

Bringing Light to the Darkness of Cancer



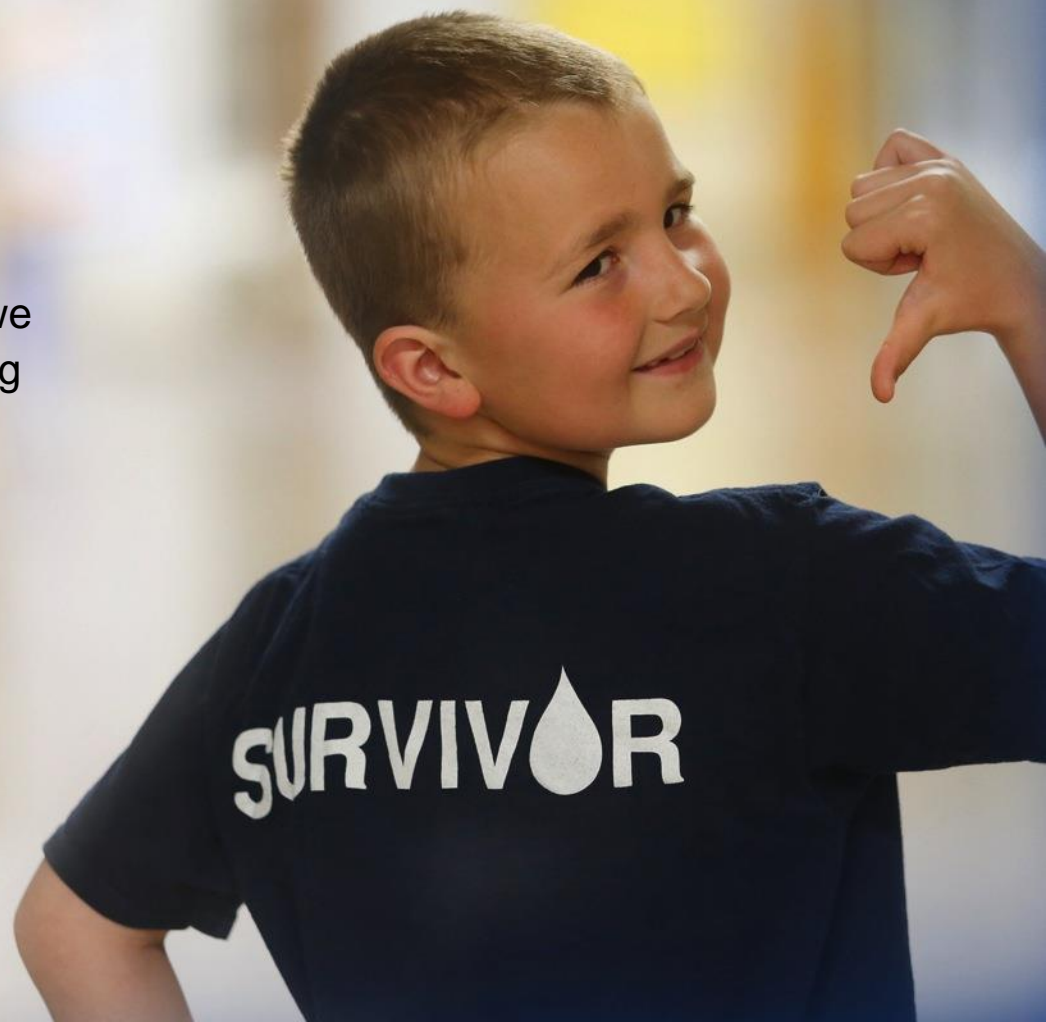
Partnering Together Saves Lives

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.





We Come Together

**1.2 Million
Americans
are living
with blood
cancer**

**Every
9 minutes
someone dies
from a blood
cancer**

**Every
3 minutes
someone is
diagnosed with
a blood cancer**

More than 40% of ALL cancer therapies approved by the FDA between 2000 and 2015 were first approved for blood cancer treatment.



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. As the fastest growing platform, Light The Night is reaching nearly 1 million people annually. In 2017 Light the Night is being transformed to ensure we are no longer imagining those moments but they are reality for the people we serve.





