



MAN & WOMAN OF THE YEAR

The **MISSION** To cure leukemia, lymphoma and myeloma and to improve the quality of life for patients and their families.

The **VISION** A future in which The Leukemia & Lymphoma Society will have transformed the lives of people with blood cancer and the healthcare landscape that patients, their families and caregivers navigate.

WHY sponsor the Man & Woman of the Year Campaign & Gala?
Because it makes sense for your business and for the community...

For the past 19 years, Man & Woman of the Year candidates have raised an amazing \$53 million for research, patient care, advocacy and education. In 2009, the National Capital Area's 21 candidates raised more than \$910,000. These individuals are community and business leaders with a passion for making a difference and the drive to make it happen. Along with their unstoppable ambition, candidates utilize a variety of fundraising efforts including letter-writing campaigns, corporate sponsorship, charity dinners, nightclub events and celebrity speakers to raise money in a large-scale capacity. The catch – it all happens in ten weeks.

The Man & Woman of the Year campaign demonstrates continued growth each year due to ongoing support from returning corporate sponsors, past candidates and business leaders around the DC Metro area. There is a connection amongst the team of candidates and their supporters because the overall goal is to raise as much money as possible in honor of the Boy & Girl of the Year. The Boy and Girl of the Year are patient heroes in treatment for or recovery from leukemia, lymphoma or myeloma.

Everyone's success and hard work is celebrated at the exclusive black-tie Grand Finale Gala held at the Ritz-Carleton in downtown DC. The Gala is an intimate event that brings together friends and families, local celebrities, entertainment, business leaders and the corporate, political and philanthropic communities in Washington.

Corporate sponsorship is a powerful business development tool that ensures your organization will be represented in conjunction with the top leaders in the DC metro area.

The Men & Women of the Year candidates mean business. Our corporate sponsors find a four-fold benefit to participating in the campaign and Gala:

- ❖ **An evening to remember for their executive clients and staff;**
- ❖ **Tremendous visibility at a gathering of Washington's business elite;**
- ❖ **Considerable recognition through campaign exposure received from our media partner WASHINGTONIAN and at partner and candidate events;**
- ❖ **Ascending levels of significant corporate and community exposure.**

The life-saving work of LLS is only possible through the generous and dedicated support of individuals and businesses. As a Man & Woman of the Year campaign sponsor, your company affirms its commitment to supporting the many members of the greater Washington DC area community living with blood cancers, and ensures the continuation of research vital to the eradication of blood cancer for future generations.

Did You Know?

- ❖ 91% of Americans believe that companies have a responsibility to support a cause.
- ❖ 86% of Americans say that when price and quality are equal, they will reward companies that support a cause with their business. This is a 30% increase since 1993.
- ❖ A company's commitment to a social issue is important to Americans when they decide:
 - Which companies they want doing business in their communities;
 - Where to work;
 - Which products and services to recommend to others.

Source: Cone Corporate Citizenship Study, Building Brand Trust



MAN & WOMAN OF THE YEAR

2010 DIAMOND SPONSOR - \$20,000

Recognition Benefits

Company Name and Logo:

- To appear on the front page of the Man & Woman of the Year homepage.
Opportunity to link to company Web site;
- To appear with all Diamond Sponsors in the Man & Woman program book;**
- To appear with all Diamond Sponsors in the recognition power point presentation shown at the Grand Finale Gala;
- Included on sponsor recognition signage displayed at ALL Man & Woman related events. **
- Featured on campaign signage at 2011 Leukemia Ball (attendance approx. 2500);

Company Name:

- Highlighted in all partner advertising opportunities (logo inclusion possible depending on media outlet); ***
- Recognized in all press releases, press kits and public service announcements;
- Featured in campaign advertisement in the following event publications: Leukemia Ball, Bobby Mitchell TOYOTA Hall of Fame Golf Classic, Leukemia Cup Regatta & The Jason Campbell Leukemia Golf Classic;
- Recognized in the National Capital Area Chapter's electronic newsletter, Chapter Report. Released quarterly. Circulation approximately 9,000;
- Acknowledged in The Leukemia & Lymphoma Society's annual report.

