



2012
SPONSORSHIP
OPPORTUNITIES

to benefit

The Leukemia & Lymphoma Society

Connecticut Chapter
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About The Leukemia & Lymphoma Society

The Leukemia & Lymphoma Society's (LLS) mission is to cure leukemia, lymphoma, Hodgkin's disease and myeloma, and improve the quality of life of patients and their families. LLS was established in 1949 as the de Villiers Foundation, named in memory of Robert Roesler de Villiers, a young man who died of leukemia. As a result of ongoing research, overall survival rates for leukemia have tripled in the last 40 years. LLS is dedicated to being one of the top-rated voluntary health agencies in terms of dollars that directly fund its mission.

Our Major Programs:

Research: LLS's grant program is one of the most prestigious in the fields of hematology and oncology. LLS has invested \$840 million in medical research since 1949. LLS currently underwrites the work of cancer research projects throughout the world.

Patient Services: LLS provides a wide range of services to patients such as family support groups, an extensive educational web site with web "chat" support programs, free seminars and conferences, and direct patient financial aid.

Advocacy: LLS's advocacy program provides a strong voice in Washington, DC, representing the health care quality and medical research interests of patients and their families to policy makers at all levels of government.

Education: LLS aims to serve as the world's foremost source of information on blood cancers. Programs include an Information Resource Center, an extensive collection of free educational materials, professional education and an award-winning website.

Stewarding the Funds:

LLS has dedicated itself to being one of the top rated voluntary health agencies in terms of dollars that directly fund our mission. An estimated 75% of our funds are spent on research, patient services, advocacy, and education. **The Man & Woman of the Year campaign is an extremely cost efficient fundraising event. Approximately 86% of the money raised through the campaign goes directly back to our mission.**



Man & Woman of the Year - At-a-Glance

History

The Leukemia & Lymphoma Society's Man & Woman of the Year (MWOY) campaign began in Northern California in 1998 and has raised over \$79.4 million nationally. In 2011 the Connecticut Chapter raised over \$338,000, and \$14.6 million was raised nationally. In nine years of the Connecticut MWOY campaign, 86 Connecticut Candidates have raised over \$1.3 million to help find cures for blood cancers.

The Concept

Candidates competing for the title of 2012 Man & Woman of the Year are judged solely on a philanthropic basis – on their success in generating funds for LLS from the date of the Kickoff through the Grand Finale. Every dollar raised is counted as one vote. Candidates raise funds in honor of our Boy and Girl of the Year – local leukemia survivors. The male and female candidates with the most votes will be named the 2012 Man & Woman of the Year. Their totals will also be submitted for the national titles.

Candidate Profile

Candidates competing for Man & Woman of the Year are individuals from both the social and business communities who are motivated by supporting LLS and by the visibility the campaign generates. The competition generates positive publicity for the winning candidates and their campaign teams by means of press releases and exposure in advertisements and LLS materials. Characteristics of candidates include: Ambitious, Competitive, Philanthropic, Compassionate, Strong Connection to the Community, Business and Community Leaders, with many having a personal interest in the mission of LLS.

The Event Goal

The Connecticut Chapter's 2012 Man & Woman of the Year campaign is targeted to raise in excess of \$340,000 to fund LLS's mission to cure leukemia, lymphoma, Hodgkin's disease and myeloma, and improve the quality of life of patients and their families.

Kick Off and Grand Finale Celebrations

The Kick Off Reception will be held on Tuesday, February 28, 2012 - meet the Candidates, their campaign teams and our Boy and Girl of the Year.

The Grand Finale Dinner (black tie optional) will be held on Saturday, May 5, 2012. Sponsors, candidates, campaign teams, Honorary Chair CT State Treasurer Denise L. Nappier, survivors, and other LLS supporters will gather for the announcement of the Man & Woman of the Year. The evening includes cocktails, dinner, and silent and live auctions. Attendance is expected to be 350+.

Visibility

Because of the promotion plan developed for the event, participation in the LLS Man & Woman of the Year campaign offers Sponsors tremendous potential for advertising, publicity and sales promotions, while enhancing a Sponsor's image of public consciousness, awareness and concern in the community. Candidates and their campaign teams have been featured in Connecticut Magazine, Hartford Magazine and USA Today newspaper.

"The opportunity to run for Woman of the Year was an honor and a very rewarding experience. The feeling of helping to find cures for these deadly diseases is something I will always hold dear."

Michele Frankie – 2010 Woman of the Year





Why Should Your Company be Involved?

Participation as a Sponsor of the 2012 **Man & Woman of the Year** campaign offers your company tremendous potential for advertising, publicity and sales promotions, while enhancing your company's image of public consciousness, awareness and concern in the community. In appreciation for sponsorship, The Leukemia & Lymphoma Society offers prime opportunities for visibility throughout Connecticut's business community.

