



LEUKEMIA &
LYMPHOMA
SOCIETY®

fighting blood cancers

2017 Sponsorship Proposal

The following information highlights our five signature events. Please consider joining us by sponsoring one or more of our mission-driven campaigns. Thank you for your investment in cancer cures.

The Mission is Critical:

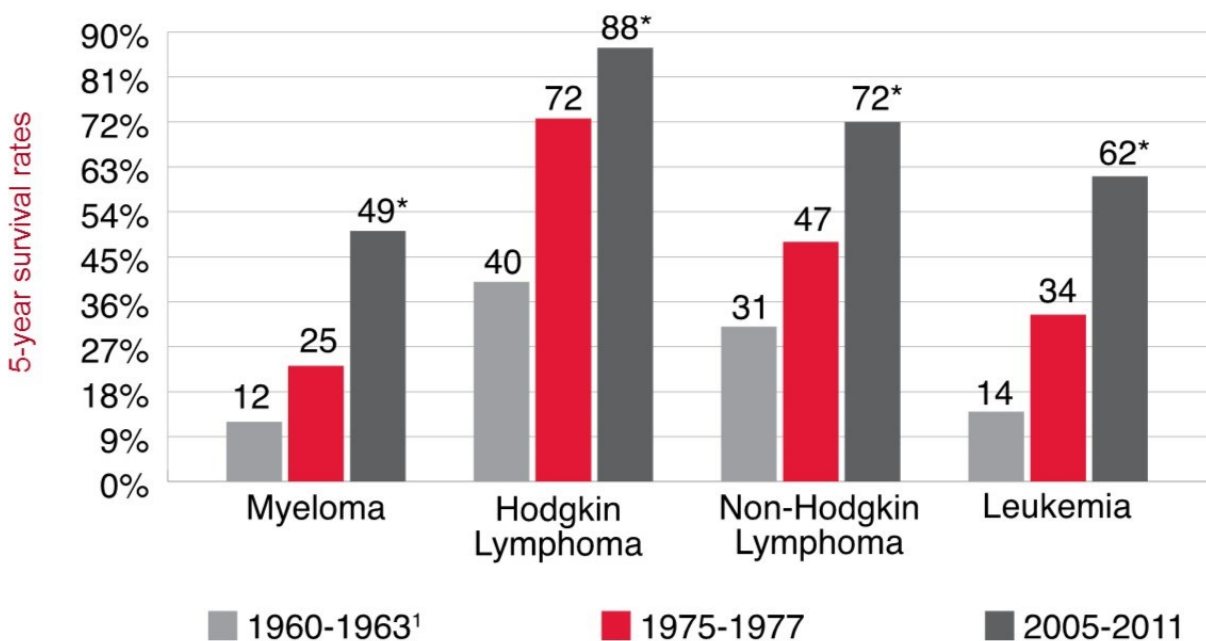
The Leukemia & Lymphoma Society's (LLS) Mission is to cure leukemia, lymphoma, Hodgkin's disease and myeloma, and improve the quality of life of patients and their families.



Elsa, 6—fighting AML

Our Investment Through Time

Since 1949, LLS has invested \$1 billion in research aimed at helping all blood cancer patients live longer, healthier lives. Our research has been a driving force behind treatment breakthroughs for patients with leukemia, lymphoma, and myeloma.



Source: SEER (Surveillance, Epidemiology and End Results) Cancer Statistics Review, 1975-2011. National Cancer Institute; 2015.

Please consider joining us by sponsoring one or more of our mission-driven campaigns featured below.



Light The Night is The Leukemia & Lymphoma Society's nationwide evening fundraising walk to celebrate and commemorate lives touched by blood cancers. Join the St. Louis area Walk and help us in our quest to raise money for research and patient services. Participants walk along a one-mile route, carrying illuminated lanterns—white for survivors, red for supporters, and gold in memory of a loved one. 2016 promotional materials received more than 100,000 impressions. There were approximately 18,000 participants at our 2016 Walk. lightthenight.org/gat

SAVE THE DATE St. Louis: September 23, 2017 Little Rock: October 7, 2017



Team In Training (TNT) is the world's largest endurance sports training program. Since 1988, TNT has trained more than 600,000 novice to seasoned athletes to run or walk a marathon or half marathon, cycle a century ride, participate in a triathlon or complete a hike. In exchange for experienced coaching, team members raise funds to fight blood cancers. Locally, TNT has a reach of 12,000 and trains 300 participants yearly. teamintraining.org/gat

