



L E U K E M I A

B A L L 2 0 1 7

March 11, 2017

Walter E. Washington Convention Center

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, Hodgkin's disease 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: 74% of LLS's expenditures are directed to research, patient and community services, advocacy and education.

WHAT: The 30th Anniversary Leukemia Ball

WHEN: March 11, 2017 – 6PM

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

WHY: Currently, 1.2 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 nine minutes someone dies of a blood cancer.*

Due to donors and sponsors like you, LLS has invested over \$1 billion in cutting-edge research—research that is saving lives **not someday, but today**. An investment in blood cancer research has a significant impact on the entire cancer community.

Did you know? 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. Examples of drugs being applied in other forms of cancer include:

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.

In addition to funding cutting-edge research across the globe, LLS is committed to providing patient access and education to blood cancer patients, medical professionals and caregivers. For more information about LLS and our mission, visit www.lls.org.

www.leukemiaball.org



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SPONSORSHIP OPPORTUNITIES

The Leukemia Ball is the National Capital Area Chapter's annual black tie gala. Since 1988, over \$53 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 ten (10) guests each
- Thirty (30) reservations to the VIP Chairmen's Reception
- Complimentary valet parking for up to fifteen (15) vehicles
- One (1) complimentary deluxe hotel room for the evening of the Leukemia Ball
- Photo op with entertainer, pending approval of entertainer

RECOGNITION BENEFITS

Sponsor logo to have prominent placement on:

- Any secured print media - Washington Business Journal, Capitol File, Washingtonian, etc.
- Any secured media partner web banner ads and all pages of the Leukemia Ball website, as well as web site link back to your company page
- Collaterals—invitation, program book, Guide to Seating & Auction
- Gobos - lobby and ballroom
- Jumbo screens in ballroom

RECOGNITION BENEFITS (CONT.)

Sponsor logo to appear on:

- Signage - lobby area, auction area, main stage, VIP Chairmen's Reception, General Reception and valet
- Large mobile suspended from the ceiling of the Convention Center
- Leukemia Ball night-of sponsor PowerPoint

Advertisements

- Full premium page color ad (inside front cover) in the Leukemia Ball program book
- Full page black & white ad in Leukemia Ball Guide to Seating & Auction

SPEAKING OPPORTUNITIES

- Leukemia Ball main stage
- VIP Chairmen's Reception program
- Leukemia Ball Executive Committee Holiday Luncheon in December
- Comcast Red Carpet interview, pending availability

OTHER RECOGNITION

- Company to be mentioned in all media releases
- "About Company" to be included in all media releases
- Recognition from Leukemia Ball main stage
- Recognition in LLS newsletter and annual report
- Recognition in the post-Ball advertising (pending availability)

SPONSORSHIP OPPORTUNITIES

TITAN OF BUSINESS & PHILANTHROPY AWARD - \$75,000

MISSION SPONSOR (EXCLUSIVE) - \$75,000

PARTICIPATION BENEFITS

- Opportunity for company executive to serve on the Leukemia Ball Executive Committee
- Two (2) premium VIP tables for ten (10) guests each
- Twenty (20) reservations to the VIP Chairmen's Reception
- Complimentary valet parking for up to ten (10) vehicles
- One (1) complimentary deluxe hotel room for the evening of the Leukemia Ball
- Photo op with entertainer, pending approval of entertainer

RECOGNITION BENEFITS

Sponsor logo to have prominent placement on:

- Leukemia Ball web page with link to your company's site
- Collaterals - invitation, program book, Guide to Seating & Auction
- Leukemia Ball night-of sponsor PowerPoint
- Back cover of program book
- Full premium page color ad in Leukemia Ball program book
- Large mobile suspended from the ceiling of the Convention Center

SPEAKING OPPORTUNITIES & OTHER RECOGNITION

- Award presentation from Leukemia Ball main stage
- Recognition from podium during the VIP Chairmen's Reception
- Opportunity to speak at the Leukemia Ball Executive Committee Holiday Luncheon in December
- Comcast Red Carpet interview, pending availability
- Inclusion in all Titan of Business & Philanthropy media releases
- Recognition in LLS newsletter and annual report
- Recognition in the post-Ball advertising (pending availability)

