



**MAN & WOMAN
OF THE YEAR**

Cincinnati Partnership Opportunities

Kick Off – March 20, 2015 – The Marriott Rivercenter

Grand Finale – May 29, 2015 - The Hilton Cincinnati Netherland Plaza

The Leukemia & Lymphoma Society
Tri-State Ohio Chapter
4370 Glendale-Milford Rd.
Cincinnati, OH 45242

Contact:

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www.mwoy.org/cincy

Our Mission: Cure leukemia, lymphoma and myeloma and improve the quality of life for patients and their families

**CHAMPIONS
OF HOPE**

About The Leukemia & Lymphoma Society

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-eight 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 almost \$1 billion in research to advance therapies and save lives since 1949.

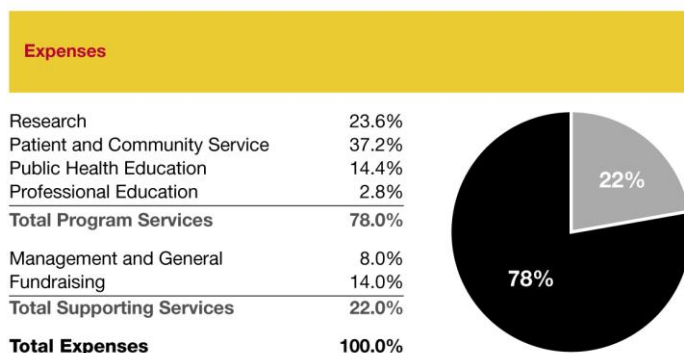
Patient Access: LLS provides a wide range of services to patients such as family support groups, an extensive educational web site with web "chat" support programs, free seminars and conferences, and direct patient financial aid.

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 78% of our funds are spent on research, patient services, advocacy, and education.



***Source: Fiscal Year 2014*

Man & Woman of the Year - At-a-Glance

History:

The Leukemia & Lymphoma Society's Man & Woman of the Year (MWOY) campaign began in Northern California in 1990. In 2015, the Cincinnati campaign raised \$550,000. \$30 million nationally. 2015 will be the 16th Man & Woman of the Year competition in Cincinnati.

The Concept:

Candidates competing for the title of 2015 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 2015 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 financially and by raising awareness for the Society. The competition generates tremendous publicity for the winning candidates by means of press releases, exposure in print advertisements and billboards.

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

The Event Goal:

The Cincinnati 2015 Man & Woman of the Year campaign goal is to raise \$500,000 to fund cures for blood cancer and other diseases.

Grand Finale Celebration:

Sponsors, candidates, campaign teams, friends, family, survivors, and other LLS supporters will gather for the announcement of the Man & Woman of the Year. The evening will include cocktails, food, music and a fabulous silent auction. Attendance is expected to be 550-600 guests! The **Grand Finale** will take place on Friday, May 29, 2015 at The Hilton Cincinnati Netherland Plaza.

Visibility:

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

Sponsor Benefits

Presenting Sponsor: \$15,000 (1 available per industry)

- ❑ Event title “2015 Man & Woman of the Year Presented by...”
- ❑ Name/logo on front of program book, sponsor board and electronic Grand Finale Invitation.
- ❑ Two page center ad in The Grand Finale program book.
- ❑ Name/logo placement on 350+ personal handheld bidding devices used in conjunction with the Silent Auction and Final Appeal at the Grand Finale.
- ❑ Opportunity to provide 2 promotional messages displayed on 350+ personal handheld bidding devices used in conjunction with the Silent Auction and Final Appeal at the Grand Finale.
- ❑ Name/logo on two recognition billboards in prominent downtown Cincinnati location during/following the campaign.
- ❑ Name/logo included in Cincinnati Magazine ad recognizing candidates **if artwork is secured by May 8th**
- ❑ Premiere on-site presence at the Grand Finale, including signage and flat screens. Option to provide own signage at Grand Finale.
- ❑ Specially featured presence on local LLS website, including link to sponsor's web page.
- ❑ Acknowledgement in stage program at Grand Finale and opportunity to address our guests.
- ❑ Prominent logo placement on podium/stage at Grand Finale.
- ❑ Name/Logo to appear in candidate video shown at Grand Finale.
- ❑ Opportunity to provide agreed upon product sampling items to Grand Finale guests and candidate gift baskets.
- ❑ Name featured in all press releases as “2015 Man & Woman of the Year Presented by . . .”
- ❑ Reserved table at Grand Finale including 10 tickets and company name/logo on signage at table.
- ❑ Recognition in The LLS annual report-distribution 20,000 nationally.
- ❑ Name & logo on thank you letters to all Man & Woman of the Year donors and sponsors.

