



# 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 \$1.3 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 1960s, 5-year survival rates for blood cancers have increased by 2x, 3x and even 4x.



LLS funded **44 OF 50** FDA-approved treatments since 2017.



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



More than 40% of all new cancer therapies approved by the FDA sine 2000 are for blood cancers.



In 2018, LLS supported **80** research grants, a \$188 million multi-year commitment.



LLS has provided more than **\$431 million** in co-pay financial assistance since 2007.

### But There is More to Do:

Every

3

minutes someone is diagnosed with a blood cancer Leukemia is the

#1

most diagnosed form of childhood cancer

**Approximately** 

80%

of childhood cancer survivors develop a chronic health condition from their treatment In the last

40 years

Only 4 blood cancer drugs were created specifically for children

# Man & Woman of the Year

### Overview:

The Man & Woman of the Year campaign is a philanthropic competition in over 85 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 of 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 2020 Washington D.C. campaign kicks off on March 26<sup>th</sup> and will culminate with a Grand Finale Gala on June 6<sup>th</sup>.

In 2019, 24 candidates came together to raise a chapter record of \$2.78 million. The goal of the 2020 National Capital Area Chapter is to raise \$3.5 million.

### **Grand Finale Gala:**

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

## Our 2019 Boy & Girl of the Year\*



Grant
Age 4
B-Cell Acute
Lymphoblastic
Leukemia



Lucia
Age 5
Acute Promyelocytic
Leukemia

\*2020 Boy & Girl of the Year coming soon!

# Key People & Dates: March

26<sup>th</sup>

**Kick-Off** Washington, D.C.

# Event Co-Chairs

Evelyn Akers
Malloy Toyota
Carl De Groote
Cisco Systems

# June 6th

Grand Finale Gala
The Anthem
Washington, D.C.

## **Partnership Experiences**

All sponsors are invited to select one unique experience from their sponsorship level below for the Man & Woman of the Year campaign.

### Marquee Sponsor \$100,000

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

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.

**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.

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

#### 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.

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

"Lights, Camera, Action": Recognize candidates, sponsors, and BGOY families with a Thank You video distributed electronically post campaign.

**Center of Attention:** Company logo featured on all table number placards at Gala (approx. 100 tables), and dinner menus.

**Fund-the-Fight:** Introduce our Mission Moment segment before the exciting Fund the Fight Portion of the evening, the last opportunity for donors to support their candidates

**Instant Wine Cellar Sponsor:** Company logo featured at a major Gala highlight, the Instant Wine Cellar Drawing! Company logo on drawing tickets, signage and auction software.

### Platinum Sponsor \$25,000

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

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

**Double Down:** 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.

### Gold Sponsor \$15,000

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.

**Strength in Numbers:** As the official sponsors of the \$5k Club and highest fundraising team member honor, recognize team members who went above and beyond in support of their candidate.

### Silver Sponsor \$10,000

**Table Sponsor:** Table of 10 at the Grand Finale Gala + Silver Level marketing benefits seen on next page.

### Bronze Sponsor \$5,000

**Table Sponsor:** Table of 6 at the Grand Finale Gala + Bronze Level marketing benefits seen on next page.

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.

# Partnership Benefits

ESTIMATED MARQUEE DIAM IMPRESSIONS SPONSOR SPO

DIAMOND P SPONSOR

PLATINUM SPONSOR

GOLD SPONSOR SILVER SPONSOF

BRONZE SPONSOR

\$100,000 **\\$50,000** 

**30 \\$25,000** 

\$15,000

\$10,000**\** \$5,000

Logo Lockup for MWOY, BGOY, All-Star 7,326,000 Company highlighted as Presenting Sponsor 7,326,000 in every instance of the local event title 6,150,036 Logo on Metro Bus Advertisement, Fall 2020 Logo on front cover of Gala Program Book\* 2,000 Prominent logo placement on podium 2,000 signage at Grand Finale Gala\* Company logo displayed on all printed 3,000 materials including Grand Finale Gala invitations\* On-stage recognition at the Kickoff Party\* 2,000 and Grand Finale Gala and Thank You Party 6,000 Recognition in local chapter e-newsletter Recognition in media and press releases • 806,000 distributed to local media\* Recognition in print & digital media ads: 642.000 NAME LOGO LOGO LOGO Washington Business Journal & Washingtonian\* Recognition in the LLS Annual Report **TBD** NAME **NAME** LOGO LOGO LOGO NAME 1,000 Recognition in Gala program book and signage\* Continual recognition on audio visual scroll NAME NAME LOGO 1.000 LOGO LOGO **NAME** at Grand Finale Gala LOGO & LOGO & LOGO & Recognition on local Man & Woman of the NAME NAME NAME 5,200 HYPERLINK HYPERLINK **HYPERLINK** Year webpage 2 PAGE AD OR BACK 2 PAGE AD OR COVER **FULL** HALF Tribute ad in Grand Finale Gala program QUARTER 1,000 PAGE AD PAGE AD PAGE AD PAGE AD book\* COVER **ACTIVATION OPPORTUNITIES** Opportunity to speak at Grand Finale Gala & Thank You Reception Membership on 2021 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 HALF TABLE **PREMIER PREMIER** PREFERRED

**SEATING** 

**SEATING** 

**SEATING** 

(6 SEATS)

<sup>\*</sup>Benefit subject to deadline.

<sup>\*\*</sup>Please contact LLS staff to customize your sponsorship with a campaign experience. See next previous for more information.

## **Sponsorship Commitment Form**

Kickoff Date Thursday, March 26, 2020	Grand Finale Date Saturday, June 6, 2020	Grand Finale Location The Anthem
Sponsorship Levels	☐ Marquee Sponsor \$100,00 ☐ Diamond Sponsor \$50,000 ☐ Platinum Sponsor \$25,000	Gold Sponsor \$15,000 Silver Sponsor \$10,000 Bronze Sponsor \$5,000
I would like to learn more about the be	enefits of corporate sponsorship.	
I would like to make a fully tax-deduct	tible donation to the Man & Woman of the Y	ear campaign and LLS in the amount of
\$ <b>To donate</b> name and p	online, please visit www.mwoy.org	and locate your candidate's
Sponsor Contact Information		
section of this form and return to The Leu	of the 2020 Man & Woman of the Year car ukemia & Lymphoma Society. We will follow poleted online at https://bit.ly/2mEulcy	w up about payment options within
Desired Sponsorship Experience		
Company Name		
Company Liaison Name		
Title		
Address		
City	State	ZIP
Email	Phone	
Donor Signature		Date

#### Certain activations are subject to availability.

- Prior to the start of the 10-week campaign, March 26<sup>th</sup>, this form can be submitted to the candidate that you are supporting. They will submit to LLS on the day candidate fundraising begins.
- Beginning at 12:01am on March 26<sup>th</sup>, this form can be submitted to LLS via email.
- Once LLS has accepted the form or the funds, sponsors would begin to be eligible for sponsor benefits.

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 2020

