



LEUKEMIA &
LYMPHOMA
SOCIETY®

LIGHT
THE NIGHT®



SUNDAY OCT. 14
TARGET FIELD



WELCOME TO LIGHT THE NIGHT



2018 CORPORATE CHAIR & HONORED HERO

Steve Gfroerer, CFO of Cobb Strecker Dunphy & Zimmermann is leading the corporate impact in the fight against blood cancers. Walking for his 17-year-old son and Light The Night's Honored Hero, Nate Gfroerer. Nate conquered chronic myeloid leukemia earlier this year and is now CANCER-FREE! Thank you to the father-son duo for your leadership and inspiring us on our path to finding a cure.

THANK YOU FOR BRINGING LIGHT TO THE DARKNESS OF CANCER

Light The Night is an inspirational event that celebrates survivors, honors those we have lost, and helps raise funds to cure blood cancers once and for all.

Festivities at Target Field begin at **5 p.m.** on **Sunday, Oct. 14**, with family-friendly activities, live music, and food for purchase. Please contact the Light The Night team with questions at LTN.MNG@LLS.org or **612.259.4641**.



EVENT EXPERIENCES

Light Up Target Field with illuminated symbolic lanterns in a 1.5-mile walk in and around the stadium.

Survivor Circle during the ceremony survivors gather on the field as a white beam of hope pierces the night sky.

Remembrance Pavilion honor loved ones lost by posting photos and tributes inside.

Festivities enjoy live music and fun activities for all ages before the opening ceremony.

IMPACT OF THE LEUKEMIA & LYMPHOMA SOCIETY

HELPED FUND

20

OUT OF 26 FDA APPROVALS FOR PATIENTS IN THE PAST 18 MONTHS

MORE THAN

\$323M

DISTRIBUTED IN CO-PAY FINANCIAL ASSISTANCE

INVESTED

\$1.2B

IN CANCER RESEARCH SINCE 1949

FUNDING OVER

250+

RESEARCH GRANTS CURRENTLY AROUND THE WORLD



LOCAL IMPACT— MN CHAPTER SERVING ND & SD

Research



LLS has committed \$2.5 million in research grants at Mayo Clinic and the University of Minnesota in 2018.

Policy & Advocacy



LLS advocacy was instrumental in passing oral parity legislation in North Dakota and South Dakota.

Patient Support



Over \$2.1 million assisted over 1,000 local patients for co-pay & travel assistance last year.

EVENT INFORMATION

EVENT SCHEDULE

5:00 p.m.

Check-In
Tailgate Zone
Glam Station
Kids Glow Zone
Remembrance Pavilion
Team Photo Booth
Poster Decorating
Live Music
VIP Lounge

6:20 p.m.

Survivor Photo

6:40 p.m.

Tribute Video
Opening Ceremony

7:00 p.m.

Light The Night

REGISTRATION

Light The Night is a FREE event, however fundraising is encouraged.
LightTheNight.org/MN

T-SHIRTS

Individuals who raise a minimum of \$100 become Champions For Cures and earn one Light The Night T-shirt.

SURVIVORS

All survivors receive a white lantern, a Light The Night survivor T-shirt, and one food voucher regardless of their fundraising.

LANTERNS

All registered participants receive one complimentary lantern.

Red= Support, **White=** Survivor, **Gold=** In Remembrance

WALK-UPS

A \$25 donation is suggested.

DAY OF DONATIONS

Money may be turned in at **Target Field main ticket windows.**

FOOD & BEVERAGES

Food and beverages are available for purchase. Water, coffee and hot chocolate will be available (while supplies last).

QUESTIONS

612.259.4641 or
LTN.MNG@LLS.ORG

Tribute Video

SUBMIT A TRIBUTE PHOTO FOR THE JUMBO SCREEN AT TARGET FIELD

The Twin Cities event is the only Light The Night in the country that showcases a tribute video honoring survivors and loved ones lost.

TRIBUTE PHOTO SUBMISSIONS

1. Submit photo to LTN.MNG@LLS.org by **Monday, Oct. 1**
2. Share why you light the night in one or two sentences.
3. Include your name along with your tribute's name and diagnosis
4. Attach a high-resolution photo

Please note:

- Submissions after the deadline are not guaranteed to be added.
- Photos lacking in resolution may not be included.
- Please send only one photo per tribute.

FREQUENTLY ASKED QUESTIONS

HOW LONG IS THE WALK?

1.5 miles the route and is wheelchair accessible.

