



2010 SPONSORSHIP OPPORTUNITIES



***5845 Richmond Highway, Suite 800
Alexandria, VA 22303
Phone (703) 399-2942
Fax (703) 399-2902***

***Contact: Tracy Shaw, Campaign Director
tracy.shaw@lls.org***



AT A GLANCE

- WHAT:** Team in Training® (TNT) is the nation's most widely recognized personal training program designed to prepare an individual to run or walk a marathon or half marathon, complete a triathlon or cycle a 100-mile century ride. Since TNT's inception, more than 420,000 participants have raised over \$1 billion to support the ongoing work of The Leukemia & Lymphoma Society.
- WHO:** Participants range from seasoned athletes to novices who want to get in shape, triumph over a challenge and/or meet other motivated people. In 2007, there were over 39,000 participants.
- WHY:** To benefit The Leukemia & Lymphoma Society's efforts to fund research to find cures for leukemia, Hodgkin and non-Hodgkin lymphoma and myeloma, and to provide education and patient services for patients with these diseases and their families. More than 75 cents of every dollar spent by the Society is used to support research, patient services and education.
- HOW:** Individuals seek an average of \$3,500 per person in donations from friends, family, co-workers and employers to sponsor their participation. In exchange, participants are given fitness training by certified coaches for four to five months. Once trained, participants choose from more than 60 accredited events in the United States including the Marine Corps Marathon here in Washington, DC.
- WHEN & WHERE:** Year round, depending on event locations. Training is held in locations all over the United States. Events are both domestic and international.
- EXPOSURE:** In the Washington, DC metropolitan National Capital Area (NCA), more than 1,200 participants will contact tens of thousands individual donors, your company would reach these individuals. In addition, there are opportunities for significant impressions from media outreach, advertising, direct mail, and Internet promotions.

Potential Exposure:

- Race Day Gear worn by 300-500 participants each season
- Local TNT web site - 84,000 hits per year.
- Local TNT monthly newsletter - 600 hits per newsletter
- Local Chapter quarterly newsletter - 25,000 mailed each quarter

Participant Demographics

- The participants are highly educated, with 82% having a college degree.
- The average age is 32, with the majority of the participants between 25-54 years old.
- The average individual participant income is \$87,500.
- 73% of participants are women & 27% of participants are male.



ORGANIZATIONAL OVERVIEW

With chapters spanning the U.S. and Canada, The Leukemia & Lymphoma Society is the world's largest and fastest-growing voluntary health organization dedicated to funding blood cancer research, education and patient services. The mission of The Leukemia & Lymphoma Society is to cure leukemia, lymphoma, Hodgkin's disease and myeloma, and improve the quality of life of patients and their families.

HOW YOUR DOLLARS ARE USED:

LLS has invested more than \$680 million in research, approximately \$69 million in fiscal year 2009 alone. Programs like the Specialized Center of Research (SCOR), which brings together teams of scientists from different disciplines and our Translational Research Program, which funds research with a high probability of producing innovative patient treatments in an accelerated time frame, have directly contributed to many breakthrough cancer treatments.

Research: The Society's grant program currently supports 388 grants in 14 Countries. Research funded by LLS has led or contributed to advances such as chemotherapy, bone marrow and stem cell transplantation and new, targeted oral therapies such as Gleevec®.

Patient Services: We made 4.9 million contacts with patients, caregivers and healthcare professionals in fiscal year 2009, through our Information Resource Center (IRC), our award winning Web site and community-based patient service programs, including Family Support Groups, a First Connection Program that pairs newly diagnosed patients with a peer volunteer who has experienced a similar diagnosis, a Back to School Program for children with cancer, and Patient Financial Aid and a Co-pay Assistance Programs.

Education: The Society serves 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 Web site.

