

Man & Woman of the Year 2016 Partnership Opportunities



THE LEUKEMIA & LYMPHOMA SOCIETY **C**ONGRATULATES

THE 2015 ATLANTA MAN AND WOMAN OF THE YEAR.



**MAN & WOMAN
OF THE YEAR**

www.mwoy.org/ga 404.720.7802

Special Thanks to
Georgia Chapter Sponsors



2015 Atlanta Man of the Year
Brian Fuller, *Avature Health*
2015 Girl of the Year, Koa



2015 Atlanta Woman of the Year
Lauren Fernandez, *The Fernandez Company*
2015 Boy of the Year, Hendrick

The Leukemia & Lymphoma Society

Georgia Chapter - Atlanta
3715 Northside Pkwy, Bldg. 400, Ste. 300
Atlanta, GA 30327

www.mwoy.org/ga

AMOUNT RAISED SINCE 2009
\$3,718,811.00

Woman of the Year Winners

2015

Lauren Fernandez
The Fernandez Group

2014

Krystall Sanford
UBS Private Wealth Management

2013

Nancy Chambers
Locoste/Devanlay

2012

Victoria Slocum
GreenPlateRule.com

2011

Ruth Barlett
Frazier & Deeter, LLC

2010

Michelle Henkel
Alston & Bird, LLP

2009

Alysia Shirley
PricewaterhouseCoopers

Man of the Year Winners

2015

Brian Fuller
Avalere Health

2014

Neal Shah
Feather Touch Dental

2013

Scott Thomas
Marketing Professional

2012

James Beasley
First Communities Management

2011

Harry Jones
Edge Capitol Partners

2010

Michael Borchers
UBS Financial Services

2009

Heath Ponder
Allergan Medical

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The mission of The Leukemia & Lymphoma Society:
Cure leukemia, lymphoma, Hodgkin's disease and myeloma, and improve the quality of life of patients and their families.

The Facts

- Every three minutes someone is diagnosed with a blood cancer.
- Every 10 minutes someone dies.
- Leukemia is the leading cause of cancer death of children and young adults under the age of 20.

How Your Dollars Are Used

To date, The Leukemia & Lymphoma Society (LLS) has invested more than **\$1 billion** in research to advance therapies and save lives. We will continue to support research through our innovative and integrated funding programs, until every patient has a safe and effective therapy.

Research: LLS supports research across the globe. LLS currently has research commitments of **\$2,313,541** in place in the state of Georgia.

Patient Services: LLS provides a range of services, such as family support groups, an extensive educational web-site, free seminars and conferences, direct patient financial aid and co-pay assistance.

Education: LLS serves as the world's foremost source of information on blood cancers including an Information Resource Center, (800) 955-4572, an extensive collection of free educational materials, professional education and an award-winning website.

Advocacy: LLS's advocacy program has a strong voice in Washington, DC representing the healthcare and medical research interests of patients and their families to policy makers at all levels of government.



2015 Girl of the Year, Koa & 2015 Boy of the Year, Hendrick

What is Man & woman of the Year

Each year, in communities across the country, dynamic, passionate candidates engage in a spirited competition to earn The Leukemia & Lymphoma Society's "Man & Woman of the Year" titles, by raising funds for blood cancer research. The candidates compete in honor of children who are local blood cancer survivors, the Boy & Girl of the Year. Every dollar raised counts as one vote, and the titles are awarded to the man and woman with the most votes at the end of ten weeks; the top local fundraisers in the country win the national titles. The ten weeks begins with a Kickoff Celebration and culminates with a Grand Finale Gala. Nationally in 2015 LLS's Man & Woman of the Year campaign raised more than **\$32.5 million** for research and patient services and our goal in 2016 is even more aggressive to find a cure.

Who Participates

Candidates for Man & Woman of the Year are extraordinary people. They are individuals from both the social and business communities who are relentless in their efforts to find cures for blood cancers, and are well-connected in their communities. The campaign generates awareness both locally and nationally through press releases, exposure in print advertisements, social media, and public transit advertising in some markets.