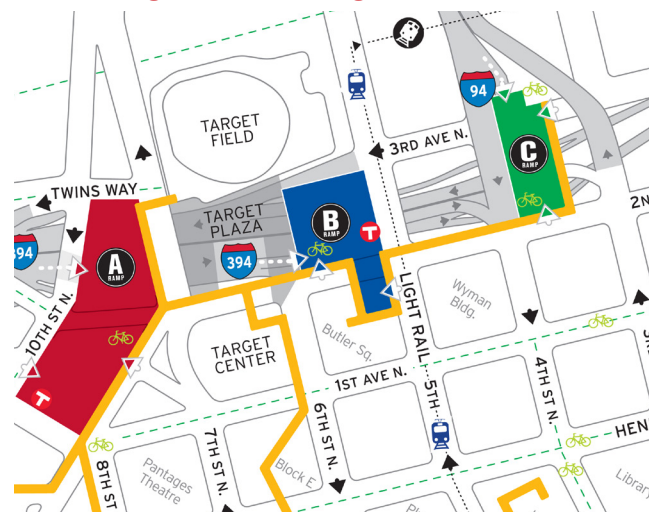
WHAT IF IT RAINS?

We will walk—rain or shine. Participants may choose to stay on the covered concourse.

CAN I BRING MY DOG?

Pets are not allowed at Target Field.

PARKING NEAR TARGET FIELD



Ramps Connect by Skyway—Rates Apply

Ramp A Parking Garage, 101 N 9th St
Ramp B Parking Garage, 516 N 2nd Ave
Ramp C Parking Garage, 318 N 2nd Ave

NEXT STEPS

1 CONNECT WITH US

SOCIAL MEDIA

Get updates and raise awareness by liking and sharing our posts!

LIGHT THE NIGHT EMAILS

Get event details and exclusive fundraising prizes.



2 RECRUIT

BUILD YOUR TEAM

Start by asking TEN family members, friends, and co-workers to join you in the fight against cancer!

SET A TEAM GOAL

Strive to be a Super Team by collectively raising \$5,000 to secure reserved seating near the stage and a professionally printed banner.

MOTIVATE AND ENCOURAGE

- Cheer on teammates who reach their personal goal.
- Get competitive by sharing individual progress.
- Celebrate when your team reaches its goal!



3 MAKE A PERSONAL DONATION

LEAD BY EXAMPLE

Be your first donor.

SUBMIT A MATCHING GIFT

Search for your employer at www.MatchingGifts.com/lls

4 FUNDRAISE

SET A PERSONAL GOAL

Raise \$100 to become a Champion for Cures and receive a Light The Night t-shirt! OR Earn your way into the VIP Lounge by raising \$1,000 and becoming a Bright Light.



ASK! ASK! ASK!

The #1 reason people say they give, is because they asked!

SHARE ON SOCIAL MEDIA

18% of peer-to-peer contributions come from friends on social media, post your link today.

PERSONALIZE YOUR FUNDRAISING PAGE

Personal pages receive 13x MORE donations!

HOST A FUNDRAISER

Put the FUN in fundraising with organizing get-together, sales, games, and challenges.

NEED HELP GETTING STARTED? CONTACT: LTN.MNG@LLS.ORG OR 612.259.4641
HELPFUL RESOURCES AT LIGHTTHENIGHT.ORG/MN

FUNDRAISING CLUBS & INCENTIVES

INDIVIDUAL FUNDRAISING CLUB

\$100 Champion For Cures

- One Light The Night T-shirt
- One Food Voucher

\$1,000 Bright Lights Club

All previous benefits plus:

- Exclusive Bright Light shirt
- Two invitations to VIP Lounge

TEAM FUNDRAISING INCENTIVES

\$5,000 Super Team

- Reserved seating
- Professionally printed team banner

\$10,000 Mega Team

All Super Team benefits plus:

- Ten Invites to the VIP lounge (must be Champions for Cures teammates)
- Recognition in event program and social media
- Invitation for team captain and one guest to attend the annual LLS Lifeblood Awards Dinner in 2019



RAISE



\$100



\$250



\$500



\$1,000



\$2,500



\$5,000



\$10,000

GET INVOLVED



Sponsorships

Target responsive audiences and build equity with a proven brand as a member of our sponsor family. Own a high visibility, interactive piece of the Light The Night event real estate, provide employee volunteer opportunities and distribute company branded items.

Corporate Walk Teams

BUILD MORALE! 36 percent of employees are more likely to feel a strong sense of loyalty to a company involved with a nonprofit. Walk with thousands of supporters to raise funds and help bring hope to families battling blood cancer.

Become an Ambassador

Light The Nigh Ambassadors “secret shop” retail partners throughout the year to hand out prizes and motivate cashiers.

Volunteer

There are various opportunities to volunteer at the walk and throughout the year. Visit VolunteerMatch.org or email Brenna.Wood@lls.org

Become an Honored Hero

Help spread the mission by sharing your personal story to inspire and encourage others. Share your story online at LightTheNight.org/MN.

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to our sponsors

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