



PARTNERSHIP OPPORTUNITIES

2024

ALBANY CAMPAIGN



LEUKEMIA &
LYMPHOMA
SOCIETY®



VISIONARIES
OF THE YEAR™

The Leukemia & Lymphoma Society

OUR MISSION:

The mission of The Leukemia & Lymphoma Society (LLS) is: 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

We have invested more than \$1.6 billion in the most pioneering science worldwide since 1949.



Patient Support

We are the leading source of free education and support for blood cancer patients and families.



Advocacy

We drive policy changes that accelerate new cancer treatments and break down barriers to care.

OUR LOCAL HONORED HEROES:

KEY DATES:

FRIDAY, MARCH 22
KICKOFF CELEBRATION

FRIDAY, MAY 31
GRAND FINALE CELEBRATION



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Partnership Experiences

Select one unique experience from your level or below. Don't see something you like? Your LLS Staff can also share additional opportunities upon request.

PRESENTING SPONSOR \$50,000

Candidate Intros: See your logo prominently displayed as we introduce the candidates the night of Grand Finale

A Hero For Heroes: Gift our local honored heroes something special at Grand Finale on behalf of you and your company

Toast To Visionaries: Share a message and raise a glass in honor of the candidates and the Grand Finale.

PLATINUM SPONSOR \$25,000

Dare to Dream: Team up with our Honored Hero Family to create an item for auction that will kick off the last chance for donations at Grand Finale.

Mission Awards: Recognize candidate teams who have made a significant impact on research, patient support & advocacy by presenting the mission pillar awards at the Grand Finale.

Clear Vision: Lead our guests in creating a vision that is free of cancer with a co-branded interactive mission wall at Grand Finale!

Envelope Please: Deliver the envelope and unveil our Top Fundraising Student Visionaries of the Year.

GOLD SPONSOR \$15,000

Cheering Section: Make some noise for the candidate teams as the official sponsor of the cheering section. Thanks to you, there will be noisemakers at Grand Finale to use throughout the event!

Surprise & Delight: Bring the WOW Factor to Grand Finale with a unique interactive or display station unique to your company.

Libation Station: Host the bar during the Grand Finale event as guests mingle with all the candidates' teams.

Technology Titan: Harness the excitement of the final chance to donate with logo placement on our local Grand Finale website.

SILVER SPONSOR \$10,000

After-Party: Keep the party going after the winners are announced! Host the final hour of the event after the competition is closed but the dance floor is OPEN!

Double Dollars: Support your candidate team by matching every dollar raised during a designated time period during the competition up to a certain amount – doubling funds raised!

Something Remembered: Partner with LLS to create a keepsake for the Honored Hero signed by all grand finale guests.

Say Cheese: Capture special moments throughout the night with a 360-photo booth, backdrop or other photo area

BRONZE SPONSOR \$5,000

Music Maker: See your logo in conjunction with the DJ or Band at Grand Finale throughout the night celebrating candidates, guests, and a successful campaign season. (Multiple Opportunities)

Let's Celebrate! See your logo at a key area at Grand Finale – guest check in – as everyone arrives for the evening. (Multiple Opportunities)

Treat Yourself: Make the Grand Finale evening special with your logo displayed on one of the food display stations as everyone comes to celebrate together (Multiple Opportunities)



