

Executive Summary

WHO: The Leukemia & Lymphoma Society (LLS) is the world's largest private organization concerned solely with funding research toward cures for blood cancers such as leukemia, lymphoma and myeloma, and to improving the quality of life of patients and their families. LLS is dedicated to being one of the top-rated voluntary health agencies in terms of dollars that directly fund the mission: 78% of LLS's expenditures are directed to research, patient and community services, advocacy and education.

WHAT: The 29th Annual Leukemia Ball

WHEN: March 12, 2016 – 6PM

WHERE: Walter E. Washington Convention Center, Washington, DC

WHY: Currently, 1.1 million Americans are living with, or are in remission from, a form of blood cancer. Every three minutes someone is diagnosed with a blood cancer. Every ten minutes someone dies of a blood cancer. Leukemia causes more deaths than any other cancer among children under the age of 20. Due to donors and sponsors like you, LLS has invested over \$1 billion in cutting-edge research... research that is saving lives today. An investment in blood cancer research has a significant impact on the entire cancer community. Why? Almost half of the new cancer drugs approved by the FDA since 2000 were first approved to treat patients with blood cancer. Blood cancer research can be the gateway to studying many types of cancers. Cancer cells in blood are generally easier to access than those in solid tumors, making it easier to study cancer-causing molecules and to measure the effects of new therapies. For example:

***Rituxan**, the first approved targeted cancer drug was initially used for certain non-Hodgkin lymphoma patients. It is now used for a variety of lymphomas and leukemias and autoimmune diseases including rheumatoid arthritis.*

***Gleevec**, developed for patients with chronic myelogenous leukemia, it is now also approved for other myeloid cancers, a form of acute lymphocytic leukemia and rare stomach and skin tumors. It is now in trials for breast, pancreatic, lung, prostate and ovarian cancers.*

***Velcade**, the targeted drug approved to treat patients with myeloma or mantle cell lymphoma, is also in trials for breast, colorectal, kidney, and lung cancers and in organ transplantation.*

Your support of the Leukemia Ball makes it possible for LLS to continue to invest in innovative research that is saving lives, not someday...but today! This is the Return on Investment that you have earned through your support of LLS.

Sponsorship benefits outlined in this document are provided to all sponsors at the same level.

**For more sponsorship information, please contact Korey Lindesmith
at (703) 399-2957 or korey.lindesmith@lls.org.**



29th Annual Leukemia Ball

March 12, 2016 | Walter E. Washington Convention Center

SPONSORSHIP OPPORTUNITIES

The Leukemia Ball is the National Capital Area Chapter's annual black tie gala. Since 1988, over \$50 million has been raised for the fight against leukemia, lymphoma, Hodgkin's disease and myeloma through the Leukemia Ball. Each year, dedicated volunteers have exceeded goals to make this event one of the largest, non-political black tie events in the Washington, DC area.

Presenting Sponsor (exclusive) – \$125,000

Participation Benefits:

- Opportunity for company executive to serve on the Leukemia Ball Executive Committee
- Opportunity to provide guests with product or promotional materials subject to approval
- Three (3) premium VIP tables for 30 guests
- Thirty (30) reservations to the VIP Chairmen's Reception
- Complimentary valet parking for up to fifteen (15) vehicles
- One complimentary deluxe hotel room for the evening of the Ball
- Photo op with entertainer, pending approval of entertainer
- Complimentary framed plaque featuring the event invitation cover

SOLD!

Logo and advertisements must be received by the deadline to guarantee placement.

Recognition Benefits:

Logo Placement

- Any secured Print Media - Washington Business Journal, Capitol File, Washingtonian, etc.
- Broadcast Media - Comcast Red Carpet interview for broadcast post-Ball (pending availability)
- Web - any secured media partner banner ads and all pages of the Leukemia Ball website (www.leukemiaball.org)
- Collaterals - invitation, program book, auction/seating guide
- Gobos - lobby and ballroom
- Signage - lobby area, auction area, main stage, VIP reception, general reception, valet
- Jumbo screens - four jumbo screens in ballroom
- Sponsor recognition PowerPoint- prominent placement
- Recognition in the post-Ball advertising (pending availability)

Speaking Opportunities

- Any secured Comcast/CNN Headline News/Local Edition interview for broadcast prior to the Ball
- Comcast Red Carpet interview for broadcast post-Ball (pending availability)
- Leukemia Ball main stage
- VIP Chairmen's Reception program
- Leukemia Ball Executive Committee holiday luncheon in December
- Leukemia Ball "Thank You" party after the event