Advertising Benefits:

- Full page advertisement on inside cover of the Man & Woman Grand Finale Program Book or Seating and Auction Guide. Approximately 1000 copies printed and distributed.* ****

On stage recognition at the following events:

- Grand Finale Gala ~ June 12, 2010
- Bus Unveiling Champagne Reception ~ Fall 2010
- Winter Cocktail ~ Winter 2010

Participation Benefits

- One table for ten at the Man & Woman of the Year Grand Finale Gala, premier seating.
- Complimentary valet parking for table at the Grand Finale Gala.

* Ad artwork is due per provided specs by 05/17/10.

** Due to printing deadlines, printed recognition dependent on sponsor sign on date.

*** Recognition opportunities through media outlets pending approval.

**** First choice will be granted to the first Diamond Sponsor that is secured.



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2010 PLATINUM SPONSOR - \$15,000

Recognition Benefits

Company Name :

- To appear on the front page of the Man & Woman of the Year homepage.
Opportunity to link to company Web site;
- ✳• To appear with all Platinum Sponsors in the Man & Woman program book; **
- To appear with all Platinum Sponsors in the recognition power point presentation shown at the Grand Finale Gala;
- Included on all sponsor recognition signage displayed at Grand Finale Gala. **
- Listed in all partner advertising opportunities; ***
- Listed on campaign signage at 2011 Leukemia Ball (attendance approx. 2500);
- Listed on campaign advertisement in the following event publications: Leukemia Ball, Bobby Mitchell TOYOTA Hall of Fame Golf Classic, Leukemia Cup Regatta & The Jason Campbell Leukemia Golf Classic;
- Recognized in the National Capital Area Chapter's electronic newsletter, Chapter Report. Released quarterly. Circulation approximately 9,000;
- Acknowledged in The Leukemia & Lymphoma Society's annual report.

Advertising Benefits:

- Full page advertisement in the Man & Woman Grand Finale Program Book.
Approximately 1000 copies printed and distributed.*

On stage recognition at the following events:

- Grand Finale Gala ~ June 12, 2010
- Bus Unveiling Champagne Reception ~ Fall 2010
- Winter Cocktail ~ Winter 2010

Participation Benefits

- One table for ten at the Man & Woman of the Year Grand Finale Gala, preferred seating;
- Complimentary valet parking for table at the Grand Finale Gala.

* Ad artwork is due per provided specs by 05/17/10.

** Due to printing deadlines, printed recognition dependent on sponsor sign on date.

*** Recognition opportunities through media outlets pending approval.



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2010 GOLD SPONSOR - \$10,000

Recognition Benefits

Company Name:

- To appear on the front page of the Man & Woman of the Year homepage;
- To appear with all Gold Sponsors in the Man & Woman program book;**
- To appear with all Gold Sponsors in the recognition power point presentation shown at the Grand Finale Gala;
- Included on all sponsor recognition signage displayed at Grand Finale Gala; **
- Included in all partner advertising opportunities; ***
- Listed on campaign signage at 2011 Leukemia Ball (attendance approx. 2500);
- Listed on campaign advertisement in the following event publications: Leukemia Ball, Bobby Mitchell TOYOTA Hall of Fame Golf Classic, Leukemia Cup Regatta & The Jason Campbell Leukemia Golf Classic;
- Recognized In the National Capital Area Chapter's electronic newsletter, Chapter Report. Released quarterly. Circulation approximately 9,000;
- Acknowledged in The Leukemia & Lymphoma Society's annual report.

Advertising Benefits:

- 1/2 page advertisement in the Man & Woman Grand Finale Program Book.
Approximately 1000 copies printed and distributed.*

On stage recognition at the following events:

- Bus Unveiling Champagne Reception ~ Fall 2010
- Winter Cocktail ~ Winter 2010

Participation Benefits

- One table for ten at the Man & Woman of the Year Grand Finale Gala.

* Ad artwork is due per provided specs by 05/17/10.

** Due to printing deadlines, printed recognition dependent on sponsor sign on date.

*** Recognition opportunities through media outlets pending approval.