PARTICIPATION BENEFITS

- Opportunity for company executive to serve on the Leukemia Ball Executive Committee
- Opportunity to introduce the Mission Moment from Leukemia Ball center stage
- Two (2) premium VIP tables for ten (10) guests each
- Twenty (20) reservations to the VIP Chairmen's Reception
- Complimentary valet parking for up to ten (10) vehicles
- One (1) complimentary deluxe hotel room for the evening of the Leukemia Ball
- Photo op with entertainer, pending approval of entertainer

RECOGNITION BENEFITS

Sponsor logo to have prominent placement on:

- Leukemia Ball web page with link to your company's site
- Collaterals - invitation, program book, Guide to Seating & Auction
- Mission Cards placed at each seat in ballroom
- Leukemia Ball night-of sponsor PowerPoint
- Back cover of program book
- Full premium page color ad in Leukemia Ball program book
- Large mobile suspended from the ceiling of the Convention Center

SPEAKING OPPORTUNITIES & OTHER RECOGNITION

- Award presentation from Leukemia Ball main stage
- Recognition from podium during the VIP Chairmen's Reception
- Comcast Red Carpet interview, pending availability
- Inclusion in all Mission Sponsor media releases
- Recognition in LLS newsletter and annual report
- Recognition in the post-Ball advertising (pending availability)

SPONSORSHIP OPPORTUNITIES

JAMES L. EICHBERG LIFETIME ACHIEVEMENT AWARD SPONSOR - \$75,000

PARTICIPATION BENEFITS

- Opportunity for company executive to serve on the Leukemia Ball Executive Committee
- Two (2) premium VIP tables for ten (10) guests each
- Twenty (20) reservations to the VIP Chairmen's Reception
- Complimentary valet parking for up to ten (10) vehicles
- One (1) complimentary deluxe hotel room for the evening of the Leukemia Ball
- Photo op with entertainer, pending approval of entertainer

RECOGNITION BENEFITS

Sponsor logo to have prominent placement on:

- Leukemia Ball web page with link to your company's site
- Collaterals - invitation, program book, Guide to Seating & Auction
- Leukemia Ball night-of sponsor PowerPoint
- Back cover of program book
- Full premium page color ad in Leukemia Ball program book
- Large mobile suspended from the ceiling of the Convention Center

SPEAKING OPPORTUNITIES & OTHER RECOGNITION

- Award presentation from Leukemia Ball main stage
- Recognition from podium during the VIP Chairmen's Reception
- Opportunity to speak at the Leukemia Ball Executive Committee Holiday Luncheon in December
- Comcast Red Carpet interview, pending availability
- Inclusion in all James L. Eichberg Lifetime Achievement Award media releases
- Recognition in LLS newsletter and annual report
- Recognition in the post-Ball advertising (pending availability)

FOUNDERS SPONSOR - \$60,000

PARTICIPATION BENEFITS

- Two (2) VIP tables for ten (10) guests each
- Twenty (20) reservations to the VIP Chairmen's Reception
- Complimentary valet parking for up to ten (10) vehicles

RECOGNITION BENEFITS

Sponsor logo to have prominent placement on:

- Leukemia Ball web page with link to your company's site
- Collaterals - invitation, program book, Guide to Seating & Auction
- Leukemia Ball night-of sponsor PowerPoint
- Back cover of Leukemia Ball program book
- Full page black & white ad in program book
- Large mobile suspended from the ceiling of the Convention Center

SPEAKING OPPORTUNITIES & OTHER RECOGNITION

- Recognition from Leukemia Ball main stage
- Recognition in LLS newsletter and annual report
- Recognition in the post-Ball advertising (pending availability)

SPECIALITY SPONSORS - \$40,000 EACH (3 AVAILABLE: AUCTION SPONSOR, VALET SPONSOR & VIP CHAIRMEN'S RECEPTION SPONSOR)

PARTICIPATION BENEFITS

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

RECOGNITION BENEFITS

Sponsor logo to have prominent placement on:

- Leukemia Ball web page with link to your company's site
- Collaterals - invitation, program book, Guide to Seating & Auction
- Leukemia Ball night-of sponsor PowerPoint
- Back cover of program book
- 1/2 page black & white ad in program book
- Large mobile suspended from the ceiling of the Conv. Center
- Recognition in LLS newsletter and annual report
- Recognition in the post-Ball advertising (pending availability)

SPONSORSHIP OPPORTUNITIES

SPECIALITY SPONSORS - \$40,000 EACH

(3 AVAILABLE: AUCTION SPONSOR, VALET SPONSOR & VIP CHAIRMEN'S RECEPTION SPONSOR), CONT.

