



LEUKEMIA &
LYMPHOMA
SOCIETY®

**MAN & WOMAN
OF THE YEAR®**

2020 Partner


THE LEUKEMIA & LYMPHOMA SOCIETY

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

INVESTED
\$1.3B
IN CANCER RESEARCH
SINCE 1949


APPROXIMATELY EVERY
3 MINUTES
SOMEONE IN THE U.S.
IS DIAGNOSED WITH A
BLOOD CANCER

We fund
RESEARCH
to advance
lifesaving
treatments.


MORE THAN
ONE THIRD
OF BLOOD CANCER
PATIENTS DO NOT SURVIVE
FIVE YEARS AFTER
DIAGNOSIS


APPROXIMATELY EVERY
9 MINUTES
SOMEONE IN THE U.S.
DIES FROM BLOOD CANCER

We compassionately
provide patients and
families with hope,
guidance, education
& **SUPPORT**

We drive
ADVOCACY
for policies that
protect patients
access to lifesaving
treatments



RECENT RESEARCH FUNDING IN TENNESSEE **\$2,392, 620**

LLS research grants support and encourage basic and translational research on all blood cancers. LLS has funded nearly \$1.3 billion in research since our founding in 1949. LLS has funded research at these local institutions:

- St. Jude Children's Research Hospital
- Vanderbilt University Medical Center

**BEATING
CANCER
IS IN
OUR BLOOD.**

Cancer may be tough. But we are tougher.

We are The Leukemia & Lymphoma Society.

We are leaders in advancing breakthroughs in immunotherapy, genomics and personalized medicine. This research saves lives.



**MAN & WOMAN
OF THE YEAR**

For additional opportunities, please contact:
Christina.Ryan@lls.org or 615.258.5486

MAN & WOMAN OF THE YEAR

Overview:

Man & Woman of the Year 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 of local children who are blood cancer survivors, the *Boy & Girl of the Year*. The titles are awarded to the man and woman who have raised the most funds during the 10-week campaign; the top fundraisers in the country earn national titles. The campaign begins with a kick-off party, and culminates with a campaign Grand Finale.

Grand Finale Gala:

The Grand Finale Gala brings together sponsors, candidates, campaign team members, friends, family, survivors alumni, and other LLS supports for the announcement of the Man and Woman of the Year. The evening will include cocktails, dinner, entertainment auctions and our signature Fund the Fight.

Nashville's 2019 Man & Woman of the Year



ABBIE HENDRY HAMMET
FINALLY HOME SERVICES
2019 WOMAN OF THE YEAR



JONATHAN HUTTON
CO-HOST 104.5 THE ZONE
2019 MAN OF THE YEAR

Key Nashville Dates:

June 20, 2020

Grand Finale Gala
Virtual Event



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For additional information or to nominate a candidate, please contact:
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Sponsorship Benefits

	PRESENTING SPONSOR \$75,000	PLATINUM SPONSOR \$40,000	GOLD SPONSOR \$25,000	SILVER SPONSOR \$15,000	BRONZE SPONSOR \$10,000
Mission Impact Portfolio: 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 at Grand Finale	•				
Recognition in print media or business journal ads	•				
Opportunity to speak at Grand Finale	•				
Recognition in local chapter newsletter/ e-newsletter	•	•			
Company logo displayed on all printed/digital materials including Grand Finale Invitations	•	•	•		
Presentation recognition at the Grand Finale Celebration & Appreciation Party	•	•	•		
Opportunity for digital swagbag at Grand Finale	•	•	•	•	•
Logo displayed on local Man & Woman of the Year website	•	•	•	•	•
Recognition in media and press releases distributed to local media	•	•	•	•	•
Podium recognition at Grand Finale	•	•	•	•	
Company logo displayed on digital programs provided to attendees	•	•	•	•	
Recognition in the LLS annual report	•	•	•	•	•
Continual logo placement on pre-show audio visual scroll at Grand Finale	•	•	•		
Opportunity to nominate a candidate	•	•	•	•	•
Social Media Mentions	•	•	•	•	•
Appreciation Party Invitation	•	•	•	•	•

*Please contact LLS staff for the opportunity to customize your sponsorship with a campaign experience. See back page to learn about these campaign experiences.



