

2014 Sponsorship Proposal

Kentucky & Southern Indiana Chapter



The Whitaker Bank Ballpark
Home of the Lexington Legends

WHAT: The Leukemia & Lymphoma Society's Light The Night Walk funds lifesaving research and support for people battling cancer. Friends, families and co-workers form fundraising teams and millions of consumers help by donating at retail outlets. These efforts culminate in inspirational, memorable evening walks in over two hundred communities each fall across North America.

WHY: Walk to make a difference in the fight against cancer. Funds raised support The Leukemia & Lymphoma Society's (LLS) efforts to cure leukemia, lymphoma and myeloma, and provide education and services for patients and their families.

WHEN: **Fall of 2014 at The Whitaker Bank Ballpark**

WHERE: **Family Festivities begin at 5:30pm, Opening Ceremony at 7:15pm, Walk Begins at 7:30pm**

HOW: **Register, Raise funds and Walk.**

Register: at www.LightTheNight.org. All walkers receive a personal fundraising page and have access to fun ideas and useful tools to help get started.

Raise funds: to make a difference in the fight against cancer: Those who raise \$100 or more are called Champions For Cures and get the honor of carrying an illuminated balloon - white for survivors, red for supporters and gold balloons in memory of loved ones lost. Along with a balloon, Champion For Cures will also receive night-of-walk benefits including a Light The Night t-shirt and wristband which entitles the walker to food and refreshments.

Walk: Enjoy an evening of fun and inspiration. Participants walk leisurely along a two to three mile route in their communities. Dedication banners and remembrance ceremonies provide an opportunity to display a name or message, honoring or commemorating a family member or friend with cancer.

WHO: Local and national corporate teams, friends & family teams, individuals, retail partners and sponsors participate in nearly 200 communities. The Walk is open for all to join and help find cancer cures.

CORPORATE SUPPORT: Light The Night's 2014 National Associate Sponsors in the United States are: Celgene Corporation, Cephalon Inc., Genentech/Biogen Idec, Millennium: The Takeda Oncology Company and Pfizer. Corporate support through team fundraising and retail sales include: Burlington Coat Factory, Honored Friend of LLS and our 2012 Top Fundraising National Partner; Carter's, Special Friend of LLS; Elbit Systems of America, Special Friend of LLS; and Stater Bros. Charities, Special Friend of LLS.

In Canada, Industrial Alliance Pacific/Industrial Alliance is the Western Canada National Presenting Sponsor and Cascades Recovery Inc. and Air Liquide are National Partners.

Presenting Sponsor-\$20,000

Pre-Event Recognition

- Company Logo prominently feature on Chapter **printed materials** including, (but not limited to):
 - Point of Purchase Brochure – Front Panel
 - Corporate Recruitment Event Invitations and Program (if secured by print date)
 - Save the Date Cards
 - Walker Welcome Manuals
 - Team Captain Handbooks
 - Kickoff Invitations and Programs
 - Welcome Message on Chapters website homepage
 - Sponsor recognition page on Chapters website with hyperlink to Company's home page & Company logo on local Light The Night Webpage
- Company Logo prominently featured in Chapter **media and advertising** including:
 - Headline recognition in campaign press releases, fact sheets, and other media materials.
 - Advertisement in print, radio, TV, and outdoor
 - Prominent exposure on our social media pages.(Twitter, Facebook & LinkedIn)
- Opportunity to speak, display Company banner, and potential product sampling during The Light the Night Kick off event.

Day- of-Event Recognition:

- Company logo prominently featured on Chapter **printed materials** including (but not limited to):
 - Participants Adult T-shirts
 - Volunteer T-shirts
 - Logo and advertising on the Big Screen at Whitaker Bank Ballpark
 - Official 2014 banners/boards throughout Walksite and Whitaker Bank Ballpark
 - Recognition over the Public Address System
 - Company designated area to be used for Company team with Walksite amenities.
 - VIP Reception passes.
- Logo on Light the Night event programs distributed to approximately 2,000 participants.
- Podium recognition during the opening ceremony of the walk.
- Reserved area and opportunity to speak, host a booth, display Company banner, and potential product sampling opportunities during the Light the Night Walk.
- Opportunity to interact with 2014 Chapter Honored Heroes.