Light The Night

In 2016 Iowa LTN events reached our shared audience:

- 4,400 Participants
- 34 Corporate Teams
- 122 Friends and Family Teams
- 41 Sponsors

LTN is growing faster than any charity walk in North America:

- 160+ Markets
- 56 Chapters that activate
- 1M+ Participants
- 10,000+ Corporate Teams
- Revenue & participant growth of 21% in the last 18 months

Annually, participants include:

- Patients, families, supporters and treatment centers
- Corporate Teams
- Local and National Sponsors
- Local and National Retail Partners





Partnering With LLS Matters

- 90%** of consumers say they would switch brands
- 93%** of consumers have a more **positive image of a company** that supports LLS
- 90%** of people are more likely to **trust a company or product** and,
- 88%** are **more loyal to companies** and products that support a good cause
- 71%** of consumers would be willing to pay more for a product
- 82%** of consumers believe **support of a cause is important when deciding where to shop, what to buy** and what products to **post/tweet or pin about**
- 54%** of Americans **bought a product associated with a cause**, up 170% from '93
- 36%** of employees are more likely to feel a strong sense of **loyalty** to a company.

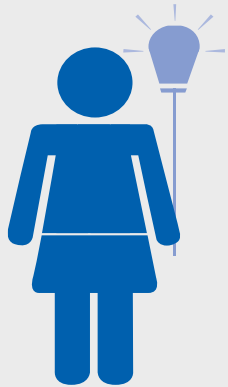
Consumers are willing to pay **6.1%** more for a brand associated with a “good” message.

Moms and millennials:

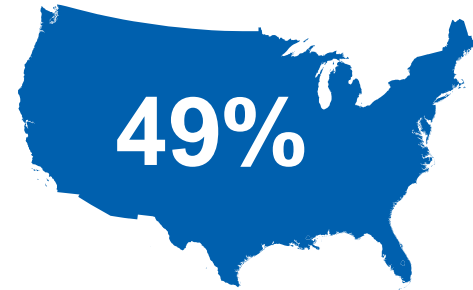
- 93%** are likely to **switch brands** and,
- 92%** want to **buy a product that supports a cause**
- 84%** of millennials consider CSR **before deciding what to buy or where to shop.**



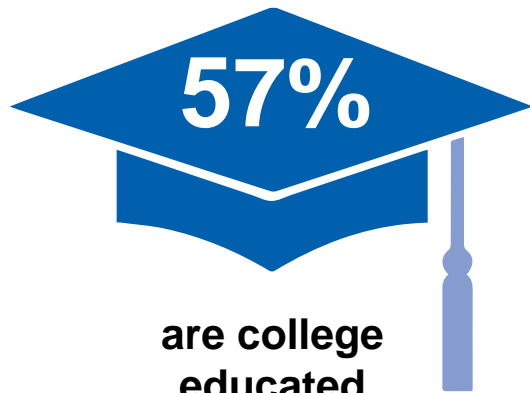
Targeted Demographics



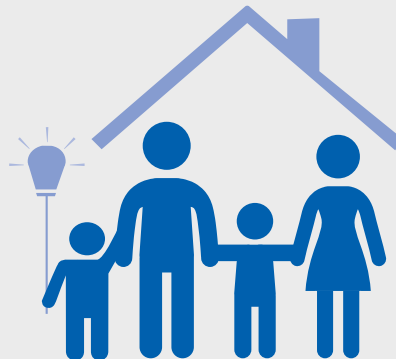
62% of participants are women
Average participant age is 47



live in the largest
MSAs in the U.S.



are college
educated



73% of walkers are married and
57% of them have children
30% have a household income
of \$150K+



Vision Comes to Life





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.





