



Texas Gulf Coast Chapter Local Sponsorship Proposal Overview

Executive Summary

The Leukemia & Lymphoma Society (LLS) is offering a brand-enhancing partnership, through LLS's signature fundraising program – Team In Training®

Team In Training® (TNT) is the nation's most widely recognized personal endurance sports training program designed to prepare an individual to run or walk a 26.2 mile marathon, cycle a 100-mile century ride, or complete a triathlon.

Men and women from all walks of life and all levels of fitness, raise funds in honor of blood cancer patients or survivors, to support LLS. In exchange, LLS provides them with a four to five month training program focused on the completion of a major endurance event.

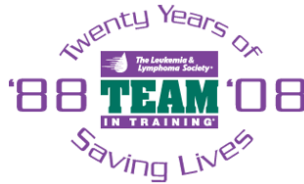
Participants select and train for an event from their local chapter's list of events. During the coached training period, TNT participants will learn all about how to safely prepare for their sport and will participate in group and individual training runs, walks, swims or rides. LLS also provides transportation to the event, lodging, meals and entry into the race.

TNT is promoted nationwide, by all 68 chapters of The Leukemia & Lymphoma Society.

At a Glance



- What:** Team In Training[®] (TNT) is the nation's most widely recognized personal training program designed to prepare an individual to complete a running or walking 26.2 mile marathon, 13.1 mile half marathon, a triathlon or cycle a 100-mile century ride. TNT participants raise funds to support The Leukemia & Lymphoma Society. TNT is promoted by all 68 directly-reporting chapters nationwide.
- Why:** Since it's beginning, over 340,000 people have raised more than \$850 million to support the ongoing work of The Leukemia & Lymphoma Society.
- How:** Individuals seek an average of \$3,500 per person in donations from friends, family, co-workers and employers to sponsor their participation. LLS seeks national and local event sponsors.
- Where & When:** More than 30 running/walking/cycling/triathlon events throughout the year, in the U.S. and abroad, are available for participants to enter.
- Sponsor Benefits:** Use of the Team In Training[®] name and logo. Recognition in a variety of media outlets; identification on selected advertising, promotional and fundraising materials, and participant apparel. Product sampling opportunities. Build employee performance and "esprit de corps" by hosting corporate teams.



SPONSORSHIP LEVELS

TITLE SPONSOR - \$25,000

As a TNT Title sponsor (run, walk, cycle, or triathlon), you will receive recognition through paid advertising, where millions of impressions will be generated through ads, with sponsor logos, appearing in direct mail, local ads, radio, press releases, metro ads etc. You will also receive on-site recognition at your team's events, such as product sampling and collateral distribution.

Premier Benefits:

- Invitation for one (1) corporate representative to join the team for an event weekend of their choice -- travel expenses and accommodations provided by the Texas Gulf Coast Chapter of The Leukemia & Lymphoma Society
- Company will receive four (4) tickets for the Spectator Boat Cruise on race day at The Leukemia Cup Regatta plus four (4) Regatta Dinner Party tickets
- Four (4) playing spots (1-foursome) in the Matt Sebesta Invitational Golf Tournament (Brazoria County)
- Four (4) playing spots (1-foursome) in the Jerry Eversole Invitational Golf Tournament (Cypresswood Golf Course)
- One table of ten (10) (option to designate table to patients and caregivers) at The Leukemia & Lymphoma Society's Service to Mankind Awards Gala

Promotional Materials include:

Logo placement in:

- Chapter TNT recruitment direct mail and point of purchase brochures for one year
- Chapter TNT race apparel for four (4) seasons – back top placement
- Logo on Chapter TNT Web site w/ copy for one year
- Name and/or logo and materials at TNT booth at numerous race expos throughout the year
- Linked logo and advertisement in monthly issues of TNT electronic newsletter for the next four (4) seasons

Other Benefits:

- Name in LLS's Annual Report
- Company banner to be displayed at all local TNT events (banner to be provided by company)
- Eight (8) tickets to Houston Marathon Pasta Party
- Use of logo, name or service marks for period of one year:
 - Team In Training name and logo,**
 - The Leukemia & Lymphoma Society name and logo **
- Team In Training Partner Award

TEAM SPONSOR - \$ 15,000

- One table of ten (10) (option to designate table to patients and caregivers) at The Leukemia & Lymphoma Society's Service to Mankind Awards Gala
- Six (6) tickets to Houston Marathon Pasta Party
- Recognition as a partner on team race day gear for the next four (4) seasons
- Linked Logo & Advertisement in monthly TNT electronic newsletters for the next four (4) seasons
- Company Banner to be displayed at four (4) Kickoff celebrations (banner supplied by company)
- Plus Gold Medal Benefits

