 1315 - Perrysburg, OH 43552**

**Phone: 773.541.1245 [Mindi.Marshall@lls.org](mailto:Mindi.Marshall@lls.org)**