

**The Leukemia & Lymphoma Society presents**  
***Vegas on the Mon at LeMont***

**Name of event:**

Vegas on the Mon at LeMont

**Name of nonprofit organization:**

The Leukemia & Lymphoma Society, Western Pennsylvania & West Virginia Chapter

**Date of event:**

Thursday, November 1, 2012

**Time of event:**

6:30 pm – 11:30 pm

**Nature of event:**

Perched atop Mt. Washington and overlooking the Pittsburgh *Riviera*, The LeMont Restaurant will play host in glamorous *Monte Carlo* fashion to the Leukemia & Lymphoma Society's ***Vegas on the Mon at LeMont***. Guests will arrive to valet parking and enter an elegant setting painted with the excitement of casino gaming, Vegas-style entertainment, fabulous buffets and one-of-a-kind shopping. More than 400 guests can try their hand at traditional games like roulette, blackjack and craps with their Vegas money. Chinese, Silent and Once-in-a-Lifetime Auctions will also be featured, allowing guests the opportunity to bid on travel packages, sports memorabilia, artwork, event tickets, jewelry and more.

Highlighting the evening is the ***Pittsburgh Hold 'em Tournament*** where major sponsors will be able to select one player to press their luck at winning a research grant named after their company.

**Vegas on the Mon at LeMont** will be a wonderful night of great food and entertainment while supporting a mission to cure blood cancers. Join business and community leaders who want to make a difference in the lives of those who have been touched by blood cancers. For more information regarding this year's event, or for ticket or sponsorship opportunities, please call the Society office at (412) 395-2890 or (412) 395-2868.

**Location of event:**

The LeMont Restaurant  
1114 Grandview Avenue  
Pittsburgh, PA 15211  
(412) 431-3100

**Honorary Chair:**

Dr. Stanley Marks, *Chief, Division of Hematology/Oncology UPMC Shadyside  
Director of Clinical Services and Chief Medical Officer, UPMC Cancer Centers*

**Honoree:**

Ralph Martin, *President and CEO  
TRIB Total Media*

**Event Co-Chairpersons:**

Mark Mason  
Jack Kessler

**Levels of sponsorship:**

Refer to Sponsorship Description Page

**Event contact person (name and title):**

Jeanne C. Caliguirri                    [caliguirri@lls.org](mailto:caliguirri@lls.org)  
Director of Development            (800) 726-2873 (x2890)

Richele Ward                            [wardr@lls.org](mailto:wardr@lls.org)  
Senior Campaign Director        (800) 726-2873 (x2868)

Tina Massari                             [massaric@lls.org](mailto:massaric@lls.org)  
Executive Director                    (800) 726-2873 (x2872)

**Ticket prices:**

\$175 per ticket

**Estimated attendance:** 350 + guests

**Estimated dollar amount (gross) to raise:**

Approximately \$200,000.00

**About The Leukemia & Lymphoma Society:**

The Leukemia & Lymphoma Society is the world's largest voluntary health organization dedicated to funding blood cancer research, education and patient services. The Society's mission: Cure leukemia, lymphoma, Hodgkin's disease and myeloma, and improve the quality of life of patients and their families. Since its founding in 1949, the Society has invested more than \$750 million for research specifically targeting blood cancers.

**History of How it Started:**

In the mid-1940s, when the de Villiers family lost their son, Robert, to acute leukemia, the only thing known for certain about the disease was that it was fatal. It was a dark time for the distraught family, but the de Villiers were visionaries. They believed that if ignorance took their son, then knowledge was the key to preventing other families from suffering the same loss. They began a new research foundation in 1949, with a small budget and a group of volunteers, and saw a path from their personal darkness into the light. Today, the organization that grew from that small foundation is a beacon for patients who are fighting leukemia, lymphoma and myeloma. The story of that transformation is inspirational, filled with persistent belief in the possibility of unseen cures and fired by the progress that has been made — the therapeutic innovations, dramatic increases in survival and, more recently, the discovery of targeted drugs that, for some patients, have produced the gift of continuing life.