Platinum Sponsor: \$10,000

- ❑ Name/logo on back of program and on sponsor board at Grand Finale.
- ❑ Full page ad in Grand Finale program book.
- ❑ Opportunity to provide 1 promotional message displayed on 350+ personal handheld bidding devices used in conjunction with the Silent Auction and Final Appeal at the Grand Finale.
- ❑ Name/logo placement on 350+ personal handheld bidding devices used in conjunction with the Silent Auction and Final Appeal at the Grand Finale.

- ❑ Name on two recognition billboards in prominent downtown Cincinnati locations in during/following the campaign.
- ❑ Name included in 2 Cincinnati Magazine ads **if artwork is secured May 8th**
- ❑ Premiere on-site presence at the Grand Finale, including signage and flat screens.
- ❑ Specially featured presence on local LLS website, including link to sponsor's web page.
- ❑ Acknowledgement in stage program at Grand Finale.
- ❑ Name/Logo to appear in candidate video shown at Grand Finale.
- ❑ Reserved table at Grand Finale including 10 tickets and company name on signage at table.
- ❑ Recognition in the LLS annual report- 20,000 distributed nationally
- ❑ Name on thank you letters to all Man & Woman of the Year donors and sponsors.

Gold Sponsor - \$5,000

- ❑ Name/logo on back of program book and on sponsor board at Grand Finale.
- ❑ Half page ad in Grand Finale program book.
- ❑ Name/logo on local LLS website including link to sponsor's web page.
- ❑ Name/logo on Sponsor Board at Grand Finale.
- ❑ Acknowledgement in stage program at Kick-Off and Grand Finale.
- ❑ Name/Logo to appear in candidate video shown at Grand Finale.
- ❑ Reserved table at Grand Finale including 8 tickets and company name on signage at table.
- ❑ Name on thank you letters to all Man & Woman of the Year donors and sponsors.

Silver Sponsor - \$2,500

- ❑ Half page ad in Grand Finale program book.
- ❑ Name on Sponsor Board at Grand Finale.
- ❑ Name/logo on local LLS website including link to sponsor's web page.
- ❑ Reserved table at Grand Finale including 8 tickets and company name on signage at table.

Table Sponsor - \$1,750

- ❑ Reserved table at Grand Finale including 8 tickets and company name on signage at table.
- ❑ Company name listed in program.
- ❑ Company name listed on table Sponsor Board.

Grand Finale Program Ads

- ❑ Full page ad in program - \$1,000
- ❑ Half page ad in program - \$500
- ❑ Quarter Page ad in program - \$250

***Advertising Deadlines and Specifications:**

Grand Finale Electronic Invitation: Logos due date 4/24/15 (contact tom.carleton@lls.org for details)

Grand Finale Program: Ads due by 5/8/15

Program books are black & white and measure 5.5" wide x 8.5" tall

Full page ad: maximum size of 4.75" wide x 7.5" tall

Half page ad: maximum size of 4.75" wide x 3.5" tall

Quarter Page ad: ***Preferably vertical***, maximum size: 2.25" wide x 3.5" tall

Horizontal, maximum size: 4.75" wide x 1.75" tall

***All logos and ads should be submitted in an EPS, Adobe Illustrator or JPEG format**



**The Leukemia & Lymphoma Society
2015 Man & Woman of the Year**

SPONSORSHIP COMMITMENT FORM

Thank you for sponsoring The Leukemia & Lymphoma Society's 2015 Man & Woman of the Year. Please mark the level at which you would like to sponsor.

- | | |
|--|----------|
| <input type="checkbox"/> Presenting Sponsor | \$15,000 |
| <input type="checkbox"/> Platinum Sponsor | \$10,000 |
| <input type="checkbox"/> Gold Sponsor | \$5,000 |
| <input type="checkbox"/> Silver Sponsor | \$2,500 |
| <input type="checkbox"/> Table Sponsor | \$1,750 |
| <input type="checkbox"/> Full page program ad | \$1,000 |
| <input type="checkbox"/> Half page program ad | \$500 |
| <input type="checkbox"/> Quarter page program ad | \$250 |

Company: _____

Address: _____

City: _____ State: _____ Zip Code: _____

Contact Person: _____

Phone: _____ Email: _____

Signature: _____

Candidate Sponsorship Supports Cindy Tripp

PLEASE MAKE ALL SPONSORSHIP PAYMENTS BY SENDING A CHECK TO OUR OFFICE OR CONTACTING US DIRECTLY FOR CREDIT CARD PAYMENTS. DO NOT PAY FOR YOUR SPONSORSHIP ONLINE.

*Please mail or fax a copy of the signed agreement to:
The Leukemia & Lymphoma Society
4370 Glendale-Milford Rd.
Cincinnati, OH 45242
Attention: Tom Carleton
Phone Number: 513.698.2457, Fax Number, 513.698.2829, Email: tom.carleton@lls.org*