



CORPORATE SPONSORSHIP OPPORTUNITIES

Join the Salted Vines Wine Warriors Team as a Corporate Sponsor and LLS and Salted Vines will provide the below:

Donation up to \$249 in monetary or in-kind donation*

-SV Perk:

- **2 complimentary tastings cards (Valued at \$30)**
- **Thank you mention and link to your business in a special Campaign email (20,000 person database) and social media post (reaching over 12,000 followers).**

Donation of \$250-\$499 in monetary or in-kind donation*

-SV Perk:

- **4 complimentary tastings cards (Valued at \$60)**
- **Thank you mention and link to your business in a special Campaign email (20,000 person database) and social media post (reaching over 12,000 followers).**

Donation of \$500-\$999 (\$500 of the donation must be in monetary form)*

-Half page Ad in the LLS Program Book

- **B/W; landscape (4.5 x 3.5)**

-SV Perk:

- **6 complimentary tastings cards (Valued at \$90)**
- **Thank you mention and link to your business in a special Campaign email (20,000 person database) and social media post (reaching over 12,000 followers).**

Donation of \$1000-\$1499 (\$1000 of the donation must be in monetary form)*

-Full Page Ad in the LLS Program Book

- **B/W; portrait (4.5 x 7.5)**

-SV Perk:

- **8 complimentary tastings cards or Team Building Celebration Tasting for 6 guests (Valued at \$120)**
- **Thank you mention and link to your business in a special Campaign email (20,000 person database) and social media post (reaching over 12,000 followers).**

Donation of \$1500-2499 (\$1500 of the donation must be in monetary form)*

-Premium Space Ad in the LLS Program Book

- **Full color; portrait (4.5 x 3.5)**
- **Placement in front inside cover, back inside cover, back cover, or center spread (while spots last)**

-SV Perk:

- **16 complimentary tastings cards or Team Building Celebration Tasting for 12 guests (valued at \$240)**
- **Thank you mention and link to your business in a special Campaign email (20,000 person database) and social media post (reaching over 12,000 followers).**

Donation of \$2500-4999 (\$2500 of the donation must be in monetary form)*

-As an LLS Supporter Sponsor you will receive Branded Table Signage, name listed in the Program Book and Grand Finale Sponsor Reel and 2 Tickets for Grand Finale.

-SV Perk:

- **16 complimentary tastings cards or Team Building Celebration Tasting for 12 guests (valued at \$240)**
- **Thank you mention and link to your business in a special Campaign email (20,000 person database) and social media post (reaching over 12,000 followers).**

Partnership Experiences*

-All LLS Perks listed on Partnership Benefits sheet for sponsorship level chosen.

-SV Perk:

- **16 complimentary tastings cards or Team Building Celebration Tasting for 12 guests (valued at \$240)**
- **A special business write up with optional coupon offering to drive business to your company sent in a special campaign email (20,000 person database) and social media post (reaching over 12,000 followers).**

***LLS to provide a tax-deductible receipt for monetary funds and in-kind donations used in the Finale's Silent/Live auction. A small number of gift cards may be used as a reward to Salted Vines staff that raise a certain amount of money for the campaign.**

Table & Program Book Ad Purchase Form

Candidate to Support: _____

Table/Ad Selection

- | | |
|--|--|
| <input type="checkbox"/> LLS Supporter Sponsor \$2,500
Branded Table Signage, Name Listed in Program Book, and Grand Finale Sponsor Reel, 2 Tickets for Grand Finale | <input type="checkbox"/> Premium Space Ad \$1,500
Front Inside Cover, Back Inside Cover, Back Cover, or Center Spread (<i>Color; portrait</i>) |
| | <input type="checkbox"/> Full Page Ad \$1,000
Full Page Ad (<i>B/W; portrait</i>) |
| | <input type="checkbox"/> Half Page Ad \$500
Half Page Ad (<i>B/W; landscape</i>) |

Donor Contact Information: (please print)

Contact Name & Title: _____

Company Name: _____

Email: _____ Phone: _____

Address: _____

City: _____ State: _____ Zip: _____

Donor Signature: _____

E-mail ad artwork to: Brianna.hancin@lls.org. In the subject line please indicate your artwork is for the LLS Program Journal. **For assistance, call Brianna Hancin at (302) 661-7300 or email Brianna.hancin@lls.org**

Please remit this form and payment to:

The Leukemia and Lymphoma Society

1300 N. Grant Avenue, Suite 100 Wilmington, DE 19806

AD SUBMISSION REQUIREMENTS

Please read and follow the guidelines below to insure compatibility. Feel free to contact us with any questions, problems or concerns at Brianna.hancin@lls.org

Finished Ad sizes are 4.5x7.5 for a full page, 4.5x3.5 for a half page, and 2x3.5 for a quarter page.