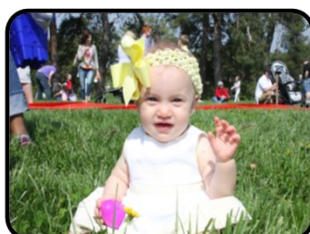


Man & Woman of the Year and Student of the Year: Hundreds of men and women in 63 cities throughout the nation compete for the title of Man & Woman each year. In addition, high school and university students compete to be named Student of the Year. All candidates agree to utilize their leadership abilities to conduct their own 10-week fundraising campaigns for LLS. Culminating with a Grand Finale Celebration hosting 600+ guests, the top male and female candidates are named the Man & Woman of the Year, and the top student is named Student of the Year. mwoy.org/gat

SAVE THE DATE St. Louis: May 5, 2017 Little Rock: April 21, 2017



Student Series: The LLS Student Series is a service learning, character education and philanthropy program where students gain the unique experience of helping thousands of children and adults in their fight against blood cancers. Students see firsthand how their involvement can make a difference in helping save the lives of patients simply by fundraising. LLS provides all the materials at no cost to the schools. studentseries.org/gat



Hunt for a Cure is the largest family egg hunt in Missouri. The event takes place in Queeny Park. 75,000 eggs are donated by local senior centers. Participants enjoy a special entrance by the egg-xtraordinary bunny. Local radio stations and hospitals partake in this fun-filled event. In 2016, Hunt for a Cure had 6,000 children and their families in attendance.

