

## *Man & Woman of the Year 2012 Partnership Opportunities*



The Leukemia & Lymphoma Society  
Minnesota Chapter  
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*The Mission of The Leukemia & Lymphoma Society:  
Cure leukemia, lymphoma, Hodgkin's disease and myeloma,  
and improve the quality of life of patients and their families.*

## THE FACTS

- Every four minutes someone is diagnosed with a blood cancer.
- Every 10 minutes someone dies.
- Leukemia is the leading cause of cancer death of children and young adults under the age of 20.
- In Minnesota alone, an estimated 2,300 people were diagnosed with a blood cancer in 2010.

## HOW YOUR DOLLARS ARE USED

To date, The Leukemia & Lymphoma Society (LLS) has invested more than \$814 million in research aimed at helping all blood cancer patients live longer, healthy lives. We will continue to support research through our innovative and integrated funding programs, until every patient has a safe and effective therapy. In fiscal year 2011, LLS invested \$76.6 million in research.

**Research:** LLS supports promising, cutting edge research in the U.S., Canada, and 10 other countries. LLS currently has research commitments of \$5.56 million in place in the state of Minnesota.

**Patient Services:** LLS provides a range of services, such as family support groups, an extensive educational website, free seminars and conferences, direct patient financial aid and co-pay assistance.

**Education:** LLS serves as the world's foremost source of information on blood cancers including an Information Resource Center, (800) 955-4572, an extensive collection of free educational materials, professional education and an award-winning website.

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

## **WHAT**

Each year, in communities across the country, dynamic, passionate candidates engage in a spirited competition to earn The Leukemia & Lymphoma Society's "Man & Woman of the Year" titles, by raising funds for blood cancer research. The candidates compete in honor of children who are local blood cancer survivors, the Boy & Girl of the Year. Every dollar raised counts as one vote, and the titles are awarded to the man and woman with the most votes at the end of ten weeks; the top local fundraisers in the country win the national titles. The ten weeks begins with a Kickoff Party and culminates with a Grand Finale celebration. Nationally in 2011 LLS's Man & Woman of the Year campaign raised \$14.6 million for research and patient services and our goal in 2012 is even more aggressive.

## **WHO**

Candidates for Man & Woman of the Year are extraordinary people. They are individuals from both the social and business communities who are relentless in their efforts to find cures for blood cancers, and are well-connected in their communities. The campaign generates awareness both locally and nationally through press releases, exposure in print advertisements, and advertisements on the side of MetroTransit buses.

## **GRAND FINALE CELEBRATION**

Sponsors, candidates, campaign teams, friends, family, survivors, and other LLS supporters will gather for the announcement of the Man & Woman of the Year. The evening will include cocktails, food, music and a silent auction. In 2011, more than 350 people in Minnesota attended the Grand Finale celebration to honor the twelve candidates who comprised the class of 2011. The 2012 Grand Finale will be held in June 2012.

## **HOW TO HELP**

- Become a Man & Woman of the Year Sponsor
- Become a Nominating Committee Member
- Become a Candidate
- Join a Campaign Team
- Make an In-Kind Donation
- Volunteer

**PRESENTING SPONSOR - \$20,000**

**Presenting Sponsor's name will be included in event title, (i.e. Man & Woman of the Year presented by... industry exclusive.)**

- Company logo to appear wherever Man & Woman of the Year logo appears

**Media Benefits**

- Five "thank you" billboards announcing your sponsorship
- Logo included on 20 bus ads to run the month of September
- Logo included in all local print media advertisements
- Recognition in local Business Journal or similar publication
- Featured in a news release announcing your sponsorship
- Your company highlighted in the first paragraph of all news releases

**Event Benefits**

- Ten tickets to the Man & Woman of the Year Kickoff Celebration
- One table of ten with signage at the Man & Woman of the Year Grand Finale; bottle of wine at dinner
- Signage recognition at Meet & Greet, Campaign Kickoff and Grand Finale
- On stage recognition at Meet & Greet, Campaign Kickoff and Grand Finale
- Framed photo of you and your guests from the Grand Finale
- An exclusive tour of a local research facility
- Company name included in all post-event correspondence
- Recognition at LLS's annual volunteer recognition banquet

