

# **THE LEUKEMIA & LYMPHOMA SOCIETY PROPOSAL FOR FRIENDS OF TEAM IN TRAINING**

The Leukemia & Lymphoma Society<sup>®</sup>, headquartered in White Plains, NY, with 68 chapters in the United States and Canada, is the world's largest voluntary health organization dedicated to funding blood cancer research and providing education and patient services. The LLS mission: Cure leukemia, lymphoma, Hodgkin's disease and myeloma, and improve the quality of life of patients and their families. Since its founding in 1949, LLS has invested more than \$550 million in research specifically targeting leukemia, lymphoma and myeloma.

## **Team In Training<sup>®</sup> — A Brief Overview**

The Leukemia & Lymphoma Society's Team In Training program (TNT) is the largest endurance sports training program in the world. Since 1988, when the first team of TNT marathoners was formed, the program has helped 420,000 people—more than 40,000 participants annually—achieve their dream of completing a marathon, half marathon, hike, triathlon or 100-mile (century) bicycle ride.

## **The Athletes**

Team In Training participants come from all walks of life—from novice to seasoned athlete. Many begin their athletic journey as “couch potatoes” who want to get in shape, triumph over a challenge and meet other motivated people. Some dedicate their time and energy in honor of a friend or loved one who has had blood cancer. Still others are cancer survivors who want to prove that they have the physical and mental stamina to finish a 26.2-mile marathon, 13.1-mile half marathon, 100-mile century ride, hike the great outdoors or complete a triathlon.

## **The Program**

Team In Training provides participants with the fitness training and group support needed to succeed. Participants learn the skills necessary to cross a finish line and to raise funds to benefit LLS.

Training is comprehensive. For five months, the athletes train with certified coaches who prepare them for their specific event. They attend local workshops on nutrition, work on technique, injury prevention, event day strategy, fundraising skills, and build friendships with others on their team. Members receive guidance from the TNT Mentor Program, which matches them with past TNT participants who share their training, fundraising and event day experiences.

Cheering them along, from training to competition, is a group of special motivators known as Honored Teammates, local blood cancer patients. TNT members often say their greatest inspiration and motivation comes from the Honored Teammates, who themselves face even greater challenges. Early in the program participants are given wristbands identifying their honored teammates, which they continue to wear throughout their training.

In the coming year, the North Texas Chapter anticipates more than 2,000 runners, walkers, hikers, cyclists and triathletes to participate in one of our Team In Training events to reach both their fitness and fundraising goals, raising a total of \$4 million. In submitting this proposal, we would like to offer you an opportunity to support our upcoming teams by joining our Friends of Team In Training (TNT) program and Premier Partners program.

## **Friends of Team In Training & Premier Partners**

Friends of TNT are mutually beneficial relationships with sports related businesses who support our participants throughout the North Texas Region. Friends of Team In Training offer discounts to our team members in return for numerous promotional opportunities throughout the TNT Program. Joining The Leukemia & Lymphoma Society's Friends of TNT program is an excellent opportunity for sales promotion while gaining positive exposure for your business throughout the North Texas fitness community. You can also accelerate a cure by not only providing in-kind donations and discounts, but also making a monetary donation to help us advance our mission. If you are interested we invite you to be one of our special Premier Partners with added benefits.

## **About The Society**

More than 823,000 Americans have leukemia, Hodgkin's or non-Hodgkin's lymphoma or myeloma. Every five minutes, someone new is diagnosed with a blood cancer. Every 10 minutes, someone dies. Leukemia causes more deaths than any other cancer among children under the age of 20. Lymphomas are the most common blood cancers and incidence increases with age. The survival rate for myeloma is only 34 percent. Incidence is nearly twice as high among African Americans as for all other races. Leukemia takes the lives of more children than any other disease and affects 10 times as many adults. We need your help. By serving as a Friend of Team In Training, you will have a direct impact on the success of a major fund raising event, and bring The Society one step closer to our goal – the cure, and at the same time, gain important community visibility for your business.

## **FRIENDS OF TEAM IN TRAINING PROGRAM SPECIFICS**

### **LEVEL OF SUPPORT**

- Percentage off of all purchases for current Team In Training participants
- Team In Training Point of Purchase Display Opportunity included but not limited to posters, POP materials and static sticker in window
- Opportunity to use your retail location as a potential meeting place

### **RECOGNITION CONSIDERATIONS**

- Identification as an official "Friend of Team In Training" on website and collateral
- Identified to all team members as the preferred retail establishment for their purchasing/service needs
- Opportunity to provide coupons in distribution to 2,000 members annually four times a year
- Opportunity to use Team In Training in advertising, subject to The Leukemia & Lymphoma Society approval
- Identification with a National Event; National Celebrity Spokesperson, Marty Liquori; National Presenting Sponsors, Nike, *Runner's World*, and P.F. Chang's China Bistro.
- Opportunity to work with local coaches to attend and be recognized at Team In Training functions including team training sessions and team clinics.

## CONTRACT FOR FRIENDS OF TEAM IN TRAINING

I agree to the above stated proposal and will fulfill the responsibilities stated therein for the year ending December 2010.

Company Name: \_\_\_\_\_

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

City/State/Zip Code: \_\_\_\_\_

Phone Number: \_\_\_\_\_

Fax Number: \_\_\_\_\_

E-mail Address: \_\_\_\_\_

Web site: \_\_\_\_\_

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

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

**Please indicate what type of discount you would like to give to Team In Training.**

\_\_\_\_\_ % or \$\_\_\_\_\_ off merchandise/services

**This discount is valid at:**

- all locations
- only at address listed above
  
- I am interested in coming out to a run, walk, hike, or cycle training to provide an educational talk on my area of expertise.
- I am interested in a logo swap on the Team In Training website.
- In addition to the team member discount, I would like to make a donation to The Leukemia Society's Team in Training program in the amount of \$\_\_\_\_\_ to be a premier partner.

Comments: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

*Please e-mail your .jpeg logo to [Sarah.Sherman@lls.org](mailto:Sarah.Sherman@lls.org) for placement on TNT website.*

Please return via fax or mail to Sarah Sherman:  
8111 LBJ Freeway, Suite 425, Dallas, TX 75251  
Phone: 972-996-5942 Fax: 972-996-5990