PLATINUM SPONSOR - \$ 10,000

- Four (4) tickets to attend The Leukemia & Lymphoma Society's Service to Mankind Awards Gala
- Four (4) tickets to Houston Marathon Pasta Party
- Recognition as a partner on team race day gear for the next three (3) seasons
- Linked Logo & Advertisement in monthly TNT electronic newsletters for the next three (3) seasons
- Company Banner to be displayed at two (2) Kickoff celebrations (banner supplied by company)
- Plus Gold Medal benefits

GOLD MEDAL SPONSOR - \$ 5,000

- Recognition as a Gold Medal Sponsor on team race day gear for the next two (2) seasons
- Two (2) tickets to Houston Marathon Pasta Party
- Plus Silver Medal Benefits

SILVER MEDAL SPONSOR - \$ 2,500

- Linked Logo & Advertisement in monthly TNT electronic newsletter for one season
- Company Banner to be displayed at one (1) Kickoff celebration (banner supplied by company)
- Plus Bronze Medal Benefits

BRONZE MEDAL SPONSOR - \$ 1,500

- Recognition as a Bronze Medal Sponsor on team race day gear for the current season
- Recognition as a Bronze Medal Sponsor in the monthly TNT electronic newsletter for one season.
- Recognition as a Bronze Partner on the Chapter Team In Training Web Site (www.teamintraining.org/txg)
- Invitation to attend and be recognized at all Team In Training functions
- Team In Training Partner Award

**The Leukemia & Lymphoma Society reserves the right to refuse promotion if a sponsor or partner's product or service if it is in direct conflict with the Society's mission.



Organizational Overview

The Leukemia & Lymphoma Society (LLS) is the world's largest, private organization with a mission solely focused on finding cures for leukemia, lymphoma, Hodgkin's disease and myeloma - and improve the quality of life of patients and their families.

LLS serves an estimated 747,000 Americans who are presently living with leukemia, lymphoma, Hodgkin lymphoma or myeloma. Every five minutes someone in the United States learns that they have one of these blood cancers.

- *Leukemia is the leading disease-killer of children and young adults under the age of 20.*
- *Leukemia and lymphoma are the leading fatal cancers in males under the age of 39.*
- *Every five minutes someone new is diagnosed with a blood cancer.*
- *Every ten minutes, another child or adult is expected to die of leukemia, lymphoma or myeloma.*

LLS has exceptional community-level programs for patient education and other information services. Our referral service ensures that newly-diagnosed patients get connected to the best possible care in their local areas, as soon as possible.

With 68 chapters nationwide, LLS is one of the fastest growing and highest-rated non-profit health agencies in America, delivering services which include research, patient services, advocacy and education. Over the last five years we have grown an amazing 163%.

Since its founding in 1949, LLS has invested more than \$550 million in research specifically targeting leukemia, lymphoma and myeloma. Last year alone, the Society made 4.2 million contacts with patients, caregivers and healthcare professionals.

In 2004 we joined forces with our Canadian counterpart, and they are now known as The Leukemia & Lymphoma Society of Canada. Our organization now offers a true North American presence.

CONTACT:

Hanako Wilson
Team In Training Campaign Assistant
The Leukemia & Lymphoma Society
713-680-8088, ext. 118
hanako.wilson@lls.org



Donation Form (\$1500 Sponsors and Greater)

Please return your Corporate Sponsorship and an electronic version (.jpg file) of your company's logo to the Texas Gulf Coast Chapter office no later than **September 1, 2008**. (Note: To be on the cycle jersey for the Honolulu Century and the triathlon jersey for Nation's Triathlon, logos must be in to the office by July 21.) Thank you for your support.

Please type or print

Company/Donor: _____

Contact Name: _____ Title: _____

Address: _____

City: _____ State: _____ Zip Code: _____

Phone: () _____ FAX: () _____

Email Address: _____

Donation Amount: \$ _____

**Donation and Logo (electronic file in .jpg format) should arrive
at the Texas Gulf Coast Chapter no later than
September 1, 2008 to be included on materials for Fall 2008 events**

Checks should be made payable to: The Leukemia & Lymphoma Society

If you have any questions, please contact Hanako Wilson at The Leukemia & Lymphoma Society office at (713) 680-8088 or at hanako.wilson@lls.org

Please return this form along with your donation and company logo to the Team Member.

Team Member's Name: _____

Team Member's Address: _____

City: _____ State: _____ Zip: _____ Phone: _____