2014

Partnership Opportunities
Mike Ogden Memorial Golf Tournament-
Hosted by Commissioner Matt Sebesta

Texas Gulf Coast Chapter

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someday is today | LEUKEMIA & LYMPHOMA SOCIETY® fighting blood cancers

Our Mission: Cure leukemia, lymphoma, Hodgkin's disease and myeloma, and improve the quality of life of patients and their families.

The History

The Leukemia & Lymphoma Society (LLS) is the world's largest voluntary health organization dedicated to funding research toward cures for blood cancers such as leukemia, lymphoma and myeloma, and improving the quality of life of patients and their families. LLS was established in 1949 as the deVilliers Foundation, named in memory of Robert deVilliers who died of leukemia at the age of sixteen.

LLS is made up of 61 chapters in the United States and Canada. We advocate for blood cancer survivors and their families, helping patients navigate their cancer treatments and ensuring they have access to quality, affordable and coordinated care. The Texas Gulf Coast Chapter awards more patient and reimbursement assistance to off-set medical expenses than any other chapter. LLS has locally invested millions of dollars in the Texas Medical Center, and currently funds 17 Houston-based researches totaling over $20 million. The chapter serves the Houston community, as well as 36 surrounding counties.

How Your Dollars Are Used

Research
To date, LLS has invested almost $1 billion in research to develop better cancer treatments and save lives, approximately $76.6 million in the last year alone. Programs like the Specialized Center of Research (SCOR), which brings together teams of scientists from different disciplines and our Translational Research Program, which funds research with a high probability of producing innovative patient treatments in an accelerated time frame, have directly contributed to many breakthrough cancer treatments. LLS funds between 450-480 researchers around the world. Research funded by LLS has led or contributed to advances such as chemotherapy, bone marrow, stem cell transplantation and new, targeted oral therapies such as Gleevec®. In addition, LLS funded research has been utilized in other types of cancer treatments, including breast, prostate, ovarian and gastrointestinal.

Patient Services
LLS provides a wide range of services to patients such as family support groups, a peer-support network, an extensive educational website with web "chat" support programs, free seminars and conferences, a toll-free information Resource Center staffed by Master-level nurses and social workers, and patient financial aid.

Advocacy
With more than 56,000 advocacy volunteers throughout the country, our voice is being heard by those responsible for legislation to fund blood cancer research and educational programs.

Education
LLS aims to serve as the world's foremost source of information on blood-related cancers. Programs include an Information Resource Center, (800) 955-4572, an extensive collection of free educational materials, professional education and an ever-growing website.

The Facts

- **Every four minutes, someone is diagnosed with a blood cancer.**
- **Every ten minutes, someone dies from a blood cancer, which equals 150 people a day.**
- **There are approximately 1,129,813 Americans living with, or in remission from, a blood cancer.**
- **Leukemia causes more deaths than any other cancer among children and adults under the age of 20 .**
- **Lymphomas are the most common blood cancers and incidence increases with age.**
- **The survival rate for myeloma is only 44.9%. Incidence is more than twice as high in African Americans.**

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Monday, April 14, 2014

11:30 a.m.-1:30 p.m. – Registration
1:30 p.m.-5:30 p.m. – Golf
5:30 p.m.-7:30 p.m. – Dinner & Awards

Leukemia Cup Regatta Events

Friday, March 14, 2014

7:00 p.m. – Leukemia Cup Kickoff @ Houston Yacht Club
Special Guest Gary Jobson

Friday, June 20, 2014

5:30 p.m. – Sailor Check-In, packet pick-up, and donation drop-off
7:00-7:30 p.m. – Competitors' Briefing for the Cruising Line & One Design Line
7:30-9:00 p.m. – Extended Happy Hour, Hors d'oeuvres & Entertainment

Saturday, June 21, 2014

8:00 a.m. – Sailor Check-In, packet pick-up, and donation drop-off
10:00 a.m. – Spectator Boat "Observer" boards at HYC
10:30 a.m. – Competitors' Briefing for the Dinghy Line
11:00 a.m. – Warning signal for the Cruising and One Design Lines
12:30 p.m. – Warning signal for Dinghy Line Post Races Dinner, Entertainment & Auction

Sunday, June 22, 2014

8:00 a.m. – Donation drop-off
10:00 a.m. – Spectator Boat
11:00 a.m. – Warning signal for Dinghy, One Design and Cruising Lines, Additional races to follow
4:30 p.m. – Tentative time for Awards at Houston Yacht Club Ballroom

What can $5,000 do?

$5,000 provides 50 patients with leukemia, lymphoma, myeloma, or Hodgkin's disease with financial aid that can be used for medical treatment and travel to medical appointments.
$5,000 helps supply laboratory researchers with supplies and materials critical to carrying out their search for cures for FIVE weeks.