lls.org/pages/gat/huntforacure

SAVE THE DATE St. Louis: April 15, 2017

For more information, call Debbie Kersting at (314) 660-9956

Shining Star Sponsor \$100,000 - Details Available

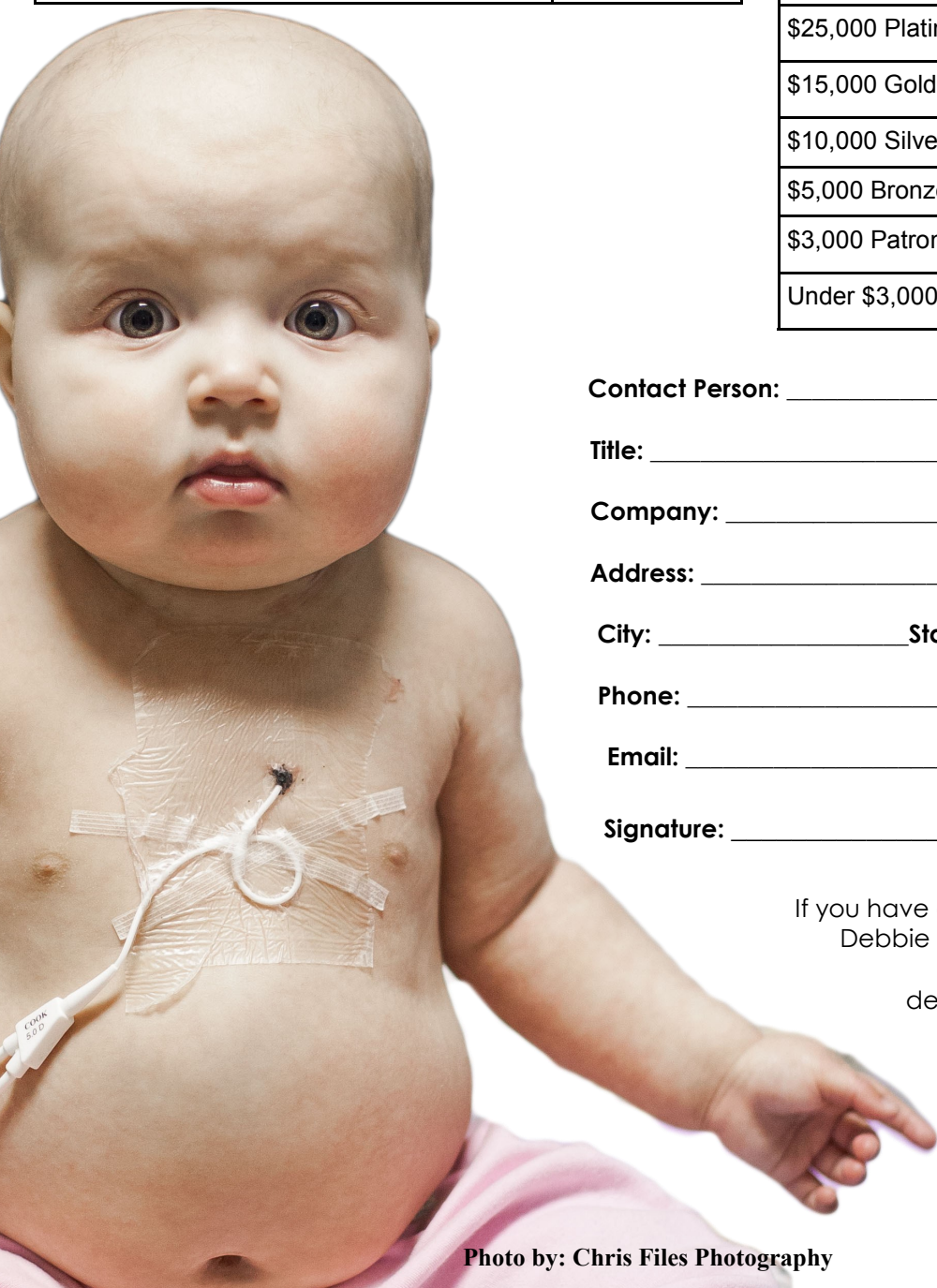
 LEUKEMIA & LYMPHOMA SOCIETY® <small>fighting blood cancers</small>	Signature Event Sponsorship Opportunities							
	\$75K	\$50K	\$35K	\$25K	\$15K	\$10K	\$5K	\$3K
TV Interview(s) opportunity for company rep	X							
Logo on Bus Shelters	X							
Logo on TV Public Service Announcements	X	X	X					
Company name linked to a Research Portfolio	X	X						
Radio opportunity for company rep	X	X	X	X	X			
Recognition in radio PSAs	X	X						
Logo on two billboards	X	X	X	X				
St. Louis Post-Dispatch full-page ad	X	X	X	X				
Sophisticated Living two-page spread	X	X						
Logo or recognition in St. Louis Business Journal ads (Light The Night only)	X	X	X	X	X	X	X	X
Man & Woman of the Year Grand Finale VIP tickets (Man & Woman of the Year only)	4 Tables	3 Tables	3 Tables	2 Tables	2 Tables	1 Table	8 Tickets	4 Tickets
Recognition in St. Louis Business Journal Giving Guide	X	X	X	X	X	X	X	X
High Society magazine cover (company logo featured)	X	X	X	X				
Logo or recognition in High Society magazine	X	X	X	X				
Logo or recognition in pre-event print material: save-the-dates, invites, e-newsletters, brochures, kick-off party, team captain kits	X	X	X	X	X	X	X	
Logo or recognition on main stage banner and program book	X	X	X	X	X	X	X	X
Logo featured on participant t-shirts (Light The Night and Team In Training only)	X	X	X	X	X	X	X	
Acknowledgement in event script	X	X	X	X	X	X	X	X
Invitation to Chairman's Circle VIP Event	X	X	X	X	X	X		
Company tent at event (Light The Night only)	X	X	X	X	X	X		
VIP pass(es) (Man & Woman of the Year and Light The Night)	X	X	X	X	X	X	X	X
LLS Web presence (logo or recognition)	X	X	X	X	X	X	X	
Hunt for a Cure – Family Pass Tickets	50	40	35	30	25	20	15	10
Social media presence (logo or recognition)	X	X	X	X	X	X	X	
Email blast to entire LLS database	X	X	X	X	X	X	X	X
Presentation of personalized award	X	X	X	X	X	X	X	
Recognition in National Annual Report	X	X	X	X	X	X		
TOTAL ESTIMATED MEDIA VALUE	\$530K	\$478K	\$348K	\$230K	\$56K	\$43K	\$32K	\$19K

Sponsorship Agreement

The Leukemia & Lymphoma Society (LLS) appreciates your support. Below is the sponsorship contract agreement for LLS' 2017 Campaigns. This serves as an agreement between your organization and the Gateway Chapter:

SELECT THE EVENT(S) YOU WILL BE SUPPORTING	
Light The Night Walk	
Team In Training	
Man & Woman of the Year/ Student of the Year	
Hunt for a Cure	

SELECT SPONSORSHIP LEVEL	
\$100,000 Shining Star Sponsor	
\$75,000 Presenting Sponsor	
\$50,000 Diamond Sponsor	
\$35,000 Ruby Sponsor	
\$25,000 Platinum Sponsor	
\$15,000 Gold Sponsor	
\$10,000 Silver Sponsor	
\$5,000 Bronze Sponsor	
\$3,000 Patron Sponsor	
Under \$3,000 Friend of LLS	



Contact Person: _____ **Date:** _____

Title: _____

Company: _____

Address: _____

City: _____ **State:** _____ **Zip:** _____

Phone: _____ **Fax:** _____

Email: _____

Signature: _____

If you have any questions, please contact:
Debbie Kersting, Executive Director
(314) 660-9956
debbie.kersting@LLS.org

Please send check to:
The Leukemia & Lymphoma Society
1972 Innerbelt Business Center Drive
St. Louis, MO 63114