Honor & Remembrance Presenting Sponsor



Gold Lantern Sponsor

- **Iconic Gold Lantern**

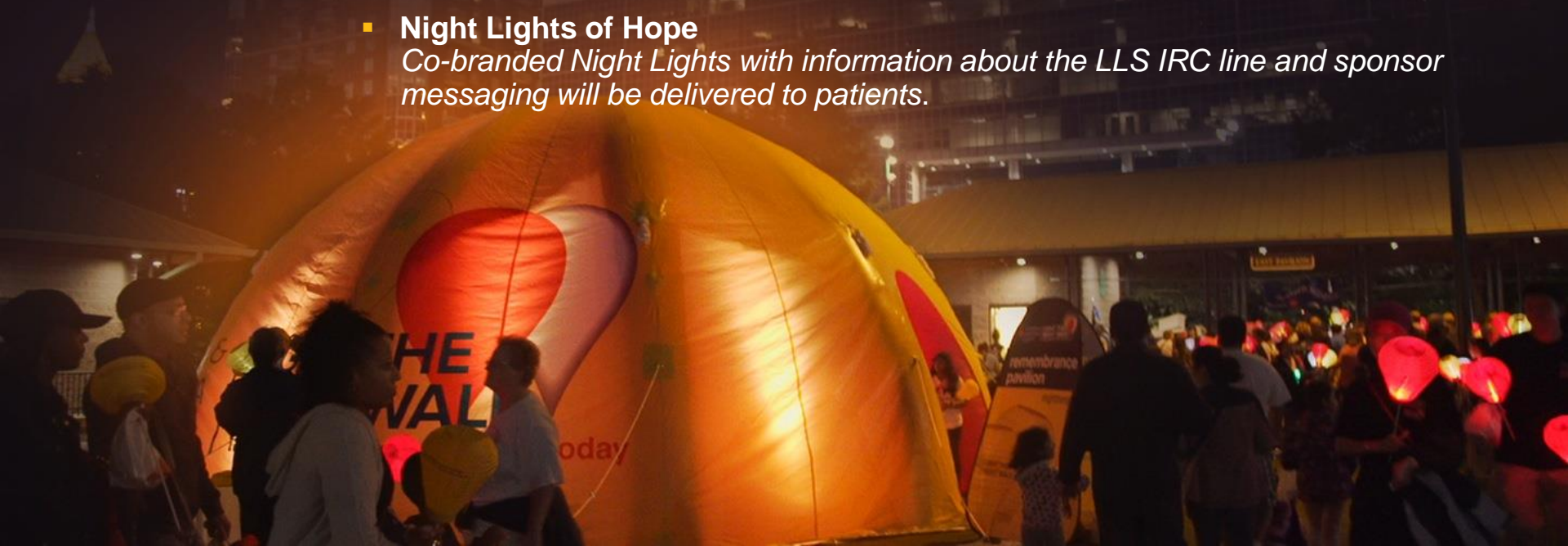
All registered Light The Night participants who are participating in memory of someone they lost will receive an iconic Gold Lantern with a co-branded hang tag

- **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.