EXCLUSIVE AUCTION SPONSOR BENEFITS:

- Company logo prominently displayed in silent auction area and on BidPal smartphone app
- Promotional item/materials provided in auction checkout bags/envelopes, pending approval

EXCLUSIVE VALET SPONSOR BENEFITS:

- Opportunity to place promotional item in each valet vehicle, pending approval
- Company logo displayed in Valet Departure Lounge

EXCLUSIVE VIP CHAIRMEN'S RECEPTION SPONSOR BENEFITS:

- Company logo prominently displayed in VIP Chairmen's Reception
- Recognition from podium during the VIP Chairmen's Reception

DIAMOND SPONSOR - \$30,000

PARTICIPATION BENEFITS

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

RECOGNITION BENEFITS

Sponsor logo to be placed on:

- Leukemia Ball web page with link to your company's site
- Collaterals - invitation, program book & Guide to Seating & Auction
- Leukemia Ball night-of sponsor PowerPoint
- Back cover of program book
- Large mobile suspended from the ceiling of the Convention Center
- 1/2 page black & white ad in program book
- Recognition in post-Ball advertising (pending availability)

PLATINUM SPONSOR - \$15,000

PARTICIPATION BENEFITS

- One table for ten (10) guests

RECOGNITION BENEFITS

Sponsor name to be listed on:

- Leukemia Ball program book
- Leukemia Ball web page
- Leukemia Ball night-of sponsor PowerPoint
- 1/4 black & white ad in program book
- Recognition in post-Ball advertising (pending availability)

GOLD SPONSOR - \$10,000

PARTICIPATION BENEFITS

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

RECOGNITION BENEFITS

Sponsor name to be listed on:

- Leukemia Ball program book
- Leukemia Ball web page
- Leukemia Ball night-of sponsor PowerPoint
- Recognition in post-Ball advertising (pending availability)

INDIVIDUAL SEATING OPTION - \$1,000

PARTICIPATION BENEFITS

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

FOR MORE INFORMATION, PLEASE CONTACT

KOREY LINDESMITH

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THE LEUKEMIA & LYMPHOMA SOCIETY
NATIONAL CAPITAL AREA CHAPTER
3601 EISENHOWER AVENUE, SUITE 450
ALEXANDRIA, VA 22304
703.399.2900
WWW.LLS.ORG/NCA



SPONSORSHIP COMMITMENT FORM

Thank you for participating in the 2017 Leukemia Ball! Please complete all 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.

SPONSORSHIP OPPORTUNITIES *(please indicate one)*

- _____ PRESENTING SPONSOR (\$125,000)
- _____ SPECIALITY SPONSOR (\$40,000)
 Auction Valet VIP Reception
- _____ TITAN OF BUSINESS & PHILANTHROPY (\$75,000)
- _____ DIAMOND SPONSOR (\$30,000)
- _____ MISSION SPONSOR (\$75,000)
- _____ PLATINUM SPONSOR (\$15,000)
- _____ JAMES L. EICHBERG LIFETIME ACHIEV. AWARD (\$75,000)
- _____ GOLD SPONSOR (\$10,000)
- _____ FOUNDERS SPONSOR (\$60,000)
- _____ INDIVIDUAL SEATS (\$1000) # 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 \$_____.

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: _____

PAYMENT INFORMATION

Payments due to LLS no later than March 3, 2017.

_____ 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: _____

PLEASE RETURN TO KOREY.LINDESMITH@LLS.ORG or 703.399.2901 (FAX)
3601 EISENHOWER AVENUE, SUITE 450, ALEXANDRIA, VA 22304

LEUKEMIA BALL SNAPSHOT