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

THE BATTLES:	THE TRIUMPHS:
<p>Blood cancers are the second most fatal form of cancer, second only to lung cancer.</p> <p>Someone new is diagnosed with a blood cancer every five minutes. Every ten minutes, another child or adult loses the fight.</p> <p>912,938 Americans are currently battling leukemia, lymphoma and myeloma.</p> <p>Leukemia is the leading cause of cancer death for children under age 20.</p>	<p>In 1974, the five-year survival rate for children with the most common form of leukemia (ALL) was just 53%. Today, 91% of children diagnosed will survive.</p> <p>The five-year survival rate for Hodgkin's lymphoma has more than doubled from 40% in 1960 to 91.6% today.</p>



SPONSORSHIP LEVELS

TITLE SPONSOR - \$25,000

As a TNT Team 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.

Promotional Materials include:

Logo placement:

- National Capital Area Chapter (NCA) TNT recruitment direct mail and point of purchase brochures for one year (1 million impressions)
- National Capital Area Chapter TNT community magazine ads (4 issues)
- National Capital Area Chapter TNT race apparel for four seasons – back top placement (1250 items)
- Logo on National Capital Area - TNT web site w/ copy for one year (84,000 hits/yr)
- Name and/or logo and materials at TNT booth at numerous race expos throughout the year.
- Logo and advertisement in 12 issues of TNT monthly electronic newsletter (more than 600 hits per newsletter)

Other Benefits:

- Name in Society's Annual Report
- Company logo to appear in four issues of the local Society chapter newsletters (25,000 mailed each issue)
- Company banner to be displayed at all local TNT events
- Invitation for one (1) corporate representative to join the team for an event weekend -- travel expenses and accommodations provided by NCA Chapter of The Leukemia & Lymphoma Society.

Use of logo, name or service marks:

- Team In Training name and logo,
- The Leukemia & Lymphoma Society name and logo

* 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.



SPONSORSHIP LEVELS

TEAM SPONSOR - \$ 15,000

- Recognition as a partner on team race day gear to be worn by over 300-500 participants each season on race day for the next four seasons.
- Recognition as a Team Sponsor on the NCA TNT Web Site (www.teamintraining.org/nca/localsponsors) for one year.
- Logo & Advertisement in six NCA monthly TNT electronic newsletters.
- Logo to appear in two issues of the local Society chapter quarterly newsletters.
- Company Banner to be displayed at two Kick-Off celebrations.

PLATINUM SPONSOR - \$ 10,000

- Recognition as a sponsor on team race day gear to be worn by over 300-500 participants each season on race day for the next three seasons.
- Recognition as a Platinum Sponsor on the NCA TNT Web Site for nine months.
- Logo & Advertisement in four NCA monthly TNT electronic newsletters.
- Logo to appear in one issue of the local Society chapter quarterly newsletters.
- Company Banner to be displayed at one Kick-Off celebration.

GOLD MEDAL SPONSOR - \$ 5,000

- Recognition as a sponsor on team race day gear to be worn by over 300-500 participants each season on race day for the next two seasons.
- Recognition as a Gold Medal Sponsor on the NCA TNT Web Site for six months.
- Logo & Advertisement in three NCA monthly TNT electronic newsletters.
- Logo to appear in one issue of the local Society chapter quarterly newsletters.
- Company Banner to be displayed at one Kick-Off celebration.

SILVER MEDAL SPONSOR - \$ 2,500

- Recognition as a sponsor on team race day gear to be worn by over 300-500 participants each season on race day for the next one season.
- Recognition as a Silver Medal Sponsor on the NCA TNT Web Site for three months.
- Logo in two NCA monthly TNT electronic newsletters.
- Company Banner to be displayed at one Kick-Off celebration.

BRONZE MEDAL SPONSOR - \$ 1,000

- Recognition as a Bronze Medal Sponsor on the NCA TNT Web Site for two months.
- Logo in one NCA monthly TNT electronic newsletters.

HONORABLE MENTION - \$ 500

- Recognition as an Honorable Mention Sponsor on the NCA TNT Web Site for one month.
- Logo in one NCA monthly TNT electronic newsletter.