Celebration & Community Presenting Sponsor



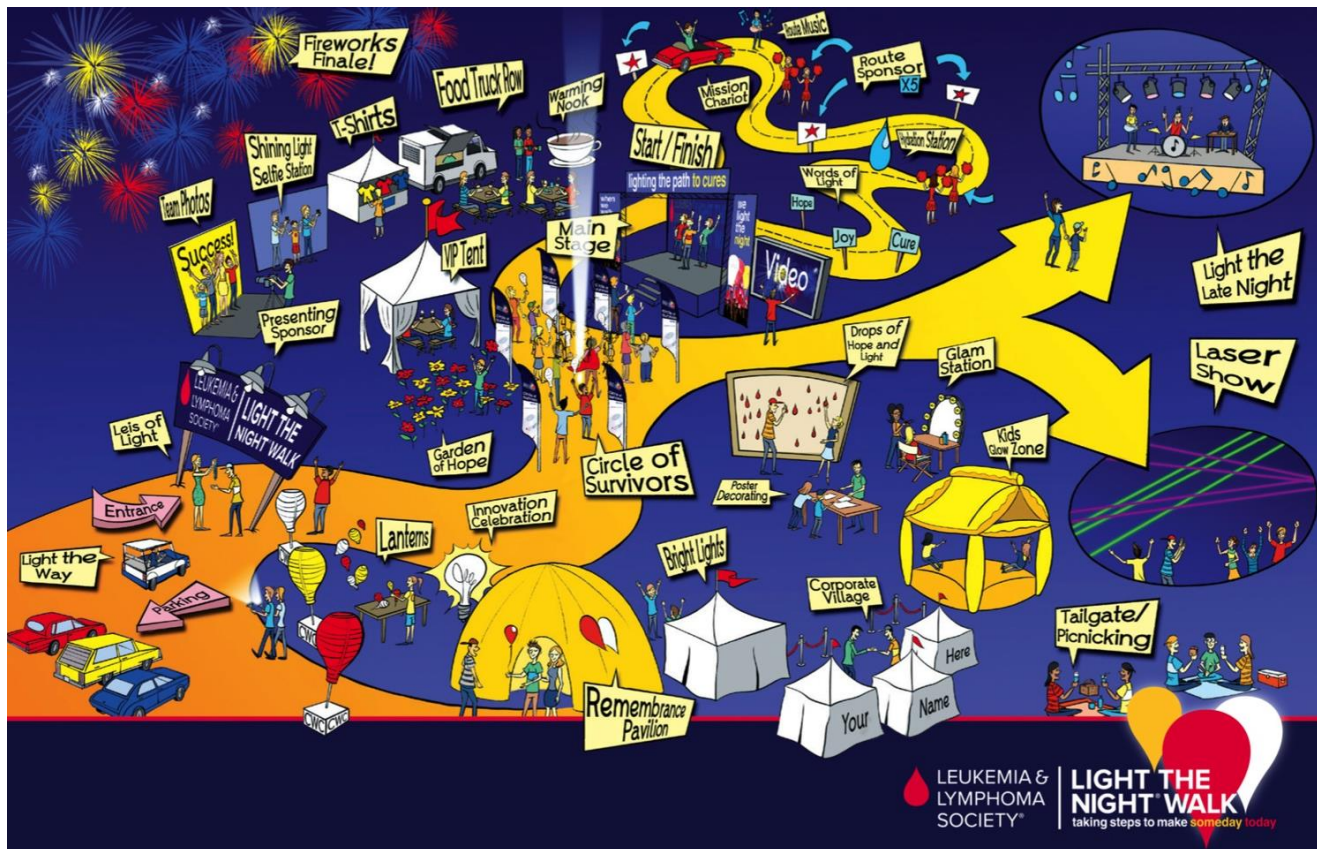
Red Lantern Sponsor

- **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 2017 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.





Countless Custom Activations Available



- Own a highly visible piece of event real estate.
- Provides opportunity for employee volunteers.
- Ability to distribute company branded items.
- Engage with all event participants and make a lasting impression.



Sample 2017 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.



Route Sponsor

Help light the way for all participants. Branded Start Line arch, route markers & volunteers cheer on the crowd



Garden of Hope

Plant the seeds and hope grows! Participants may pre-purchase in honor, memory or support then take home and GROW HOPE!



And so much more...

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



Sample Additional Sponsor Benefits

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



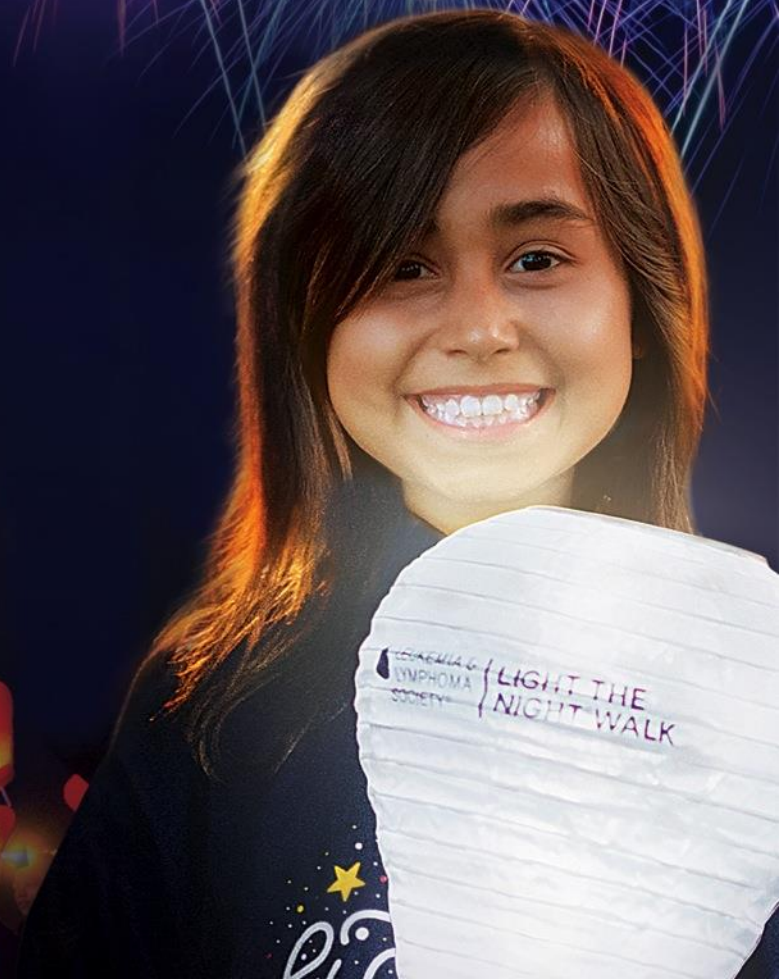
Select this option if your order will be getting local sponsors printed on the back of the shirts.



Next Steps

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

Bring light to the darkness of cancer!





**THANK
YOU**

We have one goal:
A world without cancer.
Will you join us?

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