Post-Event Recognition:

- Company logo prominently featured on Chapter **printed materials** including (but not limited to):
 - Post-walk party invitations and programs
 - Party signage
- Plaque presentation at post-walk party
- Personalized sponsorship benefits summary at the close of the 2014 campaign

Platinum Sponsor-\$15,000

Pre-Event Recognition

- Company Logo feature on Chapter **printed materials** including (but not limited to):
 - Brochures
 - Corporate Recruitment Event Invitations and Program (if secured by print date)
 - Walker Welcome Manuals
 - Team Captain Handbooks
 - Kickoff Invitations and Programs
 - Save the Date Cards
 - Sponsor recognition page on Chapters website & Company logo on local Light The Night Webpage
- Company Logo featured in Chapter **media and advertising** including:
 - All press releases, fact sheets, and other media materials
 - Advertisement in print, radio, TV, and outdoor
 - Prominent exposure on our social media pages.(Twitter, Facebook & LinkedIn)
- Opportunity to display Company banner and for podium recognition during the Light The Night Kick-off event.
- Reserved table and opportunity to host a booth and display Company banner during the Light The Night Kick-off event
- Opportunity to display a banner at Light The Night Bank Day

Day-of-Event Recognition:

- Company logo featured on Chapter **printed materials** including (but not limited to):
 - Participants T-shirts
 - Volunteer T-shirts
 - Logo and advertising on the Big Screen at Whitaker Bank Ballpark
 - Official 2014 banners/boards throughout Walksite and Whitaker Bank Ballpark
 - Corporate Naming rights to Top Team Area
 - Recognition over the Public Address System
 - Company designated area to be used for Company team with Walksite amenities.
 - VIP Reception passes

Post-Event Recognition:

- Company logo featured on Chapter **printed materials** including (but not limited to):
 - Post-walk party invitations and programs
 - Party signage
- Plaque presentation at post-walk party

Gold Sponsor-\$10,000

Pre-Event Recognition:

- Company Logo feature on Chapter **printed materials** including, (but not limited to):
 - Brochures
 - Corporate Recruitment Event Invitations and Programs (if secured by print date)
 - Walker Welcome Manuals
 - Team Captain Handbooks
 - Kickoff Invitations and Programs
 - Sponsor recognition page on Chapters website & Company logo on local Light The Night Webpage
- Company Logo featured in Chapter **media and advertising** including:
 - All press releases, fact sheets, and other media materials
- Podium recognition at the Light The Night Kick-off event.
- Reserved table and podium recognition at the Light The Night Kick-Off event

Day-of-Event Recognition:

- Company logo featured on Chapter **printed materials** including (but not limited to):
 - Participants T-shirts
 - Official 2014 banners/boards throughout Walksite and Whitaker Bank Ballpark
 - Logo and advertising on the Big Screen at Whitaker Bank Ballpark
 - Corporate designated area to be used for Company team or Product Sampling
 - Recognition over Public Address System
 - VIP Reception Passes

Post-Event Recognition

- Company logo featured on Chapter **printed materials** including (but not limited to):
 - Post-walk party invitations and programs
 - Party signage
- Plaque presentation at post-walk party

Silver Sponsor-\$5,000

Pre-Event Recognition:

- Company Logo feature on Chapter **printed materials** including, (but not limited to):
 - Brochures
 - Corporate Recruitment Event Invitations and Programs (if secured by print date)
 - Walker Welcome Manuals
 - Team Captain Handbooks
 - Kickoff Invitations and Programs

Day-of-Event Recognition:

