



2019

Partnership Opportunities

Beating Cancer is in our Blood.

Our Mission:

The mission of The Leukemia & Lymphoma Society (LLS) is to cure leukemia, lymphoma, 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.

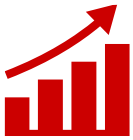
Access

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.

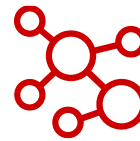
You May Be Surprised to Learn That:



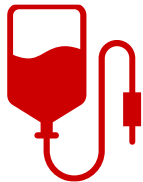
Since the 1960's 5-year survival rates for blood cancers have increased by **2x**, **3x** and even **4x**



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 those therapies

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, lymphoma, 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:

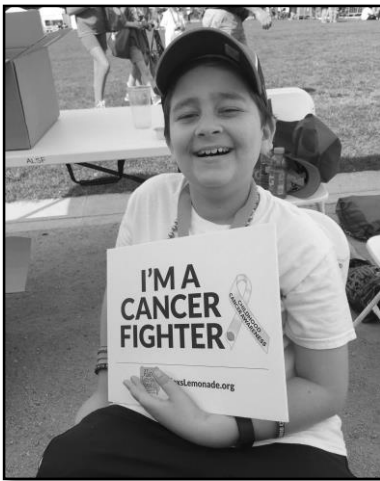
The Man & Woman of the Year campaign is a philanthropic competition in communities across the United States, during which dynamic, passionate candidates compete to earn The Leukemia & Lymphoma Society's *Man* and *Woman of the Year* titles. Candidates and team members raise funds for LLS in honor local 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 Grand Finale Gala.

In 2018, 21 candidates came together to raise a *record-breaking* \$2.4 million. **The goal of the 2019 National Capital Area Chapter is to raise \$2.5 million.**

Grand Finale Gala:

The Grand Finale celebration brings together over 1,000 guests including 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 2018 Boy & Girl of the Year



Max
Age 10
Acute Lymphoblastic
Leukemia



Sydney
Age 4
Infantile B-Cell Acute
Lymphoblastic Leukemia

Key Dates & People:

March
21st

Kick-Off
TBD

Event
Co-Chairs

John Brookbank,
Cisco Systems
Evelyn Akers,
Malloy Toyota

June
1st

Grand Finale Gala
TBD

Partnering with LLS Matters.

Partnering with LLS offers your organization the opportunity to support a critical cause and mission. The benefits of this partnership provide broad-reaching opportunities:

Marketing Exposure

As a sponsor, your company brand will be associated with LLS's mission through a variety of marketing channels. You'll receive recognition and brand exposure to thousands of LLS supporters and corporate partners.

Event Activation: Grand Finale Gala

With your support comes customizable activation opportunities at the black-tie Grand Finale Gala held in downtown DC, from toasting our guests, to inspiring action, or hand-delivering the winner's envelope to our emcees at the moment that everyone has been waiting for!

93% of consumers have a more positive image of a company that supports LLS;

88% are more loyal to companies and products that support a good cause;

82% of consumers believe support of a cause is important when deciding where to shop, what to buy and what products to post, tweet or pin about.

Cone 2015 Global CSR Report, 2013 Cone Communications Social Impact Study, 2010 Cause Evolution Report.

We have one goal: a world without cancer.

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.

Corporate Beacon \$100,000

Corporate Beacon: Receive corporate naming rights and company logo lock up with every instance of local event title. Guaranteed stage integration and opportunity to speak at Grand Finale Gala. Own a high-visibility, interactive area of the Grand Finale Gala (options below).

Presenting Sponsor \$75,000

Toast to Heroes: Salute candidates with a champagne toast at the Kickoff and the Grand Finale Gala.

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 Gala.

Diamond Sponsor \$50,000

All Star Sponsor: Honor the elite individuals who have been chosen to represent our NCA chapter as All Stars on stage. Opportunity to be featured in All-Star video and company logo placement on All-Star gifts.

Going Once, Twice, Sold: Harness the excitement of the auction with the incorporation of your brand throughout the silent and live auction experience of guests. Opportunity for on-stage close out of auction at the Gala.

The Envelope, Please: Hand-deliver the envelopes containing the Man & Woman of the Year winners at the Grand Finale Gala.

Location, Location, Location: Company logo featured on all centerpieces or table number placard at Gala (approx. 100 tables), and dinner menus.

Platinum Sponsor \$25,000

After-Party: Keep the part going after the winners are announced. Host candidates and guests at an After Party.

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.

Motivation: Provide branded "spirit fans" or other themed items for your candidate's Gala guests to cheer them on.

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

Gold Sponsor \$15,000

Entertainment: Sponsor Gala entertainment to celebrate candidates, guests, and a successful campaign season.

Hall of Fame (opportunity for multiple sponsors): Help candidates and team members kick off the campaign strong by completing the Hall of Fame Incentive. Opportunity to provide them with a company-provided 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.