**Print Benefits** (*print deadlines apply*)

- Logo on the front cover of Meet & Greet, Campaign Kickoff and Grand Finale invitations
- Logo featured on Campaign At-A-Glance brochure
- Full page advertisement on the inside front cover of Grand Finale Program Book
- Logo recognition inside Grand Finale Program Book
- Full page ad included in the Candidate Handbooks
- Logo recognition inside Candidate Handbooks
- Recognition in The Leukemia & Lymphoma Society's Annual Report

**Web Site & E-Marketing Benefits**

- Logo and link on the Man & Woman of the Year homepage – [www.mwoy.org/mn](http://www.mwoy.org/mn)
- Logo and link on sponsor Web page
- Welcome message from your company included on Man & Woman of the Year web site.
- Logo and link in all Man & Woman of the Year e-mail blasts
- Advertisement included in all campaign e-mail blasts
- One-time feature story included in a campaign e-mail blast

**DIAMOND SPONSOR - \$10,000****Media Benefits**

- Logo included on 20 bus ads to run the month of September
- Logo included in all local print media advertisements
- Recognition in local Business Journal or similar publication
- Featured in a news release announcing your sponsorship
- Your company highlighted in the first paragraph of all news releases

**Event Benefits**

- Eight tickets to the Man & Woman of the Year Kickoff Celebration
- One table of ten with signage at the Man & Woman of the Year Grand Finale
- Signage recognition at Meet & Greet, Campaign Kickoff and Grand Finale
- On stage recognition at Meet & Greet, Campaign Kickoff and Grand Finale
- Framed photo of you and your guests from the Grand Finale
- An exclusive tour of a local research facility
- Company name included in all post-event correspondence
- Recognition at LLS's annual volunteer recognition banquet

**Print Benefits** (print deadlines apply)

- Logo on the front cover of Meet & Greet, Campaign Kickoff and Grand Finale invitations
- Logo featured on Campaign At-A-Glance brochure
- Full page advertisement with preferred placement in Grand Finale Program Book
- Logo recognition inside Grand Finale Program Book
- Logo recognition inside Candidate Handbooks
- Recognition in The Leukemia & Lymphoma Society's Annual Report

**Web Site & E-Marketing Benefits**

- Logo and link on the Man & Woman of the Year homepage – [www.mwoy.org/mn](http://www.mwoy.org/mn)
- Logo and link on sponsor Web page
- Logo and link in all Man & Woman of the Year e-mail blasts
- Advertisement included in one campaign e-mail blast
- Feature story included in one campaign e-mail blast

## **PLATINUM SPONSOR - \$7,500**

### **Media Benefits**

- Recognition in local Business Journal or similar publication
- Featured in a news release announcing your sponsorship
- Recognition in all campaign news releases

### **Event Benefits**

- Six tickets to the Man & Woman of the Year Kickoff Celebration
- One table of ten with signage at the Man & Woman of the Year Grand Finale
- Choice of naming rights to the Grand Finale entertainment, or the Relentless for a Cure Award
- Signage recognition at Meet & Greet, Campaign Kickoff and Grand Finale
- On stage recognition at Meet & Greet, Campaign Kickoff and Grand Finale
- Framed photo of you and your guests from the Grand Finale

### **Print Benefits** (print deadlines apply)

- Logo included in Meet & Greet, Campaign Kickoff and Grand Finale invitations
- Logo featured on Campaign At-A-Glance brochure
- Full page advertisement with preferred placement in Grand Finale Program Book
- Logo recognition inside Grand Finale Program Book
- Logo recognition inside Candidate Handbooks

### **Web Site & E-Marketing Benefits**

- Logo and link on sponsor Web page
- Logo and link in all Man & Woman of the Year e-mail blasts
- Advertisement included in one campaign e-mail blast
- Feature story included in one campaign e-mail blast