Advertisements

- Full premium page color ad (inside front cover) in the program book

Other Recognition

- Company to be mentioned in all media releases
- "About Company" to be included in all media releases
- Recognition from main stage
- Company to be featured in LLS newsletter
- Listing in LLS Annual Report



**LEUKEMIA &
LYMPHOMA
SOCIETY®**

fighting blood cancers

Titan of Business & Philanthropy Award (Limited to 2) – \$75,000

Participation Benefits:

- Award presentation to be made from Leukemia Ball main stage
- Opportunity to speak at the Executive Committee Holiday Luncheon in December
- Opportunity for company executive to serve on the Leukemia Ball Executive Committee
- Two (2) premium VIP tables for 20 guests
- Twenty (20) reservations to the VIP Chairmen's Reception
- Complimentary valet parking for up to ten (10) vehicles
- One complimentary deluxe hotel room for the evening of the Ball
- Photo op with entertainer, pending approval of entertainer

1 SOLD!

Recognition Benefits:

- Included in any Titan of Business & Philanthropy media spots
- Opportunity to participate in any night-of interviews for televised broadcast after the Leukemia Ball
- Included in all Titans of Business & Philanthropy Awards media releases
- Name or logo on the Titans of Business & Philanthropy web page
- Name or logo on Leukemia Ball invitation & on a large mobile suspended from the ceiling of the convention center
- Featured in Leukemia Ball night-of sponsor PowerPoint
- Name or logo prominently placed on back cover of program book
- Full premium page color ad in program book
- Recognition in LLS newsletter and annual report

Mission Sponsor (exclusive) – \$75,000

Participation Benefits:

- Opportunity to introduce the Mission Moment from stage the night of the Ball
- Opportunity for company executive to serve on the Leukemia Ball Executive Committee
- Two (2) premium VIP tables for 20 guests
- Twenty (20) reservations to the VIP Chairmen's Reception
- Complimentary valet parking for up to ten (10) vehicles
- One complimentary deluxe hotel room for the evening of the Ball
- Photo op with entertainer, pending approval of entertainer

SOLD!

Recognition Benefits:

- Opportunity to participate in night-of interviews for televised broadcast after the Leukemia Ball
- Inclusion in all Ball media releases subsequent to sponsorship commitment
- Logo prominently placed on the Leukemia Ball web page
- Logo prominently placed on the Leukemia Ball invitation & on a large mobile suspended from the ceiling of the convention center
- Featured in Leukemia Ball night-of sponsor PowerPoint
- Logo prominently placed on mission cards placed at each seat in ballroom, as well as back cover of program book
- Full premium page color ad in program book
- Recognition from podium during the VIP Chairmen's Reception
- Recognition from stage during the Ball program
- Recognition in LLS newsletter and annual report

James L. Eichberg Lifetime Achievement Award Sponsor – \$75,000

Participation Benefits:

- Award presentation to be made from Leukemia Ball main stage
- Opportunity to speak at the Executive Committee Holiday Luncheon in December
- Opportunity for company executive to serve on the Leukemia Ball Executive Committee
- Two (2) premium VIP tables for 20 guests
- Twenty (20) reservations to the VIP Chairmen's Reception
- Complimentary valet parking for up to ten (10) vehicles
- One complimentary deluxe hotel room for the evening of the Ball
- Photo op with entertainer, pending approval of entertainer

Recognition Benefits:

- Included in any James L. Eichberg Lifetime Achievement Award media spots
- Opportunity to participate in any night-of interviews for televised broadcast after the Leukemia Ball
- Included in all James L. Eichberg Lifetime Achievement Award media releases
- Name or logo on the Ball web page
- Name or logo on Leukemia Ball invitation & on a large mobile suspended from the ceiling of the convention center
- Featured in Leukemia Ball night-of sponsor PowerPoint
- Name or logo prominently placed on back cover of program book
- Full premium page color ad in program book
- Recognition in LLS newsletter and annual report

Founder's Sponsor – \$50,000

Participation Benefits:

- Two (2) premium VIP tables for 20 guests
- Twenty (20) reservations to the VIP Chairmen's Reception
- Complimentary valet parking for up to ten (10) vehicles
- One complimentary deluxe hotel room for the evening of the Ball

Recognition Benefits:

- Company logo on Ball invitation
- Special logo web site recognition and web site links from Ball site to your company's site
- Company logo prominently displayed on both sides of hanging mobile signage the evening of the event
- Company logo prominently displayed on back cover of event program book
- Company name prominently listed in event program book
- Black and white, full page advertisement in program book
- Company name and logo featured in event recognition PowerPoint the night of the event
- Formal recognition of company from stage night of event
- Recognition in post-Ball advertising (pending availability)

Specialty Sponsor (3 sponsorships available: Valet, Auction & VIP Reception) - \$35,000

Participation Benefits:

- One (1) preferred VIP table for 10 guests
- Ten (10) reservations to the VIP Chairmen's Reception
- Complimentary valet parking for up to five (5) vehicles

Available!

