



LEUKEMIA &
LYMPHOMA
SOCIETY®

LIGHT
THE NIGHT®



RETAIL PARTNERSHIP OPPORTUNITIES

At The Leukemia & Lymphoma Society (LLS), we believe the cure for cancer will be found, and we are the organization who will find it. But we need your help.

Through a partnership with The Leukemia & Lymphoma Society's Light The Night (LTN) walk, your company's participation will help fund groundbreaking research to cure leukemia, lymphoma, Hodgkin's disease, and myeloma, and improve the quality of life for patients and their families. Engaging in a partnership ensures we are expanding our reach and saving more lives while furthering both our business objectives.

WE ARE GROWING

Light The Night is growing faster than any charity walk in North America:

- 125+ Markets
- 1M+ Participants
- 10,000+ Corporate Teams

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 philanthropic value for your brand.

Initiatives driven by retailers around the country asking their customers to act and make a donation build customer loyalty, employee satisfaction and engagement, bring in new customers, and afford a deeper and more meaningful way to get involved in the local community.



TYPES OF RETAIL PARTNERSHIPS

LLS offers many types of retail partnerships, **tailored to meet the needs of your business**, including:

- **Light The Night Icon**
Companies sell our special Light The Night Walk icons at registers for a minimum donation of \$1.00
- **Give a \$1; Save a \$1 Coupon**
Customers purchase a coupon for a minimum \$1 donation and receive a savings at their next visit to the store
- **Round-up**
Suggest to customers that they round up their purchase total to the nearest dollar
- **Donation Item**
A portion of proceeds from a designated item(s) are donated to LLS

WE MAKE IT EASY

The LLS Staff is here to help you at every step of the way and provide:

- Campaign Toolkits (paper icons, donation stickers, scripts, social media, training materials etc.)
- LLS Mission Information and Resources for patients and families
- Campaign Kickoff by LLS staff for your employees
- Right to use Light The Night logo in approved marketing and PR
- Community engagement and exposure opportunities

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



We focus our efforts across three key areas:

Research

Since our founding in 1949 we've invested over \$1.5 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 we work to ensure access to quality, affordable care, advocating for bills to limit out-of-pocket costs.

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 are fighting the disease and to honor those we have lost. In 2021, Light The Night raised \$61 million in support of the LLS mission.

Approximately 1 million people walk, at 125 inspirational evening walks across the US and Canada, to end cancer. Participants carry illuminated lanterns as they walk; white for survivors, red for supporters, and gold in memory of a loved one, creating a spectacular glow throughout the park. This moving and touching sight is a reminder of the common bond shared by all participants, the fight against blood cancer.

Missouri/Southern Illinois Region Light The Night Stats

- \$1.1 million raised in 2021
- 15,000+ Participants
- 350+ Corporate and Friends & Family Teams
- 40+ Local Sponsors
- 6+ Retail Partners



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



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Frequently Asked Questions

Q: What supplies do I need to run the program?

We provide all materials needed including:

- Register signage to display in store
- Goal poster for back room
- Paper icon pads/scan sheet
- Ask sheets for employees/each register
- Thank you bag stuffer
- LLS Staffer for team kickoff

Q: How do I account for the dollars raised?

- Each paper icon has a SKU number to enter into your register system.
- You can also designate a particular register key code for these donations, or
- We can provide a scan sheet for each register.

Q: How do I ask my customers to donate?

Every associate should ask every customer! If appropriate, explain how your company got involved

or share a mission connection to the cause.

- “Would you like to help local cancer patients by donating a dollar or more?”
- “Would you like to make a donation to the Leukemia & Lymphoma Society?”
- “Would you like to support families in our community battling blood cancer?”

Q: How much do I need to raise?

Any amount raised is greatly appreciated, the key to a successful program is: **ask every customer to donate!**

Q: How much should I sell the paper icons for?

A minimum donation of \$1 to \$5 is the suggested amount. Any donation to LLS is welcome.

Q: How often do I turn in the money collected?

We recommend you issue one check at the conclusion of the fundraising effort and mail it to:

The Leukemia & Lymphoma Society

Attn: Light The Night

1972 Innerbelt Business Center Drive

St. Louis, MO 63114

We are also happy to celebrate with a check presentation!



Q: Can we also participate in the Light The Night Walk?

Please join us! LTN is a wonderful community experience, and we encourage you to consider forming a walk team. Please contact a member of our team listed below or visit us online: lightthenight.org/events/st-louis.

Q: Who do I contact if I have questions or need additional supplies?

- Meredith Albus, Campaign Development Manager 314.590.2238 or Meredith.Albus@lls.org
- Jane Smith, Campaign Development Director 314.590.2236 or Jane.Smith@lls.org
- Kay Turner, Campaign Development Manager, 314.590.2245 or Kay.Turner@lls.org
- David Wettroth, Campaign Development Specialist, 314.502.3222 or David.Wetroth@lls.org