



Be a Part of the Cure

2010 Partnership Opportunities

Light The Night Walk – 10/16/10



The Leukemia & Lymphoma Society
Central Ohio Chapter
2225 Citygate Dr, Suite E
Columbus, OH 43219
Phone: 614-476-7194
Fax: 614-476-7189
Web: www.lightthenight.org/coh

Thank you to Photo Images for walk photos

The Mission is *Critical*

The mission of The Leukemia & Lymphoma Society: Cure leukemia, lymphoma, Hodgkin's disease and myeloma, and improve the quality of life of patients and their families.

Local LLS Information:

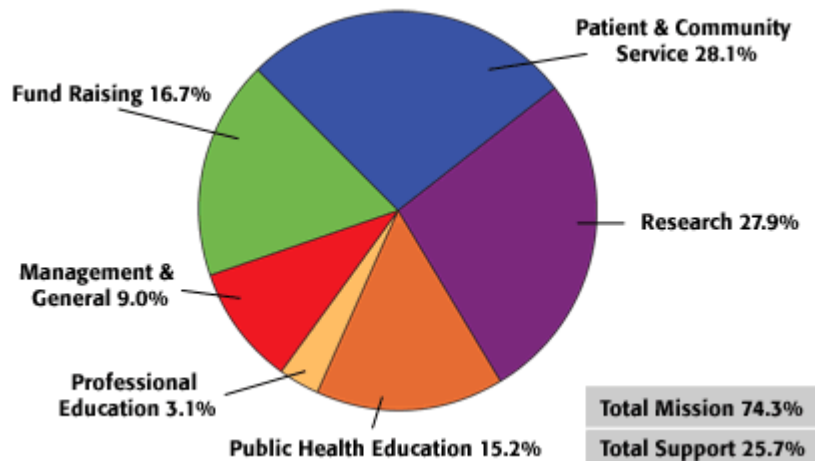
- We fund three researchers at The James Cancer Hospital with \$7.9 million over a period of years.
- One of our local researchers, Dr. John Byrd, is known worldwide for his work on Chronic Lymphocytic Leukemia (CLL).
- The amount given to research at The James represents 12% of our national funding for blood cancer research!
- Last year we provided over \$140,000 to patients via our patient financial aid program. Over the last five years we have given more than \$490,000 in patient financial aid to patients in our 38 county area.

LLS Patient Service Programs:

- First Connection – a peer support program via telephone for patients and survivors
- Patient Educational Programs – providing up-to-the minute information on cancer-related issues
- Patient & Family Support groups – available on-line and at various locations across Central Ohio
- Information Resource Center – accurate, up-to-date information that is always available
- Patient Financial Aid - \$150 that helps pay for transportation, parking, mileage and some co-pays
- Co-pay Assistance Program – up to \$5,000 per year to pay for the rising cost of prescription drugs, treatment, health insurance premiums and other co-pay obligations

National LLS Information:

- Nationally we are ranked as the third largest health non-profit organization. American Cancer Society and American Heart Association are numbers one and two.
- In 2008, one million North Americans and their families were living with the consequences of a blood cancer.
- Blood cancers are leukemia, lymphoma, Hodgkin's disease and myeloma. Non-Hodgkin Lymphoma is the fifth most common cancer in the United States.
- LLS currently has almost \$68 million dedicated to 400 researchers and is conducting over 100 clinical trials
- The drug Gleevec, created by an LLS-funded researcher, is 95% effective in keeping CML patients in remission five years after they begin taking it. Prior to Gleevec, survival rates five years out were 50%.
- Currently the treatment of blood cancers ranks as one of the most expensive cancers to treat in terms of the cost of drug therapies.



Taking Steps

Toward Cures

Honor Patients – Celebrate Survivorship – Remember Loved Ones Lost

What Is Light The Night®:

Light The Night® is the Society's nationwide evening fundraising walk to celebrate and commemorate lives touched by cancer. Light The Night® is a one-mile evening walk. Participants carry illuminated balloons: white for survivors, red for supporters and teams carry gold balloons to represent someone who has lost their battle. Many of the teams decorate and carry banners that emotionally represent why they are participating. Light The Night® is a huge family picnic with a few thousand of your friends. We provide free food, music and entertainment during the evening.

In 2008, more than 7,500 people in Columbus and Zanesville participated in our Light The Night® walks. These two events raised over \$685,000 for our mission. In 2008, our Columbus walk celebrated ten years of fighting for a cure!