Recognition Benefits:

- Company logo on Ball invitation
- Special logo web site recognition and web site links from Ball site to your company's site
- Company logo prominently displayed on one side of hanging mobile signage the evening of the event
- Company logo prominently displayed on back cover of event program book
- Company name prominently listed in event program book
- Black and white, 1/2 page advertisement in program book
- Company name and logo featured in event recognition PowerPoint the night of the event
- Recognition in post-Ball advertising (pending availability)

Exclusive Valet Sponsor Benefits:

- Promotional item provided in each valet vehicle
- Company logo displayed in departure lounge area

Exclusive Auction Sponsor Benefits:

- Company logo prominently displayed in silent auction area and on BidPal handheld devices
- Promotional item/materials provided in auction checkout bags/envelopes

Exclusive VIP Reception Sponsor Benefits:

- Company logo prominently displayed in VIP Reception area
- Formal recognition of company from podium during the Reception

Diamond Sponsor – \$25,000

Participation Benefits:

- One (1) preferred VIP table for 10 guests
- Ten (10) reservations to the VIP Chairmen's Reception
- Complimentary valet parking for up to five (5) vehicles

Recognition Benefits:

- Company logo on Ball invitation
- Special logo web site recognition and web site links from Ball site to your company's site
- Company logo prominently displayed on one side of hanging mobile signage the evening of the event
- Company logo prominently displayed on back cover of event program book
- Company name prominently listed in event program book
- Black and white, 1/2 page advertisement in program book
- Company name and logo featured in event recognition PowerPoint the night of the event
- Recognition in post-Ball advertising (pending availability)

Platinum Sponsor – \$15,000

Participation Benefits:

- One (1) preferred table for 10 guests
- Ten (10) reservations to the Chairmen's Reception

Recognition Benefits:

- Black and white, 1/4 page advertisement in program book
- Recognition on Leukemia Ball web site
- Company name displayed in program book
- Company name featured in event recognition PowerPoint the night of the event
- Recognition in post-Ball advertising (pending availability)

Gold Sponsor – \$10,000

Participation Benefits:

- One (1) table for ten guests
- Ten (10) reservations to the Leukemia Ball General Reception

Recognition Benefits:

- Company name listed in Ball program book and web site
- Company name featured in event recognition PowerPoint the night of the event
- Recognition in post-Ball advertising (pending availability)

Individual Seating Option – \$1,000

Participation Benefits:

- One (1) reserved seat at the Ball
- One (1) reservation to the Leukemia Ball General Reception

For more sponsorship information,
please contact:

Korey Lindesmith
Sr. Campaign Manager, Special
Events
Phone: 703.399.2957, or
korey.lindesmith@lls.org

The Leukemia & Lymphoma Society
3601 Eisenhower Avenue, Suite 450
Alexandria, VA 22304
703.399.2900



2016 Leukemia Ball Sponsorship Commitment Form

Thank you for participating in the 2016 Leukemia Ball! Please complete all three sections of this form to ensure proper seating allocation and representation of your company's name on all printed materials associated with the Leukemia Ball.

Section 1

SPONSORSHIP OPPORTUNITIES:

- Presenting Sponsor (\$125,000)
- Titan of Business & Philanthropy (\$75,000)
- Mission Sponsor (\$75,000)
- James L. Eichberg Award Sponsor (\$75,000)
- Specialty Sponsor (\$35,000 each)
- Please select one:*
- Valet Sponsor
- Auction Sponsor
- VIP Reception Sponsor
- Diamond Sponsor (\$25,000)
- Platinum Sponsor (\$15,000)
- Gold Sponsor (\$10,000)
- Individual Seat (\$1,000)
of Seats _____

Will your organization use its table(s)/seat(s) at the Leukemia Ball? _____ YES _____ NO

OTHER OPPORTUNITIES:

We are not able to participate in the Leukemia Ball this year, but would like to make a fully tax-deductible contribution to The Leukemia & Lymphoma Society of \$_____.

Section 2

SPONSOR CONTACT INFORMATION:

NAME OF SPONSOR (as you would like it to appear on printed materials)

Contact Name: _____ Title: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Fax: _____ Email: _____

Section 3

PAYMENT INFORMATION:

DEADLINE: All payments due to LLS by 03/01/16

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 Diner's Club Discover

Acct #: _____ Exp. Date: _____ V Code: _____