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Partnership Benefits

	PRESENTING SPONSOR \$50,000	PLATINUM SPONSOR \$25,000	GOLD SPONSOR \$15,000	SILVER SPONSOR \$10,000	BRONZE SPONSOR \$5,000
Company highlighted as Presenting Sponsor in the local event title	●				
Prominent logo placement from the Grand Finale lectern	●				
Opportunity to speak at Grand Finale*	●				
Company logo displayed at VISIONARY Display Lights	●				
Opportunity to partner with LLS on a Lunch & Learn Opportunity within your company	●				
Recognition in local region communications including Workshop, Kickoff, & Grand Finale	●	●			
First right of refusal on Sponsorship Activation for next year.	●	●			
Dedicated Social Post on Region Profiles	●	●			
VIP Seating or Viewing of the Grand Finale Program	●	●			
Invitation to attend additional events and mission presentations throughout the calendar year	●	●	●		
Company logo displayed on Workshop, Kickoff, and Grand Finale invitations.	●	●	●		
Recognition in social media post announcing sponsor's support	●	●	●		
On-stage recognition at Workshop, Kickoff, and the Grand Finale Celebration	●	●	●	●	
Company logo displayed on programs and event signage	●	●	●	●	
Recognition on event screens during Grand Finale Program	●	●	●	●	
Listing in The Leukemia & Lymphoma Society (LLS) Annual Report	●	●	●	●	
Grand Finale Guests	10 Guests	8 Guests	8 Guests	6 Guests	6 Guests
Logo recognition on a Unique Event Activation Experience	●	●	●	●	●
Logo displayed on local Visionaries of the Year webpage & in weekly candidate communication	●	●	●	●	●
Recognition in group social media post after Grand Finale	●	●	●	●	●
Continual logo placement on audio visual scroll at, Workshop, Kickoff, & Grand Finale	●	●	●	●	●
Mission Impact Meeting with The Leukemia & Lymphoma Society following the Grand Finale	●	●	●	●	●
Opportunity to have representation on Visionaries of the Year Leadership Committee	●	●	●	●	●

*Speaking Opportunity dependent on selected partner experience & specific benefits/activations subject to modification to ensure safety of participants, including patients & survivors.

Partnership Commitment Form

For the safety of all participants including patients and their families, sponsor acknowledges and agrees that LLS may modify their activation and/or benefits. To confirm your sponsorship, please complete each section of this form and submit following the directions below.

CAMPAIGN KICKOFF: FRIDAY, MARCH 22, 2024 **GRAND FINALE:** FRIDAY, MAY 31, 2024

PARTNERSHIP LEVELS

- Presenting Partner \$50,000
- Platinum Partner \$25,000
- Gold Partner \$15,000
- Silver Partner \$10,000
- Bronze Partner \$5,000

MAKE A DONATION

- I am not able to sponsor. Instead, I would like to make a fully tax-deductible donation to The Leukemia & Lymphoma Society through the Visionaries of the Year campaign in the amount of \$_____.

GRAND FINALE ATTENDANCE

- We WILL use our guest spots at the Finale.
- We WILL NOT use our guest spots at the Finale.
- We WILL use a brand activation experience
- We WILL NOT use a brand activation experience & prefer additional guest spots at our sponsorship level.

ACTIVATION EXPERIENCE

PARTNERSHIP CONTACT INFORMATION

Candidate to Support: _____

Desired Activation Experience (list n/a if waiving): _____

Sponsor Name: _____

Contact Name & Title: _____

Email: _____ Phone: _____

Address: _____

City: _____ State: _____ Zip: _____

Donor Signature: _____ Date _____ () Please Invoice Us

Billing Department Contact and Email _____

Beginning 12:01 am on March 22, 2024 this completed form can be submitted to The Leukemia & Lymphoma Society

- Email: brooke.hurghis@lls.org
- Prior to the start of the 10-week campaign, March 22, this form can be submitted to the candidate team that you are supporting. They will submit to LLS on the day candidate fundraising begins.
- This Agreement is effective from the date signed until the payment obligation(s) set forth above are made. Sponsor grants LLS a limited, royalty-free, non-exclusive license to use Sponsor's name, trademarks, logos and copyrights ("Marks") solely in connection with this Agreement. Sponsor shall hold LLS's confidential and proprietary information in confidence and ensure that it is not disclosed to any third party. Sponsor agrees to indemnify and hold harmless LLS, its employees, successors, and assigns from all claims and liabilities of every kind incurred by LLS's use of Sponsor's Marks or a breach of this agreement by Sponsor. Sponsor will comply with all laws and agrees that its Marks do not infringe the rights of any other person. Sponsor will not assign, transfer or sub-license this Agreement without LLS's prior written approval.

All sponsorships of \$24,999+ will be required to sign a Letter of Agreement (LOA).

**All funds are due by
JUNE 30**
in order to count towards a
candidate team's campaign total

**Please Mail All Checks
and a copy of this form to:**
LLS – CT-ALBANY-EASTERN NY
P.O. Box 22470 New York, NY
10087



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