- Company logo featured on Chapter **printed materials** including (but not limited to):
 - Participant T-shirts
 - Official 2014 banner/board throughout Walksite and Whitaker Bank Ballpark
 - Logo and advertising on the Big Screen at Whitaker Bank Ballpark
 - Recognition over the Public Address System

Post-Event Recognition

- Company logo featured on Chapter **printed materials** including (but not limited to):
 - Post-walk party invitations and programs
 - Party signage
- Plaque presentation at post-walk party

Bronze Sponsor-\$2,500

Pre-Event Recognition:

- Company Logo feature on Chapter **printed materials** including, (but not limited to):
- **You Pick 2**
 - Brochures
 - Corporate Recruitment Event Invitations and Programs (if secured by print date)
 - Walker Welcome Manuals
 - Team Captain Handbooks
 - Kickoff Invitations and Programs

Day-of –Event Recognition:

- Company logo featured on Chapter **printed materials** including (but not limited to):
 - Participants T-shirts
 - Logo and advertising on the Big Screen at Whitaker Bank Ballpark
 - Official 2014 banner/board throughout Walksite
 - Recognition over the Public Address System

Post-Event Recognition:

- Company logo featured on Chapter **printed materials** including (but not limited to):
 - Post-walk party invitations and programs
 - Party signage
- Plaque presentation at post-walk party

Additional sponsorship levels and information available upon request

Yes, my company wants to form a Walk team!

COMPANY NAME: _____

NUMBER. OF EMPLOYEES: _____

YOUR NAME: _____

YOUR TITLE: _____

EMAIL: _____

ADDRESS: _____

CITY/STATE/ZIP: _____

WORK PHONE: _____ CELL PHONE: _____

OUR TEAM IS ALREADY REGISTERED – TEAM NAME: _____

Yes, we are interested in a Light The Night Sponsorship!

Please indicate the Sponsorship level that interests you:

_____ Local Presenting Sponsor \$20,000

_____ Platinum Sponsor \$15,000

_____ Gold Sponsor \$10,000

_____ Silver Sponsor \$5,000

_____ Bronze Sponsor \$2,500

My company is interested in becoming a retail partner for Light The Night _____

**My company is interested in supporting LLS but would like to discuss the best
program for our involvement** _____

Please mail, fax or email this form to:

The Leukemia & Lymphoma Society

836 Euclid Ave, Suite 317

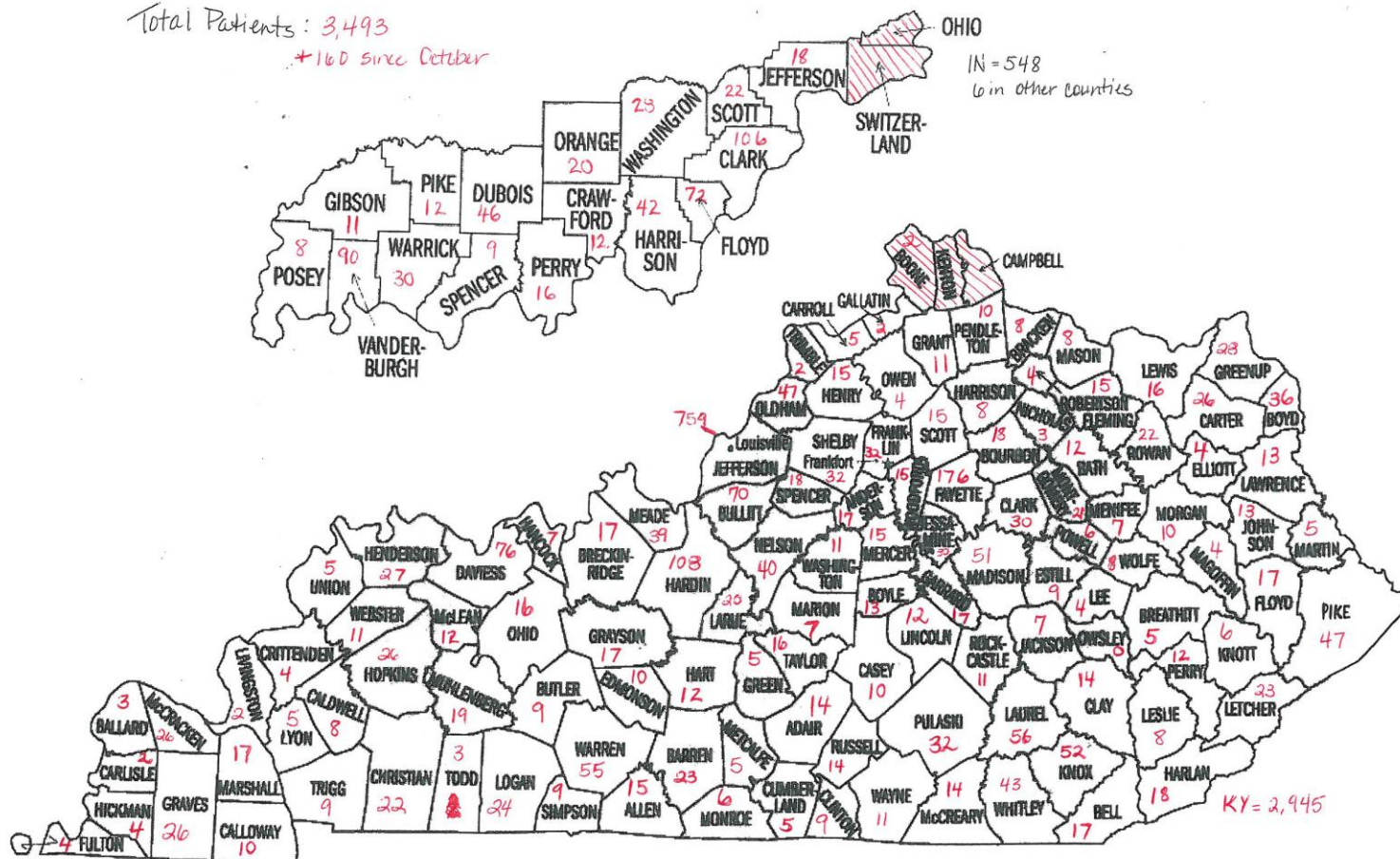
Lexington, KY 40502

Fax: 859.226.0786

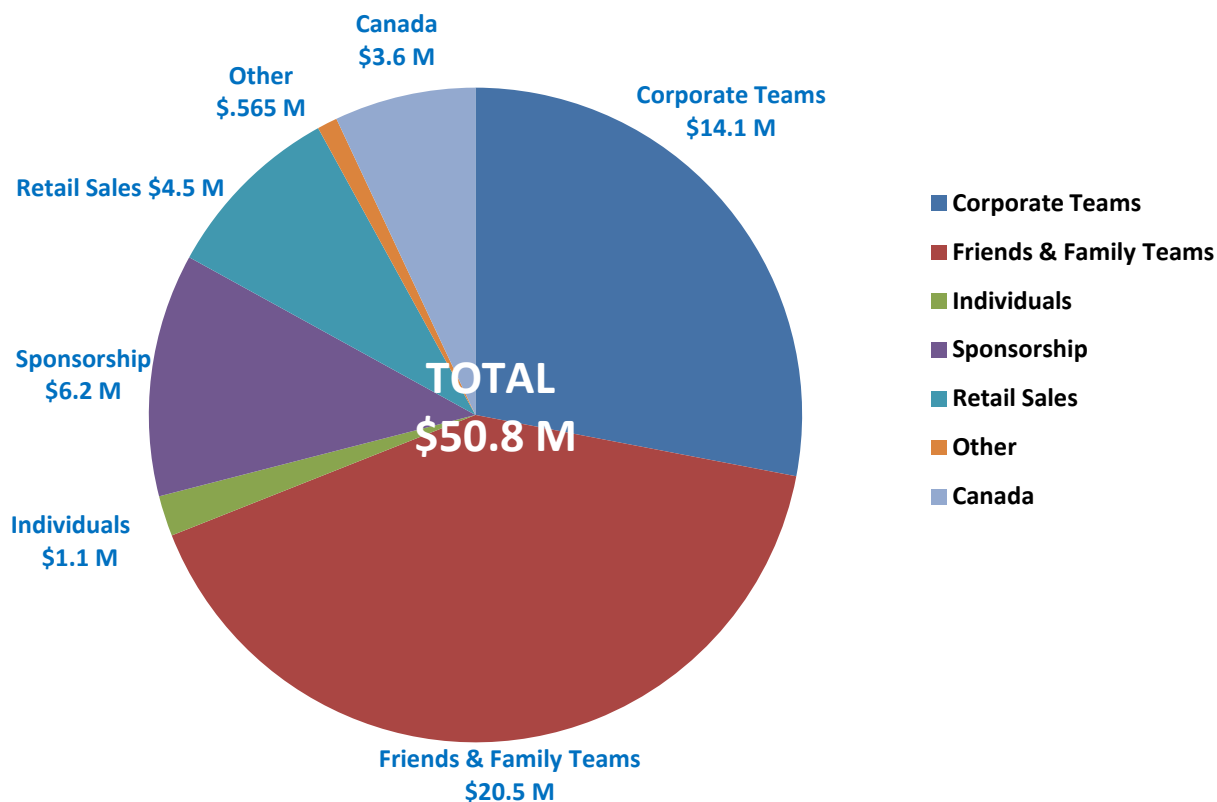
Ph: 859.226.0764

Email: meredith.jenkins@lls.org

*160 since October



Light The Night Revenue Streams 2012



The Leukemia & Lymphoma Society is the world's largest voluntary health agency dedicated to blood cancer. The LLS mission: Cure leukemia, lymphoma, Hodgkin's disease and myeloma, and improve the quality of life of patients and their families. LLS funds lifesaving blood cancer research around the world and provides free information and support services.

LEUKEMIA & LYMPHOMA SOCIETY OVERVIEW

WHO: The Leukemia & Lymphoma Society (LLS) is the world's largest voluntary health organization dedicated to funding blood cancer research and providing education and patient services. Founded in 1949, we are relentless in pursuit of our mission: Cure leukemia, lymphoma, Hodgkin's disease and myeloma, and improve the quality of life of patients and their families.

WHAT: **Investing in blood cancer research:** LLS has invested more than \$814 million in research, approximately \$76.6 million in fiscal year 2013 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.

Research funded by LLS has led or contributed to advances such as chemotherapy, bone marrow and stem cell transplantation and new, targeted oral therapies such as Gleevec®, Rituxan®, Velcade®, Thalidomid®, Revlimid®, Istodax®, Zolanza®, Dacogen® and Vidaza®.

Providing critical information and support for patients and their families:

We made 7.1 million contacts with patients, caregivers and healthcare professionals in fiscal year 2013, through our Information Resource Center (IRC), our award winning Web site and community-based patient service programs. We put people together with experts through Web-casts and teleconferences, and provided professional education through seminars, to extend the latest findings to a broader professional audience.

Advocating for issues impacting blood cancer patients: 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.

WHY: **The need is critical:** An estimated 1,012,533 people in the United States are living with, or are in remission from, leukemia, Hodgkin lymphoma, non-Hodgkin lymphoma or myeloma. Approximately every four minutes, someone new is diagnosed with blood cancer. Approximately every 10 minutes, someone dies.

Leukemia causes more deaths than any other cancer among children, adolescents and young 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 41.1 percent. Incidence is more than twice as high among African Americans as for all other races.

HOW: As a nonprofit, we rely on the generosity of individuals, corporations and foundations. Seventy-five percent of our total expenses support cancer research, education, advocacy and patient services. Major, annual fundraising campaigns include Team In Training®, Light The Night® Walk, School & Youth ProgramsSM, Man & Woman of the Year and The Leukemia Cup Regatta.