The following file formats are acceptable: JPEG or PDF.

- All art should be clearly and consistently named and linked, and all fonts included. All links must be embedded.
- PDF files must be high-resolution (300 ppi). Press Quality PDF format is preferred. ALL fonts must be embedded.

Photographs from web sites are not guaranteed to print without pixilation. When sending JPG images, high resolution (300 ppi) images must be received.

2020

Partnership Opportunities



**MAN & WOMAN
OF THE YEAR®**

The Leukemia & Lymphoma Society

Our Mission:

The mission of The Leukemia & Lymphoma Society (LLS) is to cure leukemia, lymphoma, Hodgkin's disease and myeloma and improve the quality of life of patients and their families.

Three Pillars of Our Mission:

Research

LLS has invested \$1.3 billion in cutting-edge research, funding nearly all of today's most promising advances.

Access

We provided free information, support services, and financial assistance to over 30,000 people last year.

Advocacy

Our network of more than 100,000 volunteers advocate for state and federal policies that benefit patients.

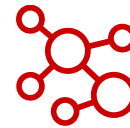
You May Be Surprised to Learn That:



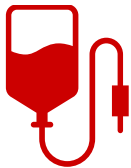
Since the 1960's 5-year survival rates for blood cancers have increased by **2x**, **3x** and even **4x**



LLS funded **44 OF 50** FDA approved treatments since 2017*



Blood cancer **research leads to treatment advances for other cancers** and serious diseases



Since 2000 **more than 40%** of the new cancer therapies approved by the FDA are for blood cancer



LLS supported **80** research grants, a \$188 million multi-year commitment in 2018



LLS funded more than **60%** of the blood cancer therapies being used to treat other cancers

But There is More to Do:

Every

3

minutes someone is diagnosed with a blood cancer

Leukemia is the

#1

most diagnosed form of childhood cancer

Approximately

80%

of childhood cancer survivors develop a chronic health condition from their treatment

In the last

40 years

only 4 blood cancer drugs were created specifically for children

Man & Woman of the Year

Overview:

The Man & Woman of the Year campaign is a philanthropic competition in communities across the United States, during which dynamic, passionate candidates compete to earn The Leukemia & Lymphoma Society's *Man* and *Woman of the Year* titles. Candidates and team members raise funds for LLS in honor of local children who are blood cancer survivors, the *Boy* and *Girl of the Year*. The titles are awarded to the man and woman in each community who raises the most funds during the 10-week campaign; the top fundraisers in the country earn the national titles. The campaign begins with a kick-off party, and culminates with a campaign Grand Finale.

Grand Finale Celebration:

The Grand Finale celebration brings together sponsors, candidates, campaign team members, friends, family, survivors, and other LLS supporters for the announcement of the Man and Woman of the Year. The evening will include cocktails, dinner, dancing, music, and auctions.

Our Boy & Girl of the Year



Caleb
Leukemia



Cecelia (CeCe)
Leukemia

Key Dates:

March
5th

Kick-Off

Week of
April 6th

Mid-Point Rally

May
15th

Grand Finale Celebration
The Clubhouse at Baywood



**MAN & WOMAN
OF THE YEAR**

Partnership Experiences

All sponsors are invited to select one unique experience from their sponsorship level or below for the Man & Woman of the Year campaign.

Presenting Sponsor \$25,000

Mission & Citizenship: Recognize candidates who have made a significant impact on the community through their volunteerism and mission focus by presenting the citizenship awards at the Finale.

Toast to Heroes: Raise a glass in honor of the candidates at the Grand Finale in branded champagne glasses.

Red Carpet: Welcome every Finale attendee as they arrive with a red carpet experience, including a co-branded step and repeat.

Platinum Sponsor \$15,000

Fund-the-Fight: Introduce our Mission Moment segment before the exciting Fund the Fight portion of the evening.

Ride in Luxury: As the exclusive car sponsor, chauffeur Boy & Girl of the Year to the event as well as on-site activation.

Experience of the Year: Surprise the Boy & Girl of the Year on stage at the Grand Finale with a unique or special experience.

The Envelope, Please: Hand-deliver the envelopes containing the Man & Woman of the Year winners.

Gold Sponsor \$10,000

Technology Titan: As exclusive technology sponsor, harness the excitement of the auction with logo placement on interactive bidding software and opportunity to provide a branded smartphone charging station.

Alumni & All Star: Welcome the Alumni and All Star candidates with a dedicated place setting. Thank them with a post-event note and host their appreciation party.