**Federal Tax ID:**

13-5644916

**The Leukemia & Lymphoma Society**

River Walk Corporate Centre,  
333 East Carson Street, Suite 441  
Pittsburgh, PA 15219  
(800) 726-2873



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## SPONSORSHIP OPPORTUNITIES – November 1, 2012

### **\$25,000 – PRESENTING SPONSOR**

- ♠ Co-Host of the Event
- ♠ Tournament Seats (2) in the Pittsburgh Hold'em Tournament
- ♠ 24 Tickets and "Vegas" money for all guests
- ♠ Cover Position Ad on the Program Book
- ♠ Company name and logo prominently printed on all media and print material
- ♠ Private Tour, behind the scenes at the Hillman Cancer Center with lunch
- ♠ Valet Parking

### **\$15,000 – ROYAL FLUSH SPONSOR**

- ♠ Tournament Seat in the Pittsburgh Hold'em Tournament
- ♠ 20 Tickets and "Vegas" money for all guests
- ♠ Full Page Ad in the Program Book
- ♠ Company name and logo prominently printed on all media and print material
- ♠ Private Tour, behind the scenes at the Hillman Cancer Center with lunch
- ♠ Valet Parking

### **\$10,000 – STRAIGHT FLUSH SPONSOR**

- ♠ Tournament Seat in the Pittsburgh Hold'em Tournament
- ♠ 12 Tickets and "Vegas" money for all guests
- ♠ Full Page Ad in the Program Book
- ♠ Company name and logo prominently printed on all media and print material
- ♠ Private Tour, behind the scenes at the Hillman Cancer Center with lunch
- ♠ Valet Parking

### **\$7,500 – FOUR OF A KIND SPONSOR**

- ♠ Tournament Seat in the Pittsburgh Hold'em Tournament
- ♠ 10 Tickets and "Vegas" money for all guests
- ♠ Full Page Ad in the Program Book
- ♠ Company name and logo prominently printed on all media and print material
- ♠ Valet Parking

### **\$5,000 – FULL HOUSE SPONSOR**

- ♠ Tournament Seat in the Pittsburgh Hold'em Tournament
- ♠ 8 Tickets and "Vegas" money for all guests
- ♠ Half Page Ad in the Program Book
- ♠ Valet Parking

### **\$2,500 – FLUSH SPONSOR**

- ♠ 6 Tickets and "Vegas" money for all guests
- ♠ Listing in the Program Book
- ♠ Valet Parking

### **\$1,000 – THREE OF A KIND SPONSOR**

- ♠ 4 Tickets and "Vegas" money for all guests
- ♠ Listing in the Program Book
- ♠ Valet Parking

### **\$500 – PATRON SPONSOR**

- ♠ 1 Ticket and "Vegas" money
- ♠ Listing in the Program Book
- ♠ Valet Parking

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## SPONSORSHIP APPLICATION – November 3, 2011

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|--|--|
| <input type="checkbox"/> \$25,000 – PRESENTING SPONSOR     | <input type="checkbox"/> \$5,000 – FULL HOUSE SPONSOR      |
| <input type="checkbox"/> \$15,000 – ROYAL FLUSH SPONSOR    | <input type="checkbox"/> \$2,500 – FLUSH SPONSOR           |
| <input type="checkbox"/> \$10,000 – STRAIGHT FLUSH SPONSOR | <input type="checkbox"/> \$1,000 – THREE OF A KIND SPONSOR |
| <input type="checkbox"/> \$7,500 – FOUR OF A KIND SPONSOR  | <input type="checkbox"/> \$500 – PATRON SPONSOR            |

Name of Company

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Address

Email Address

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Phone/ Fax

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Contact Person

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- Please Invoice Us
- Check enclosed, payable to The Leukemia & Lymphoma Society
- Credit Card:  American Express  Visa  Mastercard  Discover

Name on Card: \_\_\_\_\_ Card #: \_\_\_\_\_ Exp. Date:

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**Please send black and white camera-ready artwork by October 19<sup>th</sup> along with company logo to [wardr@lls.org](mailto:wardr@lls.org)**

**Return form to:** *The Leukemia & Lymphoma Society  
River Walk Corporate Centre  
333 East Carson Street, Suite 441  
Pittsburgh, PA 15219*

**Phone:** (412) 395-2890 or 2868

**Fax:** (412) 395-2888

The official registration and financial information of The Leukemia & Lymphoma Society, W.PA & WV Chapter may be obtained from the Pennsylvania Department of State by calling toll free, within PA, 1-800-732-0999. West Virginia residents may obtain a summary of the registration and financial documents from the West Virginia Secretary of State, State Capitol, Charleston, West Virginia 25305. Registration does not imply endorsement.