## **GOLD SPONSOR - \$5,000**

### **Media Benefits**

- Recognition in all campaign news releases

### **Event Benefits**

- Four tickets to the Man & Woman of the Year Kickoff Celebration
- One table of ten with signage at the Man & Woman of the Year Grand Finale
- Signage recognition at Meet & Greet, Campaign Kickoff and Grand Finale
- On stage recognition at Meet & Greet, Campaign Kickoff and Grand Finale
- Framed photo of you and your guests from the Grand Finale

### **Print Benefits** (print deadlines apply)

- Logo included in Meet & Greet, Campaign Kickoff and Grand Finale invitations
- Full page advertisement in Grand Finale Program Book
- Logo recognition inside Grand Finale Program Book
- Logo recognition inside Candidate Handbooks

### **Web Site & E-Marketing Benefits**

- Logo and link on sponsor Web page
- Logo and link in all Man & Woman of the Year e-mail blasts
- Advertisement included in one campaign e-mail blast

## **SILVER SPONSOR - \$2,500**

### **Media Benefits**

- Recognition in all campaign news releases

### **Event Benefits**

- Two tickets to the Man & Woman of the Year Kickoff Celebration
- One table of ten with signage at the Man & Woman of the Year Grand Finale
- Signage recognition at Meet & Greet, Campaign Kickoff and Grand Finale
- On stage recognition at Meet & Greet, Campaign Kickoff and Grand Finale

### **Print Benefits** (print deadlines apply)

- Logo included in Meet & Greet, Campaign Kickoff and Grand Finale invitations
- Half page advertisement in Grand Finale Program Book
- Name recognition inside Grand Finale Program Book

### **Web Site & E-Marketing Benefits**

- Name and link on sponsor Web page
- Name in all Man & Woman of the Year e-mail blasts

## **TABLE SPONSOR - \$1,500**

### **Event Benefits**

- One table of ten with signage at the Man & Woman of the Year Grand Finale\*

### **Print Benefits** (print deadlines apply)

- Name recognition inside Grand Finale Program Book

### **Web Site & E-Marketing Benefits**

- Name and link on sponsor Web page
- Name in all Man & Woman of the Year e-mail blasts

\*If you will not use your table, you will receive one full-page ad inside the Grand Finale Program Book

## Past Man & Woman of the Year Candidates

*bold indicates each year's winners*

### **2011**

Melissa Abdouch, Hartford Life  
Ryan Anderson, Fortune Financial  
Lindsey Day, Ernst & Young  
Tabatha Erck, ChiroCare  
Maggie Flaherty  
Lindsay Guentzel, Fox Sports North  
Erik Helnte, Cassidy Turley  
Michelle Jaeger, Medco Health Solutions  
Molly Nicholson  
Blaise Norton, Marriott International  
Chad Olson, PRIME Mortgage  
Brad Vick, Northwestern Mutual Wealth Management

### **2010**

Melissa Abdouch, Hartford Life  
Fredrick Blocton, Keystone Computer Solutions  
Tanya Dowda, Land O Lakes  
Lori Koehnen, Medco Health Solutions  
Dana Litman, Minnwest Bank  
Kristen Naros, Naros Law  
Jenn Schaal, tpt  
Tisha Sherdan, Collaborating Inclusion  
Nikki Stainiger, Rogers Benefit Group  
Jennifer Svitak

### **2009**

Melissa Abdouch, Hartford Life  
Adam Johnson, Saint Paul Convention & Visitors Authority  
Wendy Kaufmann, MMORE  
Kala McKinnon, Express Employment Professionals  
Rev. Scott A. Nocton, Redeemer Lutheran Church  
Katherine Poindexter, United Sugars  
Krysta Schultz, Medco Health Solutions  
Valerie Svenningsen, Wells Fargo  
Theresa Tighe, W Minneapolis – The Foshay