Center of Attention: Host co-branded table centerpieces and guest favors provided at each seat as a memento of the big event.

Photo Booth: Be the hit of the party by sponsoring the photo booth, frame of photo files, and accompanying signage.

Silver Sponsor \$7,500

Double Down (up to 3 sponsors available): Support candidates in the final stretch by doubling down on donations to Fund the Fight. Your sponsorship will match every dollar raised up to a designated amount.

Strength in Numbers: As the official sponsor of the 5K Club and highest fundraising team member honor, recognize team members who went above and beyond in support of their candidate.

After-Party: Keep the party going after the winners are announced. Host candidates and guests at an after-party by providing drinks and snacks.

Motivation Frenzy: Provide co-branded spirit fans, noisemakers or other themed items for all candidate Finale guests to cheer them on.

Bronze Sponsor \$5,000

Entertainment: Provide Finale entertainment (band, DJ, performance art) to celebrate candidates, guests, and a successful campaign season.

Treat Yourself: After the winners are announced, make the evening even more special with a treat of late-night snacks or specialized gifts.

Libation Station: Host the bar at the Finale as guests say cheers to all the candidates.

Glam Squad: Treat candidates and the BGOY to a pampering experience with a sponsored “glam squad” the day headshots are taken and again for Grand Finale.

Partnership Benefits

	PRESENTING SPONSOR \$25,000	PLATINUM SPONSOR \$15,000	GOLD SPONSOR \$10,000	SILVER SPONSOR \$7,500	BRONZE SPONSOR \$5,000
Mission Impact Portfolio: A unique opportunity to be linked to a portfolio & receive a progress report on the portfolio selected	●				
Company highlighted as Presenting Sponsor in every instance of the local event title	●				
Prominent logo placement on podium signage at Grand Finale	●				
Recognition in print media or business journal ads*	●				
Opportunity to speak at Grand Finale	●				
Recognition in local chapter communications	●	●			
Company logo displayed on all printed/ digital materials including Grand Finale invitations	●	●	●		
Company logo displayed on programs and event signage	●	●	●		
On-stage recognition at the Grand Finale Celebration	●	●	●		
Recognition on event screens at Grand Finale Celebration	●	●	●	●	
Recognition in The Leukemia & Lymphoma Society Annual Report	●	●	●		
Logo displayed on local Man & Woman of the Year webpage	●	●	●	●	●
Recognition in social media posts announcing sponsor's support	●	●	●	●	●
Continual logo placement on audio visual scroll at Grand Finale	●	●	●	●	●
Guests Invited to Grand Finale	10 Tickets	10 Tickets	8 Tickets	6 Tickets	4 Tickets
Opportunity to nominate a candidate	●	●	●	●	●

*Subject to Availability



MAN & WOMAN OF THE YEAR

For Additional Opportunities or customizations, please contact Brianna.Hancin@lls.org or 302-661-7300

Partnership Commitment Form

To confirm your company's sponsorship of the 2020 Man & Woman of the Year campaign, please complete each section of this form and submit following the directions below.

CAMPAIGN KICKOFF
THURS, MARCH 5, 2020

GRAND FINALE
FRI, MAY 15, 2020

GRAND FINALE LOCATION
THE CLUBHOUSE AT BAYWOOD

PARTNERSHIP LEVELS

- Presenting Partner \$25,000
- Platinum Partner \$15,000
- Gold Partner \$10,000
- Silver Partner \$7,500
- Bronze Partner \$5,000

MAKE A DONATION

- I would like to make a fully tax-deductible donation to The Leukemia & Lymphoma Society through the Man & Woman of the Year campaign in the amount of \$_____.

TICKETS AT GRAND FINALE

- Our company WILL use our tickets at the Grand Finale.
- Our company WILL NOT use our tickets at the Grand Finale.

PARTNERSHIP CONTACT INFORMATION

Candidate to Support: _____

Desired Partnership Experience: _____

Company Name: _____

Contact Name & Title: _____

Email: _____ Phone: _____

Address: _____

City: _____ State: _____ Zip: _____

Donor Signature: _____

Certain activations are subject to availability.

- Prior to the start of the 10-week campaign, March 5, 2020 this form can be submitted to the candidate that you are supporting. They will submit to LLS on the day candidate fundraising begins.
- Beginning at 12:01am on March 5, 2020 this form can be submitted to LLS via email/ fax.
- Once LLS has accepted the form or the funds, sponsors would begin to be eligible for sponsor benefits.

**All donations are due by
June 30th 2020**

in order to count towards
a candidate's
campaign total

Please return this completed form to The Leukemia & Lymphoma Society
Email: Brianna.Hancin@lls.org



**MAN & WOMAN
OF THE YEAR**