

Bringing Light to the Darkness of Cancer



 LEUKEMIA &
LYMPHOMA
SOCIETY®

LIGHT 
THE NIGHT®



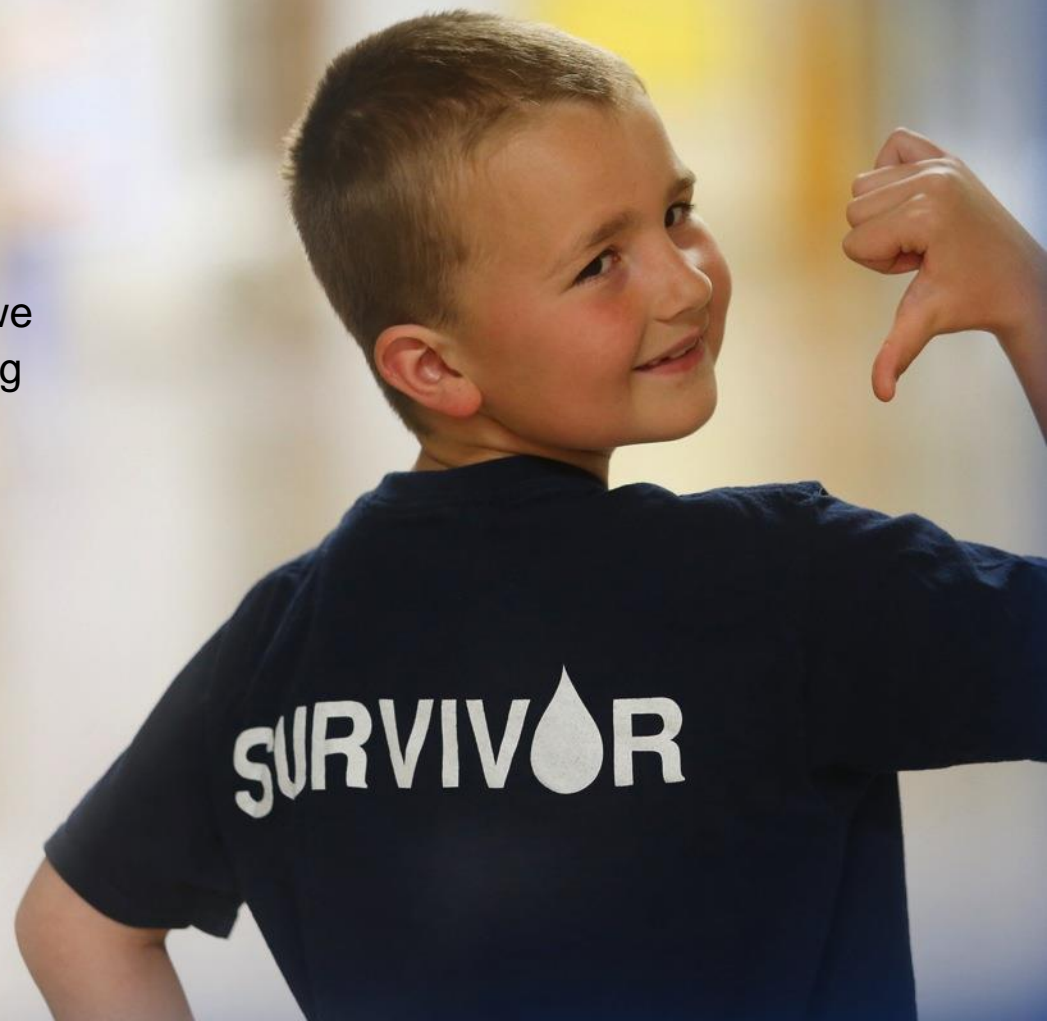
Partnering Together Saves Lives

Through a partnership with LLS, your company will play a critical role in changing the face of cancer care.

Building a deeper partnership ensures we are reaching more Americans and saving more lives while furthering both of our business goals.

Our Mission

Cure leukemia, lymphoma, Hodgkin's disease and myeloma and improve the quality of life for patients and their families.





Fueling Cures and Patient Access



RESEARCH

Since 1949, LLS has supported remarkable scientists whose work has led to breakthrough advances in blood cancer treatments. To date, LLS has invested more than \$1 billion in cutting-edge research, funding nearly all of today's most promising advances, and bringing us closer to cures.

We have invested more than
\$1 Billion
in cancer research since 1949.