**This level of sponsorship entitles you to recognition and participation benefits at Regatta weekend.

Recognition Benefits

- Company highlighted as Title sponsor in all event signage at golf event weekend
  - Includes logo on all printed and electronic materials
- Company logo and link on local LLS website
- Company logo prominently placed on Overall Sponsor Board
- Company logo will be placed on Regatta t-shirt**
- Company logo on all tables at golf tournament and Regatta post-races dinner
- Company banner will be hung at the Golf tournament and the Regatta weekend**
- Company logo displayed on the following printed materials:
  - 1000+ printed Regatta notice of race pamphlet sent to all sailing world subscribers and past participants**
  - 300+ Golf and Regatta auction programs**
  - 300+ Brouchures for Golf tournament
- On stage recognition at Golf Tournament and Live Auction program.
- Recognition in LLS annual report – 20,000 distributed nationally
- Recognition in local media and press releases
- Recognition in local newsletter
- Company can include promotional items/materials in sailor bags**
- Email blast to 2000+ email subscribers announcing Platinum sponsor
- Sponsor logo in all email blasts (2000+ subscribers, 20 + emails throughout campaign)**

Participation Benefits

- (2) Foursome Teams at the Golf Tournament
- Lunch with Commissioner Sebesta (based on availability)
- Special Award Designed by a Blood Cancer Patient
- Goody Bags for All Players
- Lunch & Dinner
- Matted Photo of Team
- 1 reserved table at Post Races dinner at Regatta weekend**
- (1) "Reserved" table sign with company logo**
- (10)Post Races dinner party tickets**
- (6) tickets for the Spectator Boat Cruise at Regatta weekend**
- (6) 2013 Leukemia Cup Regatta t-shirts**

*All sponsorships must be secured by **March 6, 2014** for golf brochure mail-out recognition.
*All sponsorships must be secured by **March 19, 2014** for advertisement on Notice of Race.
*All sponsorships must be secured by **April 1, 2014** for all golf tournament recognition/signage.
*All sponsorships must be secured by **June 1, 2014** for T-shirt, website, signage/ recognition at Regatta event weekend.

What can $3,000 do?

$3,000 allows 120 patients to log on to a webcast and hear the latest information in treatment for their disease.

$3,000 provides financial co-pay assistance for up to SIX patients to help with cancer treatment-related co-pays, health insurance premiums and insurance co-pay obligations for one year.

**This level of sponsorship entitles you to recognition and participation benefits at Regatta weekend.

Recognition Benefits

- Company highlighted as Gold sponsor in all event signage at golf tournament
  - Includes logo on all printed and electronic materials
- Company logo on local LLS website
- Company logo on Overall Sponsor Board
- Company banner will be hung at the golf tournament
- Company logo on all tables at golf tournament
- Company logo displayed on the following printed materials:
  - 300+ Golf auction programs
  - 300+ Brochures for Golf tournament
- Company name displayed at two holes
- On stage recognition at golf tournament and live auction program
- Sponsor logo in all email blasts (2000+ subscribers, 20 + emails throughout campaign)
- Company can include promotional items/materials in sailor bags**

Participation Benefits

- (1) Foursome Team at the Golf Tournament
- Special award designed by a Blood Cancer Patient
- Goody Bags for All Players
- Lunch & Dinner
- Matted Photo of Team
- (4) tickets for the Spectator Boat Cruise at Regatta weekend**

*All sponsorships must be secured by **March 6, 2014** for golf brochure mail-out recognition.
*All sponsorships must be secured by **March 19, 2014** for advertisement on Notice of Race.
*All sponsorships must be secured by **April 1, 2014** for all golf tournament recognition/signage.

What can $2,000 do?

$2,000 helps supply laboratory researchers with supplies and materials critical to carrying out their search for cures for TWO weeks.

$2,000 provides 40 Family Support Groups with trained facilitators where comfort can be found and experiences can be shared among patients and family members.

Recognition Benefits

- Company highlighted as Silver sponsor in all event signage at golf tournament
    - Includes logo on all printed and electronic materials
- Company banner will be hung at the golf tournament
- Company logo on Overall Sponsor Board
- Company logo on all tables at golf tournament
- Company logo displayed on the following printed materials
    - 300+ Golf auction programs
- Company name displayed at one hole
- Company name on 300+ brochures for Golf Tournament
- On stage recognition at golf tournament and live auction program
- Sponsor name in all email blasts (2000+ subscribers, 20 + emails throughout campaign)

Participation Benefits

- (1) Foursome Team at the Golf Tournament
- Special award designed by a Blood Cancer Patient
- Goody Bags for All Players
- Lunch & Dinner
- Matted Photo of Team

*All sponsorships must be secured by **March 6, 2014** for golf brochure mail-out recognition.

