



LEUKEMIA &
LYMPHOMA
SOCIETY®

**MAN & WOMAN
OF THE YEAR**

2012 Sponsorship Opportunities

The Leukemia & Lymphoma Society
Orange County/Inland Empire 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 the mission. Seventy-three percent of LLS expenditures are directed to research, patient and community services, advocacy and education.

Our Major Programs:

Research: LLS’s grant program is one of the most prestigious in the fields of hematology and oncology. LLS has invested \$814 million in medical research since 1949. LLS currently underwrites the work of cancer research projects throughout the world.

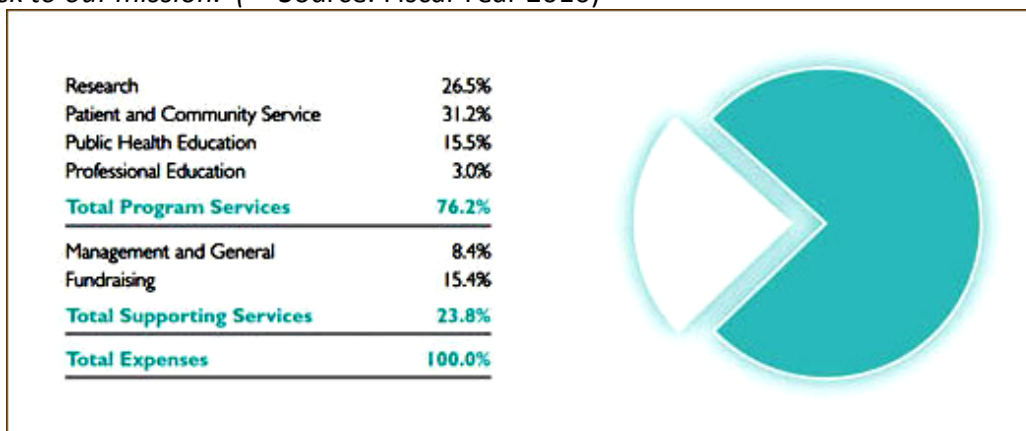
Patient Services: LLS provides a wide range of services to patients such as family support groups, an extensive educational web site with web “chat” support programs, free seminars and conferences, and direct patient financial aid.

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 76%** 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.* (**Source: Fiscal Year 2010)



About Man & Woman of the Year

History:

The Leukemia & Lymphoma Society's Man & Woman of the Year (MWOY) campaign began in Northern California in 1990. In 2011 the Orange County/Inland Empire Chapter raised \$238,000 and \$14.6 million nationally. The 2012 Man & Woman of the Year event will be the chapter's sixth year participating in this campaign.

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 Party until the Grand Finale Celebration. Every dollar raised is counted as one vote. The male and female candidate with the most votes accumulated will be named the Man & Woman of the Year. Their totals will also be submitted for the national titles.

Candidate Profile:

The 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 tremendous publicity for the winning candidates by means of press releases, exposure in print advertisements and public transit advertising in some markets.

Characteristics of candidates include: Ambitious, Competitive, Philanthropic, Strong Connection to the Community, Business and Community Leaders, with many having a personal interest in the mission of LLS.

Campaign Goal:

The 2012 Orange County Inland Empire Chapter Man & Woman of the Year campaign is expected to raise over \$300,000 to fund LLS's mission to cure leukemia, lymphoma, Hodgkin's disease, myeloma, and improve the quality of life for patients and their families.

Grand Finale Celebration:

Sponsors, candidates, campaign teams, friends, family, survivors, and other LLS supporters will gather for the announcement of who has won the title of Man & Woman of the Year. The evening will include cocktails, food, music and a silent and live auction. Attendance is expected to be 300.

Grand Finale: Friday, May 18, 2012 at the Hyatt Regency, Newport Beach

Visibility:

Because of the promotion plan developed for the event, participation in the LLS Man & Woman of the Year event offers sponsors tremendous potential for advertising, publicity and sales promotions, while enhancing its image of public consciousness and concern in the community.



Presenting Sponsor

\$25,000

Sponsorship must be secured by April 6, 2012 for print recognition.

Recognition Benefits

- Company highlighted as Presenting Sponsor in every instance of the event title
- Company logo displayed in local business journal ads (OCBJ and Press Enterprise)
- Company logo displayed on all printed materials
 - 500 Grand Finale invitations
 - 300 Grand Finale program books
 - Event signage
- On stage recognition at the Kickoff, Mid-Point, and Grand Finale
- Two-page center spread color ad in the Grand Finale program book
- Back cover in the Grand Finale program book
- Logo and link on the local pages of the LLS website and 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 – approximately 300 attendees total
- Continual logo placement on audio visual scroll at Grand Finale
- Recognition in local chapter newsletter
- Incorporation into social media

Participation Benefits

- 20 tickets to Grand Finale
- Opportunity to speak at Grand Finale – approximately 300 attendees
- “Reserved” table signs with company name and logo
- Ability to Nominate one (1) Candidate for the 2012 MWOY campaign
- Presentation of Presenting Sponsor plaque at Grand Finale



Gold Sponsor

\$10,000

Sponsorship must be secured by April 6, 2012 for print recognition.

Recognition Benefits

- Company logo displayed on the following printed materials
 - 500 Grand Finale invitations
 - 300 Grand Finale program books
 - Event signage
- On stage recognition at the Grand Finale
- Full page color ad in the Grand Finale program book
- Logo and link on the local pages of the LLS website and MWOY website
- Recognition in the LLS annual report – 20,000 distributed nationally
- Recognition in media and press releases – distributed twice to all local media
- Continual logo placement on audio visual scroll at Grand Finale
- Recognition in local chapter newsletter
- Incorporation into social media

Participation Benefits

- 10 tickets to Grand Finale
- “Reserved” table sign with company name and logo
- Sponsor plaque

Silver Sponsor

\$5,000

Sponsorship must be secured by April 6, 2012 for print recognition.

Recognition Benefits

- Company logo displayed on the following printed materials
 - 300 Grand Finale program books
 - Event signage
- On stage recognition at the Grand Finale
- Half page b/w ad in the Grand Finale program book
- Logo and link on the local pages of the LLS website and MWOY website
- Recognition in media and press releases – distributed twice to all local media
- Continual logo placement on audio visual scroll at Grand Finale
- Recognition in local chapter newsletter
- Incorporation into social media

Participation Benefits

- 6 tickets to Grand Finale
- “Reserved” table sign with company name
- Sponsor plaque



Bronze Sponsor

\$2,500

Sponsorship must be secured by April 6, 2012 for print recognition.

Recognition Benefits

- Company logo displayed on the following printed materials
 - 300 Grand Finale program books
 - Event signage
- On stage recognition at the Grand Finale
- Quarter page b/w ad in the Grand Finale program book
- Logo and link on the local pages of the LLS website and MWOY website
- Recognition in media and press releases – distributed twice to all local media
- Continual logo placement on audio visual scroll at Grand Finale
- Recognition in local chapter newsletter
- Incorporation into social media on Facebook and Twitter

Participation Benefits

- 4 tickets to Grand Finale
- Sponsor plaque

Program Book Sponsor

\$1,000

Sponsorship must be secured by April 13, 2012 for print recognition.

Recognition Benefits

- Company name listed in Grand Finale program books (300)
- Business card b/w ad in the Grand Finale program book

Participation Benefits

- 2 tickets to Grand Finale