### **2008**

Melissa Abdouch, Hartford Life  
Carolyn Clarke, Valassis Sales & Marketing  
Mark Coleman, Independent Investor  
McKaela Grasmick, Creatis  
Steve Gunther, Anytime Fitness – Savage  
Brad Hayes, Carver-Scott Educational Cooperative  
Michelle Kelly, Medco Health Solutions  
Jason Mikunda, USBank  
Larry Paradise  
Marissa Slag

### **2007**

Carie Grubb, The Minnesota Wild  
Steve Gunther, Mosaica Partners  
Melody Haines, Wildside Caterers  
Byron Hanson, Lunds & Byerlys  
Nancy Imholte, Forte Business Coaching  
Kelly Lagnese, Medco Health Solutions\*  
Joan Martin, Macy's  
Mark Stevens, Cassidy Turley  
Tammy Stokes

### **2006**

Dawn Balzer, Airport Barber Stylists  
Jolyne Burdick, Icebox Promotions  
Scott Gilyard, Medco Health Solutions  
Mitch Lipkin, Echelon Telecom  
Brad Pint, AsterRisk Managers  
Kim Sabow  
Don Sauter, Sibley East High School  
Jenner Stevens, J. Louise Designs  
Greg Walsh, C'est La Vie Photography

### **2005**

Rachel Barber, Tom James Company  
Pauline Buller, Pet Living  
Michael Diehl, ClearChannel  
Stu Francis, SKY Sotheby's  
Kevin Hilger, Commodity Trader  
Paul Lilienthal, Pictura  
Christina Nordstrom, Blush Salon  
Jack Rice, WCCO  
Tom Schmidt, Urban Retreat  
Chad Somerville, Dependable Mortgage Solutions  
Kristie Southerland

### **2004**

Jane Allman, Cargill  
Carlos Chavez, Chavez Custom Clothiers  
Angie Hoffman, Wayzata Public Schools  
Cammie Lillehaug, Northwestern Mutual Wealth Management  
Jennifer Senecal, Bremer Bank  
Mitch Wall, Administaff

Thank you for participating in the 2012 Man & Woman of the Year campaign! Please complete all **four** sections of this form to ensure proper seating allocation and representation of your company's name on all printed materials associated with the Man & Woman of the Year campaign.

**Candidate to Support:** \_\_\_\_\_

**-Section 1-****SPONSORSHIP OPPORTUNITIES**

\_\_\_\_ Presenting Sponsor (\$20,000)      \_\_\_\_ Diamond Sponsor (\$10,000)      \_\_\_\_ Platinum Sponsor (\$7,500)  
\_\_\_\_ Gold Sponsor (\$5,000)      \_\_\_\_ Silver Sponsor (\$2,500)      \_\_\_\_ Table Sponsor (\$1,500)

**DONATION**

I would like to make a fully tax-deductible to the Man & Woman of the Year campaign and LLS in the amount of \$\_\_\_\_\_.  
(No value or goods and services are attached to this donation.)

To donate online, please go to [www.mwoy.org/mn](http://www.mwoy.org/mn) and look for your candidate's name and headshot.

**-Section 2-**

Will your organization use its table/seats at the Man & Woman of the Year Grand Finale Gala? \_\_\_\_  
Number of seats your organization will be using: \_\_\_\_\_.

**-Section 3-****CONTACT INFORMATION** (please print)

Name of Sponsor (as you would like it to appear on printed materials) \_\_\_\_\_

Contact Name: \_\_\_\_\_ Title: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

**-Section 4-****PAYMENT INFORMATION****DEADLINE: All payments due to LLS by 6/8/2012**

\_\_\_\_ Check enclosed (payable to The Leukemia & Lymphoma Society)

\_\_\_\_ Check sent by: \_\_\_\_\_

\_\_\_\_ Please charge the following credit card in the amount of \$\_\_\_\_\_.

\_\_\_\_ Visa    \_\_\_\_ AMEX    \_\_\_\_ MC

Acct #: \_\_\_\_\_ Exp. Date: \_\_\_\_\_ V Code: \_\_\_\_\_

Signature: \_\_\_\_\_