WHERE: In addition to our national headquarters in White Plains, NY, we have a network of 59 local chapters across the United States and Canada. Information on blood cancers and support is available through our IRC and at www.LLS.org.

FOR ADDITIONAL INFORMATION:

Information Resource Center:	(800) 955-4572
Media: Andrea Greif, director of public relations	(914) 821-8958
Research grant information: Rick Winneker, SVP Research	(914) 821-8310
To volunteer or donate:	(888) HELP-LLS

The Leukemia & Lymphoma Society (LLS) is the world's leading private organization funding blood cancer research. Our mission: Cure leukemia, lymphoma, Hodgkin's disease and myeloma, and improve the quality of life of patients and their families.

RESEARCH INVESTMENT

With advisory input from recognized biomedical research experts, LLS funds exemplary projects across the entire research continuum relevant to improved outcomes for blood cancer patients, from basic laboratory science through clinical trials, and from investigator-initiated research to private-sector drug development alliances. LLS is deliberate and purposeful in finding and supporting research that is most likely to help patients as soon as possible.

To date, LLS has invested more than \$814 million in research aimed at helping all blood cancer patients live better, longer lives. We will continue to support research through our innovative and integrated funding programs, until every patient has a safe and effective therapy. In fiscal year 2012, LLS supported research in the U.S., Canada, and 10 other countries with a total research disbursement of more than \$76 million. Research funding was distributed across all blood cancers, including:

- ◆ **Leukemias: approximately \$32.3 million**
- ◆ **Lymphomas: approximately \$25.3 million**
- ◆ **Myelomas: approximately \$8.4 million**
- ◆ **Myelodysplastic syndromes/myeloproliferative neoplasms: approximately \$10.5 million**

OUR CRITICAL ROLE

LLS programs accelerate relevant research outcomes by:

- **Building a focused research work-force:** Assuring the next round of breakthroughs requires that young investigators be encouraged to work in blood cancer research fields.
- **Turning discoveries into clinical progress:** Basic science discoveries must be translated into new, safe and effective treatments that can ultimately prolong and enhance patient lives.
- **Supporting synergy:** Large grants and contracts enable scientists in academia and the private-sector to collaborate, combining resources and expertise to produce more and faster advances.
- **Filling a void:** Promising research projects that are high-risk and/or address rare cancers are less likely to be funded by the government or by for-profit companies, but may provide important advances.
- **Increasing access to clinical trials:** Partnering with leading clinical trial centers can accelerate the clinical testing of new blood cancer therapies that are often a patient's best chance for cure.

LLS RESEARCH FUNDING MAKING AN IMPACT

Generous donors have helped LLS support the research that has already benefited blood cancer patients and many others. Advances include:

- Multi-drug therapies that are more effective than treatments with single anti-cancer agents,
- Bone marrow / stem cell transplantation and supportive care treatments for patients who relapse despite the best available therapy,
- Tests that distinguish specific characteristics of particular blood cancers for accurate diagnosis of cancer subtypes, and for “risk stratification” to select an optimal therapy.

TARGETED THERAPY RESEARCH

Discovering the molecular abnormalities that cause particular types of blood cancer has been useful in diagnosis and risk stratification, and in new “targeted drug” development. LLS-funded investigators have helped advance molecularly targeted treatments that can selectively kill blood cancer cells versus normal cells. Many of these new treatments benefit not only blood cancer patients, but also patients with other diseases. For example:

- **Gleevec®** is FDA-approved for patients with chronic myeloid leukemia (CML), including children, turning this blood cancer into a manageable disease for many patients. It is now also approved for patients with Philadelphia chromosome positive cases of acute lymphoid leukemia (ALL), and for patients with rare forms of stomach and skin cancers. Related, more potent drugs, **Sprycel®** and **Tasigna®**, are approved as treatments for patients who do not benefit from Gleevec. One or more of these drugs are also showing promise for patients with other cancers, including breast, nerve, brain, prostate, lung, thyroid and ovarian cancer, as well as mesothelioma and melanoma.
- **Rituxan®** was the first FDA-approved, anti-cancer antibody drug, developed for patients with B-cell non-Hodgkin lymphoma (NHL), including diffuse large B-cell and follicular B-cell lymphoma. Rituxan is now used to treat patients with many forms of lymphoma, chronic lymphocytic leukemia (CLL), ALL and myeloma, and in various stem cell transplantation settings. It is also approved for treating patients with severe rheumatoid arthritis and two other types of autoimmune diseases.. In addition, LLS also helped develop a related antibody drug, called **Arzerra®** that is approved for CLL patients and showing wider promise.
- **Velcade®**, **Thalidomid®** and **Revlimid®** were developed and FDA-approved for patients with myeloma and are also helping patients with some forms of Hodgkin lymphoma and NHL. One or more of these drugs are now being tested for patients with ALL, CLL, acute myeloid leukemia (AML) and myelodysplastic syndromes (MDS), as well as melanoma, AIDS-related Kaposi sarcoma and colorectal, head-and-neck, kidney, thyroid, liver, lung, pancreatic and prostate cancers.
- **Istodax®**, **Zolinza®**, **Dacogen®** and **Vidaza®** are revolutionary new drugs that target small chemical, “epigenetic” additions on cancer-associated molecules. These drugs are approved for MDS patients, and are also being developed for patients with ALL, AML, CML, CLL, and NHL, as well as for patients with kidney, colorectal, thyroid, head and neck, lung, prostate and ovarian cancers, other advanced solid tumors and melanoma.

OTHER ACTIVE RESEARCH DIRECTIONS

LLS-funded researchers are also exploring other areas of research that hold promise for patients:

- **Novel Stem Cell Transplantation Procedures:** These include so-called “mini” transplants that use less toxic pre-transplant treatments and engineered donor cells that help reduce post-transplant complications, making these potentially curative treatments available to more patients.
- **Immunotherapies:** Including antibodies, vaccines and engineered immune cells, these targeted therapies help a patient’s immune system fight infections and kill residual cancer cells, prolonging remissions, and perhaps one day replacing toxic chemotherapies.
- **Diagnostics:** New technologies make it possible to characterize the abnormalities in individual cancer cases in molecular detail. This information can be used to help choose the best possible treatment for each patient, especially as more targeted therapies become available.
- **Quality of Life Research:** These studies increase our understanding of how specific treatments can cause debilitating side-effects, including late-effects, and which patients are at risk for developing these complications, so that they can be better managed or even prevented.

DRIVING RESEARCH TO ADDRESS UNMET MEDICAL NEEDS

LLS continues to solicit and support research focused on improving blood cancer patients’ quality of life after curative therapies. In 2011 LLS identified three other underdeveloped research areas in which progress is likely to improve outcomes for patients with particularly urgent needs. Research proposals were actively recruited, and new research grants have been awarded, in the areas of:

- the malignant stem cell in AML and MDS
- non-cutaneous T-cell leukemias and lymphomas
- high risk myeloma cases

THE THERAPY ACCELERATION PROGRAM

This strategic initiative was launched in 2007 to move new treatments and clinical tests into preclinical development and clinical trials, faster. Using milestone-driven contracts and working in concert with academic investigators, medical centers and companies, LLS is further bridging the gap between discovery and human applications to increase the likelihood that novel, possibly breakthrough, treatments will be available to patients as soon as possible. The program encompasses three innovative efforts:

- **The Academic Concierge Division** identifies especially promising LLS-funded grant projects and provides additional support to advance selected projects to the product stage.
- **The Biotechnology Accelerator Division** partners LLS with companies to combine scientific and financial resources and accelerate the development of potential blood cancer therapies that otherwise might not be prioritized by the company.
- **The Clinical Trials Division** allies LLS with one of the country’s leading clinical trial centers to help patients gain easier access to clinical trial studies in the community and familiar settings.