*All sponsorships must be secured by **April 1, 2014** for all golf tournament recognition/signage.

What can $1,500 do?

$1,500 will educate 150 school employees on how to ease the transition back to school for a child with cancer.

$1,500 provides 15 patients with leukemia, lymphoma, Hodgkin's disease, and myeloma with financial aid that can be used for medical treatment and travel to medical appointments.

Recognition Benefits

- Company highlighted as Bronze sponsor in all event signage at golf tournament
    - Includes logo on all printed and electronic materials
- Company logo on Overall Sponsor Board
- Company logo displayed on the following printed materials:
    - 300+ Golf auction programs
- Company name displayed at one hole

Participation Benefits

- (1) Foursome Team at the Golf Tournament
- Goody Bags for All Players
- Lunch & Dinner
- Matted Photo of Team

*All sponsorships must be secured by **April 1, 2014** for all golf tournament recognition/signage.

What can your money do?

Beverage Cart Sponsor $750

Recognition Benefits

- Company name on one beverage cart
- Recognition at Awards Ceremony

$750 allows patients to make a First Connection with a trained peer volunteer patient/survivor.

Premium Hole Sponsor $500

Recognition Benefits

- Company may supply a tent and person to sit at a hole to market company
- Company name displayed at hole

$500 provides 10 patients with the opportunity to log on to a webcast and hear the latest information on treatment for their disease.

Hole Sponsor – Longest Drive $500

Recognition Benefits

- Company name displayed at hole
- Company name displayed on award

$500 will educate 50 school employees on how to ease the transition back to school for a child with cancer.

Hole Sponsor – Closest to the Pin $500

Recognition Benefits

- Company name displayed at hole
- Company name displayed on award

$500 provides 5 patients with leukemia, lymphoma, Hodgkin's disease, or myeloma financial aid to support medical treatment and travel to medical appointments for a year.

Hole Sponsor $300

Recognition Benefits

- Company name displayed at hole

$300 helps supply laboratory researchers with supplies and materials critical to carrying out their search for cures for three weeks.

Food Sponsor - $2,000

Recognition Benefits

- Signage at lunch
- Company logo displayed at one hole
- Company logo displayed at Awards Dinner
- Company logo on Auction Program

Giveaway Sponsor -$1,500

Recognition Benefits

- Company logo on all giveaways
- Company logo displayed at Awards Dinner
- Company logo on Auction Program

Beverage Sponsor - $2,000

Recognition Benefits

- Signage at lunch
- Company logo on one Beverage Cart sign
- Company logo displayed at Awards Dinner
- Company logo on Auction Program

Foursome - $900

- Golfer Bags for all Players
- Lunch & Dinner
- Matted Photo of Team

$900 provides 27 patients access to an informational teleconference.

Single Entry - $250

- Golfer Bag
- Lunch & Dinner
- Matted Photo

$250 covers the cost of 10 prescription co-payments.

Please Complete This Form Today!

Section 1-*Contact Information*

Company Name:_____

Your Name:_____

Your Title:_____ Email:_____

Address/City/State/Zip:_____

Work Phone:_____ Cell Phone:_____

Best Method of Contact: Work Phone Cell Phone Email

Section 2-*How would you like to participate?*

Sponsorship Opportunities:

____Platinum Sponsor ($5,000) ____Gold Sponsor ($3,000) ____Silver Sponsor ($2,000) ____Bronze Sponsor ($1,500)

____Foursome Sponsor ($900) ____Beverage Cart Sponsor ($750) ____Premium Hole Sponsor ($500)

____Hole Sponsor – Longest Drive ($500) ____Hole Sponsor – Closest to Pin ($500) ____Hole Sponsor ($300)

Underwriter Opportunities:

____Food Sponsor ($2,000) ____Beverage Sponsor ($2,000) ____Giveaway Sponsor ($1,500)

Entries:

____Foursome ($900) ____Single Entry ($250)

Donation:

____Monetary Donation in the amount of $_____

____In-kind product or service (please describe):_____
_____

Signature:_____ Date:_____

Section 3-*Payment Information*

_____Check enclosed (made payable to The Leukemia & Lymphoma Society)

Check sent by: _____

_____Please charge the following credit card in the amount of $_____.

_____Visa _____AMEX _____MC _____Discover

Credit Card #: _____ Exp. Date: _____ V Code: _____

Name on Card: _____

Authorizing Signature: _____

Please return this form to The Leukemia & Lymphoma Society:
5433 Westheimer Rd., Suite 300, Houston, Texas 77056
Attention: Roxana Gomez
Roxana.Gomez@lls.org
Fax: 713.877.8534

Saving lives today, not someday.