4,000
research projects
have been supported
since 1949.

300
research projects are
being supported at any
given time.

Currently funding research at nearly
100 medical institutions
across the globe.

\$50–\$70 Million
has been invested annually over the past decade.



ADVOCACY

Through our nationwide grassroots network of 104,000 volunteers, LLS advocates for policies at the state and federal level, and is committed to removing barriers to care for blood cancer patients.



EDUCATION & SUPPORT

As the leading source of free blood cancer information, education and support for patients, survivors, families and healthcare professionals, LLS helps patients navigate their cancer treatments and ensures they have access to quality, affordable and coordinated care.

Nearly
2,000
inquiries per month
come in to LLS's
Information
Specialists from
people seeking
support.

More than
\$323 million
distributed in
co-pay financial
assistance

supported
more than
74,600
patients since
inception.

More than
1,000
clinical trial searches
were conducted for
patients in 2016.

More than
600,000
educational booklets
about
specific diseases were
distributed last year.



Iowa Chapter

2018 Light The Night Events

Des Moines: September 30th at Principal Park

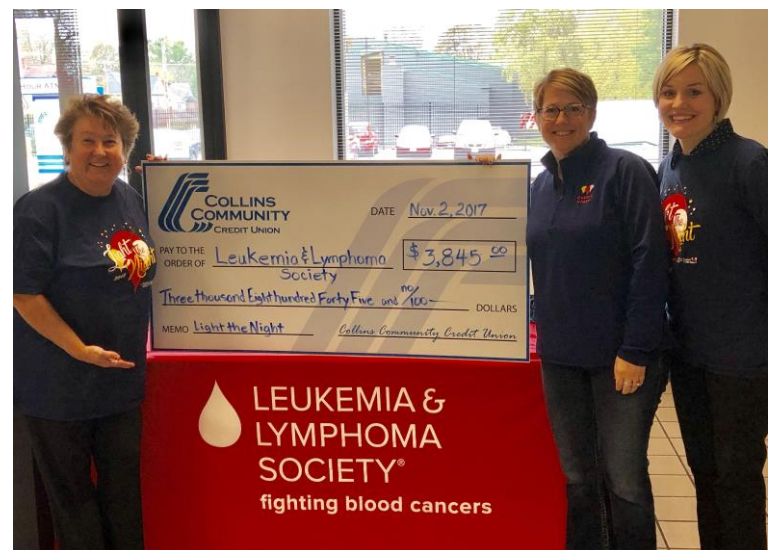
Eastern Iowa: October 13th at Veterans Memorial Stadium, Cedar Rapids

Patient Access

- \$865,000 in direct patient support to Iowans in FY17
- Sponsor statewide support groups, a peer-to-peer support program and up-to-date educational materials

Funding Our Mission

- LLS funds \$400,000 annually to the University of Iowa's two researchers: Dr. Weiner and Dr. Zhan





Light The Night

Light The Night is an inspirational community event that raises awareness and funding for groundbreaking research and treatment options to eliminate cancer.

When a loved one hears the words “you have cancer,” it is a dark and scary time. LLS’s Light The Night brings light to the darkness of cancer through hope, research and support for patients, families, friends, doctors, nurses, researchers, colleagues and caregivers.

Imagine if every time a patient saw light in a dark moment they felt the warmth of 1 million supporters cheering them to a victory against cancer. Imagine if every time a family member saw a lantern glowing bright they knew there was a doctor or researcher honing in on a treatment to eliminate cancer. Imagine if every time a caregiver saw a light shining in the window they knew thousands of families were wishing them strength and courage.

Light The Night is hope for the future.





Light The Night

Ways to make an impact...

- 1. Join an Executive Leadership Committee**
Minimal time commitment, serve as connector to other businesses
- 2. Form a Corporate Fundraising Team**
Employee engagement and team building
- 3. Become a Sponsor**
Custom opportunities available, a few examples follow...





Celebration & Community Presenting Sponsor



Red Lantern Sponsor

- **Iconic Red Lantern**
All registered Light The Night participants will receive an iconic LTN Red Lantern with a co-branded hang tag
- **Celebration Extravaganza & Stage Back Drop**
Closing Extravaganza of fireworks or a laser show with a pre-recorded soundtrack including a voiceover recognizing the sponsor. Sponsor logo will be co-branded on the back drop of the 2018 event stage
- **Night Lights of Hope**
Co-branded Night Lights with information about the LLS IRC line and sponsor messaging will be delivered to patients.