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

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

Silver Sponsor \$10,000

Table Sponsor: Table of 10 at the Grand Finale Gala

Bronze Sponsor \$5,000

Table Sponsor: Table of 6 at the Grand Finale Gala

If you are interested in a custom package, the LLS team is available to work with you to create a unique opportunity that meets the needs and objectives of your company. Please reach out to Megan.Swahn@lls.org for more information.

Sponsorship Benefits

	ESTIMATED IMPRESSIONS	CORPORATE BEACON \$100,000	PRESENTING SPONSOR \$75,000	DIAMOND SPONSOR \$50,000	PLATINUM SPONSOR \$25,000	GOLD SPONSOR \$15,000	SILVER SPONSOR \$10,000	BRONZE SPONSOR \$5,000
Logo Lockup for MWOY, BGOY, All-Star	7,326,000	●						
Company highlighted as Presenting Sponsor in every instance of the local event title	7,326,000	●	●					
Logo on Metro Bus Advertisements in Fall 2019*	6,150,036	●	●					
Logo on front cover of Grand Finale Gala Book*	2,000	●	●					
Corporate naming benefits	7,326,000	●	●					
Prominent logo placement on podium signage at Grand Finale Gala*	2,000	●	●					
Company logo displayed on all printed materials including, invites, candidate handbooks & Grand Finale Gala invitations*	3,000	●	●					
On-stage recognition at the Kickoff Party* and Grand Finale Gala and Thank You Party	2,000	●	●	●				
Company Logo featured in event day press kit	TBD	●	●	●				
Recognition in local chapter e-newsletter	6,000	●	●	●				
Recognition in the LLS Annual Report	806,000	●	●	●				
Recognition in media and press releases distributed to local media*	TBD	●	●	●	●			
Recognition in Gala program book and signage*	1,000	LOGO	LOGO	LOGO	LOGO	NAME	NAME	NAME
Continual recognition on audio visual scroll at Grand Finale Gala	1,000	LOGO	LOGO	LOGO	LOGO	NAME	NAME	NAME
Recognition on local Man & Woman of the Year webpage	5,200	LOGO & HYPERLINK	LOGO & HYPERLINK	LOGO & HYPERLINK	LOGO	LOGO	NAME	NAME
Recognition in print & digital media ads: Washington Business Journal & Washingtonian*	642,000	LOGO	LOGO	LOGO	LOGO	NAME	NAME	NAME
Tribute ad in Grand Finale Gala program book*	1,000	2 PAGE AD OR BACK COVER	2 PAGE AD OR BACK COVER	2 PAGE AD	FULL PAGE AD	HALF PAGE AD	HALF PAGE AD	QUARTER PAGE AD
ACTIVATION OPPORTUNITIES								
Opportunity to speak at Grand Finale Gala & Thank You Reception		●	●					
Membership on 2020 MWOY Leadership Team		●	●					
Linking to a research portfolio & receive a progress report on the portfolio selected		●	●	●				
Specialty Benefits or Activation		●	●	●	●	●		
Opportunity for product sampling and promotional distribution at Grand Finale Gala		●	●	●	●	●		
Table (10 seats) at Grand Finale Gala		PREMIER SEATING	PREMIER SEATING	PREMIER SEATING	PREFERRED SEATING	●	●	HALF TABLE (6 SEATS)

*Benefit subject to deadline.

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



**MAN & WOMAN
OF THE YEAR**

For additional opportunities, please contact
Megan.Swahn@lls.org or 703-339-2922

Sponsorship Commitment Form

Kickoff Date

Thursday, March 21, 2019

Grand Finale Date

Saturday, June 1, 2019

Grand Finale Location

Washington, DC

Sponsorship Levels

- | | | |
|-----------------------------------------------------|------------------------------------------------------|------------------------------------------------|
| <input type="checkbox"/> Corporate Beacon \$100,000 | <input type="checkbox"/> Presenting Sponsor \$75,000 | <input type="checkbox"/> Gold Sponsor \$15,000 |
| <input type="checkbox"/> Diamond Sponsor \$50,000 | <input type="checkbox"/> Silver Sponsor \$10,000 | |
| <input type="checkbox"/> Platinum Sponsor \$25,000 | <input type="checkbox"/> Bronze Sponsor \$5,000 | |

- ☐ I would like to learn more about the benefits of corporate sponsorship.
- ☐ I would like to make a fully tax-deductible donation to the Man & Woman of the Year campaign and LLS in the amount of \$_____. To donate online, please visit www.mwoy.org and locate your candidate's name and photo.

Sponsor Contact Information

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. We will follow up about payment options within 5 business days.
Form may also be completed online at <https://bit.ly/2Pmpsl1>

Candidate to Support _____

Desired Sponsorship Experience _____

Company Name _____

Company Liaison Name _____

Title _____

Address _____

City _____ State _____ ZIP _____

Email _____ Phone _____

Donor Signature _____ Date _____

LLS Staff Signature _____ Date _____

Please return this completed form to The Leukemia & Lymphoma Society

3601 Eisenhower Avenue, Suite 450 | Alexandria, VA 22304

Phone: (703) 399-2922 • megan.swahn@lls.org • www.mwoy.org/NCA

**Donation is due
by June 30th 2019**