

The mission of The Leukemia & Lymphoma Society (LLS) is to cure leukemia, lymphoma, Hodgkin's disease and myeloma, and improve the quality of life for patients and their families.

### We focus our efforts across three key areas:

#### Research

Since our founding in 1949 we've invested more than \$1 billion in research for lifesaving treatments, helping advance nearly every therapy used to treat blood cancer patients.

#### Access

We are the leading source of free blood cancer information and support services and our information specialists field more than 40,000 inquiries a year from patients, caregivers and healthcare practitioners.

#### Advocacy

LLS is the voice for all blood cancer patients and works to ensure access to quality, affordable care, advocating for bills to limit out-of-pocket costs.

Over 66 years, LLS has invested more than \$1 billion to advance cancer therapies and save lives.

Light The Night, The Leukemia and Lymphoma Society's premiere community event, brings LIGHT to the darkness of cancer. We bring communities together to celebrate those who have beaten or are fighting the disease and to honor those we have lost. In 2016, Light The Night raised nearly \$64 million in support of the LLS mission.

Approximately 1 million people walk in 160 inspirational evening walks across the US and Canada. Our lanterns glow gold, white and red to represent those we've lost, those who have survived and our common quest to MAKE SOMEDAY TODAY.



Through a partnership with Light The Night, companies will play a critical role in changing the face of cancer care and funding cures.

### We Are Growing

Named the *2016 Event of the Year* by industry leaders, Light the Night is growing faster than any charity walk in North America:

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



### We Are a Movement

Be a part of the Light The Night movement! Be seen as a leader that consumers recognize and respect, while also creating real value for your brand, culture and customer loyalty. Enhance employee engagement, bring in new customers and afford a deeper and more meaningful way to get involved in the local community.

### We Make It Easy

There are a number of ways businesses can be involved with Light The Night

- **Sponsorships:** Offering a variety of active or passive event assets with the opportunity for meaningful participant engagement and brand appreciation
- **Corporate Teams:** Engage your workforce and enhance your culture by inviting LLS staff to coach a fundraising team.
- **Retail Programs:** Turnkey customer-based fundraising programs tailored to meet the needs of your retail business.
- **Executive Opportunities:** Let your local executives shine through volunteer leadership roles, personal and competitive fundraising programs, community engagement and exposure opportunities.



**Together we can build a powerful, mutually beneficial partnership and bring light to the darkness of cancer!**