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Sponsorship Benefits

	SIGNATURE SPONSOR \$7,500	EVENT SPONSOR \$5,000	EVENT SUPPORTER \$2,500	MWOY FRIEND \$1,500	MWOY CONTRIBUTOR \$1,000
Country Fights Cancer Livestream Series Sponsor with logo placement	●				
Livestream 15 second commercial placement	●	●			
Social Media Wall advertisement with company specific #	●	●			
Social Media Wall advertisement	●	●	●		
Virtual Trivia Night Sponsor				●	
Grand Finale Gala Mini Bar Service			●		
Opportunity for digital swagbag at Grand Finale	●	●	●	●	●
Company logo displayed on digital programs provided to attendees	●	●	●		
Continual logo placement on pre-show audio visual scroll at Grand Finale	●	●			
Opportunity to nominate a candidate	●	●	●	●	●
Social Media Mentions	●	●	●	●	●
Appreciation Party Invitation	●	●	●		

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Partnership Experiences

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

Presenting Sponsor \$75,000

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.

Toast to Heroes: Opportunity to share a signature appetizer and cocktail recipe with candidates pre-event and present a toast during virtual Grand Finale.

Center Stage: Spotlight your company logo on a customized virtual backdrop.

Platinum Sponsor \$40,000

Fund-the-Fight: Opportunity to introduce our Mission Moment segment.

Experience of the Year: Starting with a pre-event teaser on social, give the Boy & Girl of the Year an experience that their parents will share live at the Grand Finale.

The Envelope, Please: Starting with a pre-event teaser on social followed by a branded animated envelope at the culmination of the Grand Finale, you can reveal this year's winners!

Parade for Heroes: Host a drive by parade in the neighborhood of the BGOY broadcasted live on social media (can be re-shared the week of the Grand Finale).

Gold Sponsor \$25,000

Technology Titan: As the exclusive technology sponsor, harness the excitement of the auction with logo placement on interactive bidding software.

Center of Attention: Shower your candidates with a festive favor or flowers on behalf of your company to brighten their Grand Finale experience from home!**

Candidate & Alumni Recognition: You can share a co-branded social media frame for all candidates & alumni to be used through out the campaign and night of Grand Finale.

Photo Booth: Company branded personalized props mailed to candidates to be used throughout the campaign.**

Silver Sponsor \$15,000

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.

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

Motivation Frenzy: Provide co-branded spirit fans, noisemakers or other themed items for all candidate's Finale guests to cheer them on!

Strength In Numbers: As the official sponsor of the 5K Club and highest fundraising team member honor, recognize team members who went above and beyond in support of their candidate.

Bronze Sponsor \$10,000

Entertainment: Help get candidates & guests ready to celebrate by creating a playlist sent in advance of Grand Finale.

Candidate Virtual Social: Host a virtual Candidate Happy Hour leading up to the Grand Finale and provide the signature drink!

Strike a Pose: Provide a socially distant Photo Shoot for the Boy & Girl of the Year.

Treat Yourself: At our Appreciation Event, make the evening even more special by sending our guests off with a treat or specialized gifts.



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* Please follow local, state and federal travel regulations.

** Please note some mailing could be delayed due to the priority of essential items. According to World Health Organization there is no evidence to support transmission of COVID-19 associated with imported goods and there have not been any cases of COVID-19 in the United States with imported goods.

Business Partner Commitment Form

For more information on business partner benefits visit <http://bit.ly/MWOY2020Partner>.

To confirm your company's participation in the 2020 Man & Woman of the Year campaign, please complete each section of this form and return to The Leukemia & Lymphoma Society. To complete this form online visit bit.ly/MWOYpartnerform.

Sponsorship Levels

- ☐ Presenting Sponsor \$75,000
- ☐ Platinum Sponsor \$40,000
- ☐ Gold Sponsor \$25,000
- ☐ Silver Sponsor \$15,000
- ☐ Bronze Sponsor \$10,000
- ☐ Signature Sponsor \$7,500
- ☐ Event Sponsor \$5,000
- ☐ Event Supporter \$2,500
- ☐ MWOY Friend \$1,500
- ☐ MWOY Contributor \$1,000

Make A Fund The Fight 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 \$_____ to help Fund The Fight against cancer.

Partnership Contact Information

Candidate to Support _____

Company Name _____

Contact Name & Title _____

Email _____ Phone _____

Address _____

City _____ State _____ ZIP _____

Donor Signature _____ Date _____

Please return this complete form to The Leukemia & Lymphoma Society by June 1, 2020

8346 Carriage Hills Drive, Brentwood TN 37027
Phone: 615-258-5486 • <http://bit.ly/MWOYNash2020>
Email: christina.ryan@lls.org

Donation is due by
June 30, 2020



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