- Recognition as a supporter of LLS - one of the top rated voluntary health agencies in the U.S. (more than 75% of funds raised are directed to our mission)
- Exposure across Connecticut as a supporter of LLS and of the Man & Woman of the Year campaign
- Advertising opportunities in the Grand Finale Program Guide
- Opportunity to host a gathering for Man and Woman of the Year Candidates and their supporters
- Choice seating at the Grand Finale

Past and Current Corporate Sponsors and Supporters

Aetna
Acacia Financial Group
Anthem Blue Cross / Blue Shield
Bank of America / Merrill Lynch
Barclays Capital Inc.
Bear Stearns & Company
Bob's Discount Furniture
Bradley, Foster & Sargent
Bryant Miller Olive
Causey Demgen & Moore
Chase Centerless Grinding Co.
Cherish the Children Foundation
Cimini Family Charitable Foundation
Citi
Compass Group
Connecticut Business Systems
Cornerstone Real Estate Advisors
Covenant Capital Group LLC
Day Pitney LLP

Eastern Connecticut Health Network
Edwards Angell Palmer & Dodge
First Southwest Company
GE Capital
General Reinsurance
Hawkins, Delafield & Wood
Hoffman Auto Group
ImageMaster Inc.
Jackson Securities
Jefferies & Company, Inc.
Kota Global Securities
Landmark Partners
LexisNexis
Loop Capital Markets
Morgan Keegan & Company
Morgan Stanley
National Basketball Association
Peoples United Bank
Pepe & Hazard, LLP
Pullman & Comley LLC

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Stanley Black & Decker
Stratton Faxon Law Firm
Sterne Agee & Leach
The Hollander Foundation
Unified Financial Services
Updike Kelly & Spellacy, P.C.
US Bank, N.A.
Wells Fargo Securities
William Blair & Company
The Yucaipa Company

2012 SPONSORSHIP OPPORTUNITIES

Sponsorships confirmed by March 1, 2012 receive full print recognition



PRESENTING Sponsor

\$50,000

Recognition Benefits

- Company highlighted as Presenting Sponsor in every instance of the event title
- Company logo displayed on all printed materials
 - Candidate handbooks
 - Grand Finale invitations
 - Grand Finale program books
 - Event signage and all campaign promotion
- On stage recognition at the Kick Off and Grand Finale
- Two-page center spread in the Grand Finale Program Guide (b/w, gold border)
- Logo and link on Connecticut Chapter MWOY website
- Recognition in the LLS annual report – 20,000 distributed nationally
- Recognition in media and press releases – distributed twice to all local media
- Prominent logo placement on podium at Grand Finale

Participation Benefits

- Invitation to attend and speak at Kick Off
- Two Premium placed tables for twenty guests at Grand Finale
- Opportunity for product sampling in Candidate gift bags
- Opportunity to speak at Grand Finale
- Ability to nominate one Candidate



2012 SPONSORSHIP OPPORTUNITIES

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GOLD Sponsor

\$25,000

Recognition Benefits

- Company logo displayed on the following printed materials
 - Grand Finale Program Guides
 - Event signage
- On stage recognition at the Kick Off and Grand Finale
- One Full page ad in the Grand Finale Program Guide (b/w, gold border)
- Logo and link on Connecticut MWOY website
- Recognition in the LLS annual report – 20,000 distributed nationally
- Recognition in media and press releases – distributed twice to all local media
- Opportunity for product sampling in Candidate gift bags
- Podium recognition at Grand Finale

Participation Benefits

- Invitation to attend and speak at Kick Off
- One Premium placed table for ten guests at Grand Finale
- Opportunity for product sampling and promotional distribution at Grand Finale
- Opportunity to speak at Grand Finale
- Ability to nominate one Candidate



2012 SPONSORSHIP OPPORTUNITIES

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SILVER Sponsor

\$10,000

Recognition Benefits

- Company logo displayed on the following printed materials
 - Grand Finale Program Guides
 - Event signage
- One Full page ad in the Grand Finale Program Guide (b/w, silver border)
- Logo and link on Connecticut MWOY website
- Recognition in the LLS annual report – 20,000 distributed nationally
- Recognition in media and press releases – distributed twice to all local media
- Podium recognition at Grand Finale

Participation Benefits

- Invitation to attend Kick Off
- One Preferred table for ten guests at Grand Finale
- Opportunity for product sampling in Candidate gift bags
- Opportunity to speak at Grand Finale
- Ability to nominate one Candidate

BRONZE Sponsor

\$5,000

Recognition Benefits

- One full page ad in the Grand Finale Program Guide (b/w, silver border)
- Logo and link on the Connecticut MWOY website
- Recognition in media and press releases – distributed twice to all local media
- Podium recognition at Grand Finale

Participation Benefits

- Invitation to attend Kick Off
- One Preferred table for ten guests at Grand Finale
- Opportunity for product sampling in Candidate gift bags
- Ability to nominate one Candidate



2012 SPONSORSHIP OPPORTUNITIES

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TABLE Sponsor

\$2,500

Benefits

- One reserved table for ten guests at Grand Finale
- One Full page b/w ad in the Grand Finale Program Guide
- Company name listed in Grand Finale Program Guide and MWOY website
(subject to print deadlines)
- Ability to nominate one Candidate

PROGRAM GUIDE Sponsor

\$1,250

Benefits

- Full page B/W advertisement in Grand Finale Program Guide
- Two tickets to the Grand Finale
- Ability to nominate one Candidate

Boy & Girl of the Year Table Sponsor \$750

Benefits

- Two tickets to the Grand Finale (seating at Boy & Girl honoree table if available)
- Acknowledgement in the Grand Finale Program Guide and on Boy & Girl table signage
- Ability to nominate one Candidate

Additional Program Guide Options

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|--|---------|
| • Full page B/W advertisement in Grand Finale Program Guide | \$1,000 |
| • Half page B/W advertisement in Grand Finale Program Guide | \$ 500 |
| • Quarter page B/W advertisement in Grand Finale Program Guide | \$ 250 |

Grand Finale Tickets: \$200 per person

All Support options listed may be attributed to a Candidate's fundraising efforts