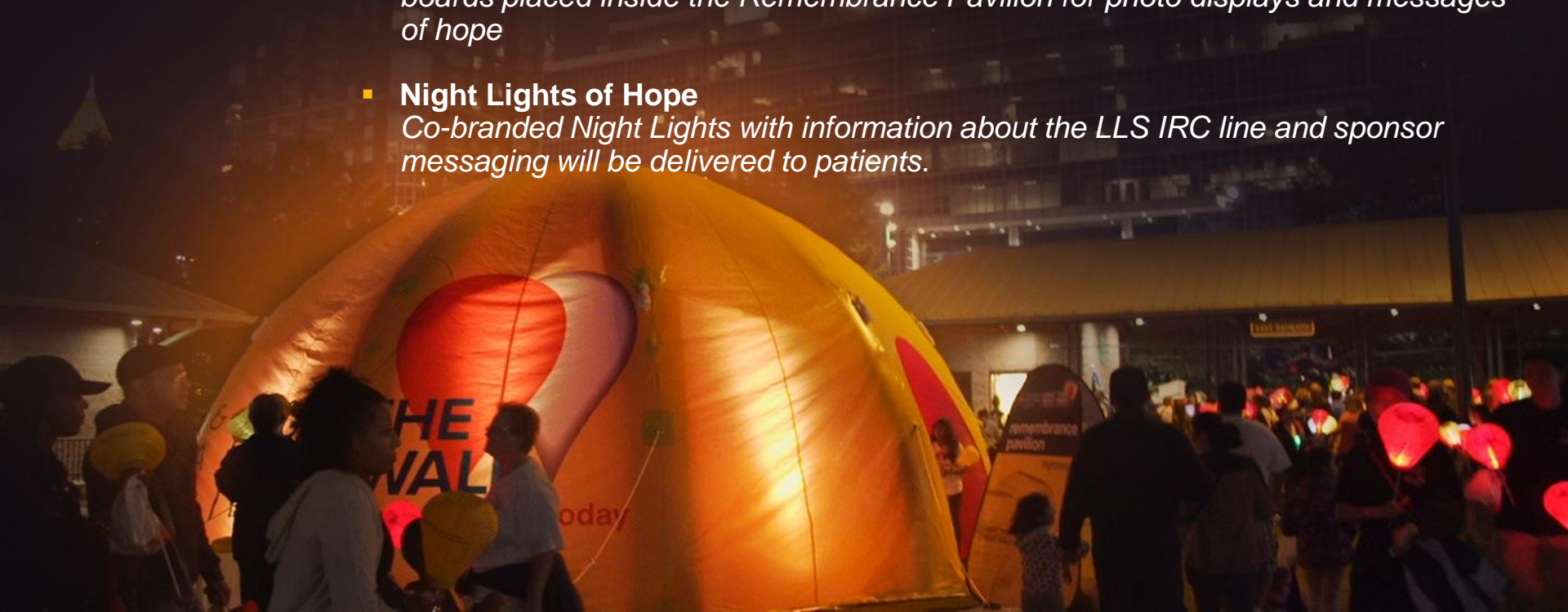


Honor & Remembrance Presenting Sponsor



Gold Lantern Sponsor

- **Iconic Gold Lantern**
All registered Light The Night participants who are participating in memory of someone they lost will receive an iconic Gold Lantern with a co-branded hang tag
- **Remembrance Pavilion & Memory Boards**
Sponsor logo will be co-branded in and around the Remembrance Pavilion which represents the gold lantern. Sponsor will be prominently recognized on memory boards placed inside the Remembrance Pavilion for photo displays and messages of hope
- **Night Lights of Hope**
Co-branded Night Lights with information about the LLS IRC line and sponsor messaging will be delivered to patients.





Survivorship & Hope Presenting Sponsor

White Lantern Sponsor

- **Iconic White Lantern**

All Light The Night participants who are survivors or patients will receive an iconic LTN White Lantern with a co-branded hang tag

- **Circle Of Survivors Co-Branding**

Sponsor logo will be co-branded on six 12' high flag banners that hold the primary real estate in front of the stage

- **Night Lights of Hope**

Co-branded Night Lights with information about the LLS IRC line and sponsor messaging will be delivered to patients.