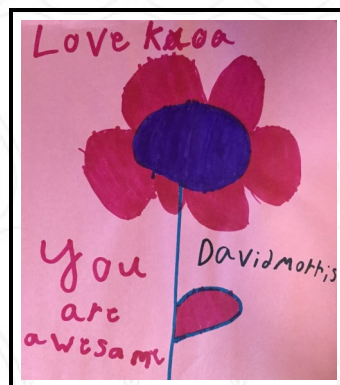
Grand Finale Celebration

Partners/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 silent and live auctions. In 2015, more than 600 people in Atlanta attended the Grand Finale Gala to honor the 14 candidates who comprised the class of 2015.

Kickoff Celebration, Thursday March 31, 2016 at Buckhead Theatre

Grand Finale Gala, Saturday June 11, 2016 at Hyatt Regency Atlanta

Our goal for Atlanta is to raise over ONE MILLION DOLLARS in 2016!



Presenting Partner* \$35,000

(one opportunity available)

(*) Partnership must be secured by May 13, 2016 for print recognition.

Recognition Benefits

- **Highlighted as Presenting Partner at all events** throughout the Man & Woman of the Year Campaign
- Company logo included prominently on **all collateral materials**
 - 500 Kickoff invitations, 500 Kickoff programs
 - 900 Grand Finale invitations, 900 Grand Finale event program books
 - Event signage
- Company **logo and website link** on the local pages of the Georgia Chapter MWOY website
- Company highlighted as Presenting Partner in **all media and press releases**
- **Onstage recognition** at Kickoff and Grand Finale
- Prominent **logo placement** at Grand Finale—approximately 900 attendees total
- Continual prominent logo placement on audio visual scroll at Kickoff and Grand Finale
- Recognition in the LLS **annual report**—20,000 distributed nationally
- Company logo displayed in advertisement in two major print publications in Metro Atlanta:
 - Atlanta Magazine**—circulation 69,121/month
 - Atlanta Business Chronicle**—circulation 166,000/week
- Company logo displayed on digital **billboards** in Metro Atlanta announcing winners in July/August
 - 5 billboards for 4 weeks each
- **Full page advertisement** on the back cover of the Grand Finale program book; quantity 900
- Highlighted as Presenting Partner on bidding devices during silent auction at Grand Finale

Participation Opportunities

- 20 tickets to Kickoff Celebration
- 20 tickets to Grand Finale Gala
 - “Reserved” table sign with company name and logo
 - Premier seating
 - Complimentary valet parking service for 5 vehicles
- Opportunity for product placement in Grand Finale guest gift bags (if applicable)
- **Opportunity to speak** at Kickoff and Grand Finale – approximately 900 attendees
- Ability to Nominate 1 Candidate

Platinum Partner* \$25,000

(*) Partnership must be secured by May 13, 2016 for print recognition.

Recognition Benefits

- Company logo included prominently on **all collateral materials**
 - 900 Grand Finale event program books
 - Event signage
- Company **logo and website link** on the local pages of the Georgia Chapter MWOY website
- Company name recognition in **media and press releases**
- **Onstage recognition** at Kickoff and Grand Finale
- Prominent **logo placement** at Grand Finale—approximately 900 attendees total
- Continual prominent logo placement on audio visual scroll at Kickoff and Grand Finale
- Recognition in the LLS **annual report**—20,000 distributed nationally
- **Full page advertisement** on the back inside cover of the Grand Finale program book; quantity 900
- Company logo scroll on bidding devices during silent auction at Grand Finale

Participation Opportunities

- 10 tickets to Kickoff Celebration
- 10 tickets to Grand Finale Gala
 - “Reserved” table sign with company name and logo
 - Premier seating
 - Complimentary valet parking service for 5 vehicles
- Opportunity for product placement in Grand Finale guest gift bags (if applicable)
- Ability to Nominate 1 Candidate

Gold Partner* \$15,000

(*) Partnership must be secured by May 13, 2016 for print recognition.