When & Where:

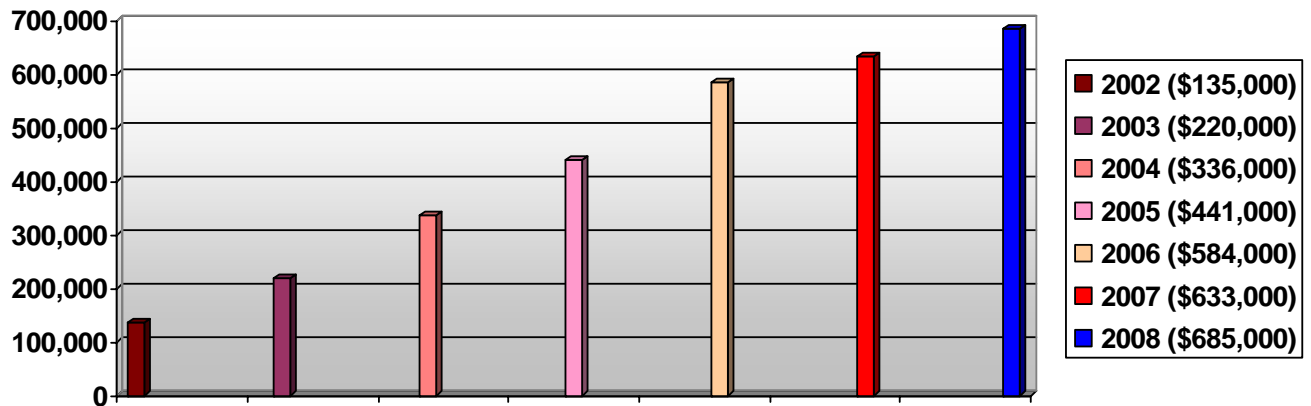
Saturday, October 16, 2010 at Fred Beekman Park on the OSU campus.

Activities & Registration begin at 5:30p.m

The one mile walk begins at 7:45p.m.

How To Get Involved:

1. Become a Light The Night® Sponsor
2. Form a Corporate Fundraising Team
3. Make an In-Kind Donation (printing, food, marketing, cash)
4. Be a Walker
5. Volunteer
6. Become a Light The Night® Paper Balloon Sales Partner



Growth of LTN Campaign Revenue

Sponsorship Levels & Company Benefits

Local Presenting Sponsor: \$30,000 (*Exclusive*)

Pre Event:

- Logo on **front** cover of Walker Welcome Packets (~7,500 impressions)
- Logo on **front** of LTN brochure (~56,000 impressions)
- Logo on **front** of LTN newsletter and in e-newsletters (~39,750 impressions)
- Logo on local LTN website with link to company homepage (~10,500 page views)
- In cooperation with media partners, corporate name will appear in PSA's and press releases.
- Opportunity for company representative to speak at corporate recruitment event in May 2009
- Opportunity to speak, display company banner, or product sampling at LTN Kick Off
- Logo inside all sponsorship packets & team captain kits (~500 impressions)
- Logo on all LTN Kick Off invites & recognition at event (~500 impressions)
- Full page ad in Walker Welcome Packet (~7,500 impressions)
- Logo on LTN Save The Date cards (~9,000 impressions)
- Logo on LTN event posters (~15,000 impressions)

Day Of:

- Logo on **participant** LTN t-shirts (~30,000 impressions)
- Welcome to LTN banner with logo at event (~6,000 impressions)
- Podium recognition at event (~6,000 impressions)
- Opportunity to put company logo goodies in banner prize packages
- Four company banners displayed at event – provided by company (~6,000 impressions)
- Opportunity for product sampling / information dispersal at event (~3,250 impressions)
- Personal liaison for your team at the Walk

Post Event:

- Recognition at & invitation to post LTN celebration party (~300 impressions)
- Recognition in national LLS annual report (~200 impressions)
- LTN sponsor plaque
- VIP lab tour (number of attendees TBD)
- Opportunity to have a researcher from The James Cancer Hospital speak

Sponsorship Levels & Company Benefits

Partner Sponsor: \$25,000 (*Two opportunities*)

Pre Event:

- Logo on Back of Walker Welcome Packet (~7,500 impressions)
- Logo on back of LTN brochure (~56,000 impressions)
- Logo on local LTN website (~10,500 page views)
- Logo on back of LTN newsletter (~2,600 impressions)
- In cooperation with media partners, corporate name will appear in PSA's.
- Recognition at and invitation to corporate event and LTN Kick Off
- Logo inside all sponsorship packets (~ 250 impressions)
- Logo on all LTN Kick Off invites & recognition at event (~6,000 impressions)
- Half page ad in Walker Welcome Packet (~7,500 impressions)
- Logo on LTN event posters (~15,000 impressions)

Day Of:

- Logo on **participant** LTN t-shirts (~30,000 impressions)
- Podium recognition at event (~6,000 impressions)
- Opportunity to put company logo goodies in banner prize packages
- Three company banners displayed at event – provided by company (~6,000 impressions)
- Personal liaison for your team at the Walk

Post Event:

- Recognition at and invitation to post LTN celebration party (~300 impressions)
- Recognition in national LLS annual report
- LTN sponsor plaque
- Opportunity to have a researcher from The James Cancer Hospital speak

Diamond Sponsor: \$15,000

Pre Event:

- Logo on back of Walker Welcome Packet (~7,500 impressions)
- Logo on back of LTN brochure (~75,000 impressions)
- Logo on local LTN website (~10,500 page views)
- Logo on back of LTN newsletter (~2,600 impressions)
- Recognition at and invitation to corporate event and LTN Kick Off
- Quarter page ad in Walker Welcome Packets (~300 impressions)

Day Of:

- Logo on **participant** LTN t-shirts (~30,000 impressions)
- Podium recognition at event (~6,000 impressions)
- Opportunity to put company logo goodies in banner prize packages
- Two company banners displayed at event – provided by company (~6,000 impressions)
- Personal liaison for your team at the Walk

Post Event:

- Recognition at and invitation to post LTN celebration party (~300 impressions)
- LTN sponsor plaque
- Opportunity to have a researcher from The James Cancer Hospital speak

Sponsorship Levels & Company Benefits

Platinum Sponsor: \$10,000

Pre Event:

- Logo on back of Walker Welcome Packets (~7,500 impressions)
- Logo on back of LTN brochure (~75,000 impressions)
- Logo on local LTN website (~10,500 page views)
- Logo on back of LTN newsletter (~2,600 impressions)
- Invitation to corporate event and LTN Kick Off

Day Of:

- Logo on **participant** LTN t-shirts (~30,000 impressions)
- Podium recognition at event (~6,000 impressions)
- Opportunity to put company logo goodies in banner prize packages
- One company banner displayed at event – provided by company. (~6,000 impressions)

Post Event:

- Invitation to post LTN celebration party (~300 impressions)

Gold Sponsor: \$5,000

Pre Event:

- Listing on back of LTN newsletter (~2,600 impressions)
- Invitation to corporate event and LTN Kick Off

Day Of:

- Golf sign with logo at event (~6,000 impressions)
- Opportunity to put company logo goodies in banner prize packages

Post Event:

- Invitation to post LTN celebration party (~300 impressions)

Silver Sponsor: \$2,500

Pre Event:

- Invitation to corporate event and LTN Kick Off

Day Of:

- Logo on corporate banner at event (~6,000 impressions)
- Opportunity to put company logo goodies in banner prize packages

Light The Night

You can make a difference

Become a Corporate Sponsor:

When you sponsor Light The Night ® you not only give back to the community that supports you, your company also receives excellent marketing and exposure in the community. Sponsorship ranges from \$2,500 to \$30,000. Sponsoring Light The Night ® brings your company many benefits:

- Gives your company positive PR in the community.
- Enhances company pride.

Become or Appoint a Team Captain:

As a corporate team, you can make a difference to the millions of people whose lives are touched by blood cancer. A team captain is the liaison with LTN staff and responsible for passing along relevant information to team members. The LTN staff will work with the Team Captain to create a fundraising and marketing plan that will ensure team success and fun! Doing a team will allow your employees to come together outside of work for a fulfilled evening that is supporting a great cause.

Become a Paper Balloon Partner:

Sell paper balloons icons for a \$1 donation at your business to help raise funds. By participating you are able to give to a good cause and create awareness at no cost to your company. The society provides all the materials needed. Materials consist of: buttons or stickers for employees to wear, posters to track progress, posters to advertise the program, paper balloon pads and payroll stuffers to make employees aware of the campaign and incentives. We will also work with you to create an appealing incentive structure to keep employees engaged!

Become an In-Kind Sponsor:

As an in-kind sponsor you can help provide materials for the evening of the event and items leading up to the event. Food, printing, and media are just some of the ways your company could also help Light The Night®.

Make a Donation:

The funds donated by your company or organization will be invested in critical cancer research, patient services and other activities to help enhance, prolong and save the lives of people with leukemia, lymphoma and myeloma.

Commitment Form

Sign us up!

Please check all that apply

_____ We elect to be the following level sponsor (circle one):

Presenting Partner Diamond Platinum Gold Silver

_____ We wish to sell paper balloon icons.

_____ We would like to form a corporate team for the Walk.

_____ We cannot officially sponsor, but please accept our contribution of \$_____.

_____ We would like a Light The Night® staff person to contact us with more information.

Partner Information

Company Name (as you would like it to appear in print): _____

Company Contact Name: _____

Address: _____

City/State/Zip: _____

Phone Number: (_____) _____ Fax Number: (_____) _____

Email Address: _____

Signature: _____ Date: _____

Payment Information

_____ Enclosed is my check for \$_____

_____ Please send me an invoice for \$_____

_____ Charge my credit card for \$_____

Name on Card: _____

Type of Card: Visa MC DISC AMEX

Card Number: _____

Exp. Date: _____ Card Verification Code (CVC)*: _____

* Three digits on signature strip (Visa/MC) or four digits located above card number (AMEX)

Please return this form to:
The Leukemia & Lymphoma Society
Attn: Rachel Crites
2225 Citygate Dr., Suite E
Columbus, Ohio 43219
Phone: 614-476-7194 Fax: 614-476-7189