ENTERTAINMENT SPONSOR



*Effectively Light The Night by sponsoring the return of Insphyre!
The most acclaimed part of past years' event.*

Roaming performers dazzle the crowd with a unique visual display. Unforgettable combinations of LED light effects and performing arts.

Get your company noticed by providing branded t-shirts for Insphyre performers to wear!





VIP RECEPTION SPONSOR

Be a leader among leaders!

The VIP Reception brings together leadership from within the community and LLS. All sponsors, board members, Executive Challenge participants and high-dollar fundraisers are invited.

Help deliver our champagne toast and celebrate all teams' achievements. Reception related invitations and advertising will feature your company logo.

Opportunity to produce branded coasters, napkins, koozies or other party related items to be used during reception.





MISSION MILE SPONSOR

Help us bring the newest event element to life!

The Mission Mile offers successful fundraising teams personalized recognition along the walk path.

These lighted displays feature Light The Night colored mums, gifted to the Team Captain to live on after the event.

Your company logo will appear on all Mission Mile related signage and promotion.





LEAGUE OF SUPER HEROES

Calling all Super Heroes!

Your sponsorship will help us bring all our favorite characters to life.

Home base will be a branded table/tent area. The heroes will roam the event grounds taking pictures with kids and families. They could even distribute branded giveaway items if you wish.

The heroes are one of our most popular attractions every year!





Sample 2018 Sponsorship Activations



Kids Glow Zone
Make a lasting impression on parents and families by providing glow in the dark tattoos, face paint, bounce houses and kid activities.



Fire & Light Entertainers
Memorably connect your brand with our popular entertainment. LED light and fire jugglers amaze the crowd and interact with participants.



Video & Technology
Highly visible logo placement on 7'x13' LED screen next to the stage. Engage participants' smartphones through push messaging throughout event.



Leis of Light
Greet participants with an illuminated Lei, a traditional gesture of welcome. Enjoy an exclusive opportunity to interact with every walker.



Shine On - Selfie Station
Your brand lives on well beyond event night through printed souvenirs and social media posts.



LEGO Tent
Sponsor the branded LEGO activity tent for kids. Employee volunteers may help our little builders.



Warming Station
Help keep the participants toasty with a branded hot cider or coffee tent.



And so much more...
LLS offers many more event day opportunities. We'll create the perfect asset to achieve your marketing objectives.



Available Sponsor Benefits

BRING LIGHT
to the darkness of cancer

JORDYN
lymphoma survivor

LEUKEMIA & LYMPHOMA SOCIETY LIGHT THE NIGHT

Join us at the Light The Night walk to help us end cancer.

EASTERN IOWA
Saturday, October 14, 2017 • 5:30 PM
Kinrick Stadium • Iowa City, IA

CENTRAL IOWA
Saturday, October 21, 2017 • 5:30 PM
Principal Park • Des Moines, IA

Register to walk today: lightthenight.org/iowa

Local Sponsors: Durlington, Telepresence, The Village, ANSIE, BARCLAYS, Broadview South, Carter's, Dignity, GLEAD, HyVee, ALLIANCE, SARKIS CANNON, DENTON, DENTON, DENTON.

when we walk CANCER RUNS

2017 Community Walk
2017 Honored Man

Troy Szalwaczek
Cooper All-School

LEUKEMIA & LYMPHOMA SOCIETY LIGHT THE NIGHT

BE THE LIGHT: LIGHTTHENIGHT.ORG/IOWA

Logo or Company Name placement on:
 Hundreds of Community Posters
 20,000 Point-of-Purchase Brochures
 Website and Social Media Recognition
 Participant T-Shirts
 Event Day Signage and much more!!!

KIDS ZONE

LEUKEMIA & LYMPHOMA SOCIETY LIGHT THE NIGHT

SPONSORED BY PREMIER COMMERCIAL SERVICES



Select this option if your order will be getting local sponsors printed on the back of the shirts.

CONGRATULATIONS

VIP RECEPTION

LEUKEMIA & LYMPHOMA SOCIETY LIGHT THE NIGHT

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Local Sponsors

HyVee

Alliance
Commercial Group, LLC

Casey's General Store
 Lincoln Savings Bank
 West Bank
 Merchants Bonding Company
 Iowa Radiology
 Bankers Trust
 John Stoddard Cancer Center
 Premier Companies

LightTheNight.org



Next Steps

**Together we can build
a powerful mutually
beneficial partnership!**

Bring light to the darkness of cancer!