Recognition Benefits

- Company logo displayed in the following collateral materials
 - 900 Grand Finale event program books
 - Event signage
- Company **logo and website link** on the local pages of the Georgia Chapter MWOY website
- Company name recognition in **media and press releases**
- **Onstage recognition** at Kickoff and Grand Finale
- Signage recognition at Kickoff and Grand Finale—approximately 900 attendees total
- Continual logo placement on audio visual scroll at Kickoff and Grand Finale
- Recognition in the LLS **annual report**—20,000 distributed nationally
- **Full page advertisement** in the Grand Finale program book; quantity 900

Participation Opportunities

- 6 tickets to Kickoff Celebration
- 6 tickets to Grand Finale Gala
 - Complimentary valet parking service for 3 vehicles
- Opportunity for product placement in Grand Finale guest gift bags (if applicable)

Silver Partner* \$10,000

(*) Partnership must be secured by May 13, 2016 for print recognition.

Recognition Benefits

- Company logo displayed in the following collateral materials
 - 900 Grand Finale event program books
 - Event signage
- Company **logo and website link** on the local pages of the Georgia Chapter MWOY website
- Company name recognition in **media and press releases**
- **Onstage recognition** at Kickoff and Grand Finale
- Signage recognition at Kickoff and Grand Finale—approximately 900 attendees total
- Continual logo placement on audio visual scroll at Kickoff and Grand Finale
- Recognition in the LLS **annual report**—20,000 distributed nationally
- **Half page advertisement** in the Grand Finale program book; quantity 900

Participation Opportunities

- 4 tickets to Kickoff Celebration
- 4 tickets to Grand Finale Gala
 - Complimentary valet parking service for 2 vehicles

Bronze Partner* \$5,000

(*) Partnership must be secured by May 13, 2016 for print recognition.

Recognition Benefits

- Company logo displayed in the following collateral materials
 - 900 Grand Finale event program books
 - Event signage
- Company **logo and website link** on the local pages of the Georgia Chapter MWOY website
- Company name recognition in **media and press releases**
- **Onstage recognition** at Kickoff and Grand Finale
- Signage recognition at Kickoff and Grand Finale—approximately 900 attendees total
- Continual logo placement on audio visual scroll at Kickoff and Grand Finale
- **Half page advertisement** in the Grand Finale program book; quantity 900

Participation Opportunities

- 2 tickets to Kickoff Celebration
- 2 tickets to Grand Finale Gala
 - Complimentary valet parking service for 1 vehicle

www.mwoy.org/ga

Thank you for participating in the 2016 Man & Woman of the Year campaign! Please complete all four sections of this form to ensure proper seating allocation and representation of your company's name on all printed materials associated with the 2016 Man & Woman of the Year Campaign.

Candidate to Support: _____

Section 1– Partnership Opportunities

_____ Presenting (\$35,000) _____ Platinum (\$25,000) _____ Gold (\$15,000) _____ Silver (\$10,000) _____ Bronze (\$5,000)

_____ Donation: We are unable to participate at this time, but please accept the enclosed, tax-deductible contribution to The Leukemia & Lymphoma Society's Man & Woman of the Year Campaign in the amount of \$_____.

To donate online, please go to www.mwoy.org/ga. Click on your candidate and donate directly to their page.

Section 2– Seating

Will your organization use its table/seats at the Man & Woman of the Year Grand Finale Gala on June 11, 2016? _____ YES _____ NO

If so, how many of your complimentary tickets will you be using? _____

*Please note, tickets are available on a first come first serve basis until sold out. Please give us your guests names and final headcount by May 27, 2016.

Section 3– Donor Contact Information

Name of Partner (as you would like it to appear on printed materials). (PLEASE PRINT)

Partner Contact Name: _____ Title: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Email: _____

Section 4– Payment Information

_____ Check enclosed (made payable to The Leukemia & Lymphoma Society)

Check sent by: _____

_____ Please charge the following credit card in the amount of \$_____

____ Visa ____ AMEX ____ MC ____ Discover ____ Other

Credit Card #: _____ Exp. Date: _____ V Code: _____

Name on Card: _____

Signature: _____

PLEASE NOTE: Due to the nature of the campaign, no payments can be accepted before March 31, 2016.

DEADLINE: All payments due to LLS office by June 30, 2016

Please return this form to
The Leukemia & Lymphoma Society
ATTN: MWOY ATLANTA
3715 Northside Pkwy, Bldg. 400, Ste. 300
Atlanta, GA 30327