



SUMMER 2010

Corporate Sponsorship Proposal

**To Benefit
The Leukemia & Lymphoma Society**

Central Coast Team

About The Leukemia & Lymphoma Society

The Leukemia & Lymphoma Society (LLS) is a not-for-profit national voluntary health agency dedicated to curing leukemia, lymphoma, Hodgkin's Disease, and myeloma, and improving the quality of life for patients and their families. LLS supports five major programs: research, patient aid, public and professional education, community service and advocacy.

Informative educational materials are provided to individuals and health care professionals at hospitals, agencies and libraries. We provide direct financial aid for outpatient expenses to patients with blood cancers. We offer patient and family support groups led by experienced oncology health care professionals, one-on-one peer counseling for newly diagnosed patients, and a variety of educational programs. All services are provided free of charge.

Last year, blood-related cancer struck more than 100,000 Americans and more than 57,000 fell victim to their disease. Forty years ago, there was no effective treatment for leukemia. However, thanks in large part to research funded by The Leukemia & Lymphoma Society, the survival rate for the most common form of childhood leukemia has improved from 4% in 1960, to 80% today. Bone marrow transplants and chemotherapy, the most common treatments for all cancers, have stemmed from leukemia research. Your help is needed to ensure that this progress continues.

About Blood Cancers

Leukemia, Hodgkin and non-Hodgkin Lymphoma and myeloma are cancers that originate in the bone marrow and lymphatic tissues. All blood cancers have two things in common: cells become abnormal because of altered DNA and then they accumulate in excessive amounts. Some of the facts are startling. Leukemia is the largest disease killer of children between the ages of 1 and 15, however, leukemia strikes even more adults than children---most often people over 60, and men more than women. Lymphoma strikes more children between the ages of 15 and 19 than any other cancer, but it also affects more adults than children. From the early 1970's through the 1990's, incidence rates for lymphoma in the U.S. nearly doubled. The cause of blood-related cancers remains largely unknown, however, recent research has dramatically improved our understanding of these cancers and is bringing us closer to a cure.

This is why we need your help. By joining us as a Team In Training Corporate Sponsor, your company will have a direct impact on the success of a major fundraising event, bringing The Leukemia & Lymphoma Society one step closer to a cure, and at the same time providing your company with important community visibility.

About Team In Training

Team In Training is a comprehensive endurance training program for runners, walkers, cyclists and triathletes that benefits The Leukemia & Lymphoma Society. The goal of Team In Training is to increase funding to support the Society's mission while promoting fitness and healthy lifestyles for all the participants who take part in the program.

Team In Training offers participants of all fitness abilities a four to five month comprehensive training program under the guidance of experienced coaches. In return for professional training with a team and accommodations during the event, participants raise valuable funds in the fight against leukemia, lymphoma,

Hodgkin's Disease, and myeloma. Each member of our team is participating in honor of a patient from our community who is battling a blood cancer. Completing a marathon, century ride or triathlon is a celebration of human spirit, physical ability and mental endurance. For members of Team In Training, it is also a celebration of life.

This year The Leukemia & Lymphoma Society and Team In Training will train an estimated 35,000 runners, walkers, cyclists, and triathletes to participate in a marathon (run/walk 26.2 miles), half marathon (run/walk 13.1 miles), century ride (cycle 100 miles), or a triathlon (swim, bike, run) of various distances(22.5, 31.9, 70.3 or 140.6 miles).

Greater Los Angeles Chapter

The Greater Los Angeles Chapter serves more than 11 million residents in Los Angeles, Ventura, Santa Barbara, and San Luis Obispo counties. In the upcoming year, we anticipate that over 3,000 residents will sign up for one of our 13 teams. These marathoners, cyclists and triathletes will reach both their fitness and fundraising goals while raising an estimated \$7.5 million dollars to support the Society's work.

Our Audience

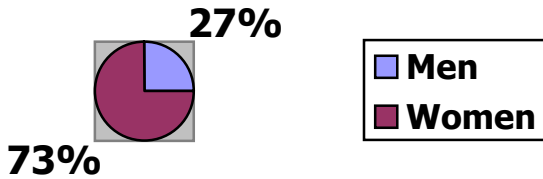
By offering personalized running, walking, cycling, and triathlon programs, Team In Training attracts a wide audience. Our target market is primarily made up professionals between the ages of 26-55 who are interested in reaching personal fitness goals with the guidance of a certified, professional coach and the support of a team. They also have the capacity and desire to raise significant funds to fight blood cancers for others in their community.

Promotional Value

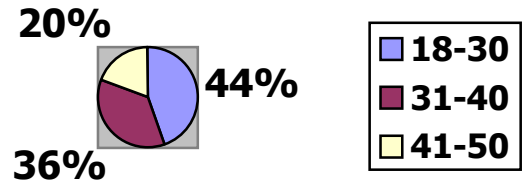
The Leukemia & Lymphoma Society is a highly respected national health organization and home to Team In Training, the world's largest endurance sports training program. Your support of the society and Team In Training will enhance your business's image in the community and highlight your support of a worthwhile cause. In return, the society can offer your business tremendous visibility within the Team In Training Program.

Team In Training Participant Profile

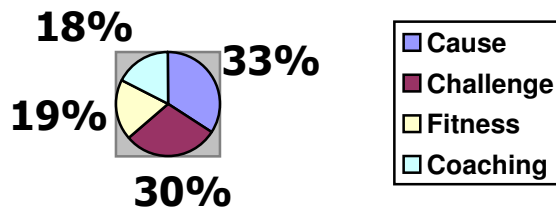
Gender



Age Groups



Reason for Joining



- Average Age - 32
- College Educated – 82%
- Average Income - \$87,000
- Own a home – 74%
- Married – 48%
- Children at home – 38%
- New to endurance sports – 90%

Marathon, ½ Marathon, and Century Participation for Central Coast Team

Team In Training members are creating a presence at many of the marathons, century rides, and triathlons around the country. In many cases, they represent the largest single contingent of runners, walkers, cyclists and triathletes. In the coming seasons, we will be participating in the following events:

Event	Location	Date
Fall Season		
Long Beach Full & ½ Marathon	Long Beach, CA	October
Nike Women's Full & ½ Marathon	San Francisco, CA	October
Winter Season		
Santa Barbara 1/2 Marathon	Santa Barbara, CA	November
Honolulu Marathon	Honolulu, HI	December
P.F. Chang's Rock 'N Roll Full & ½ Marathon	Phoenix, AZ	January
Summer Season		
San Diego Rock 'N' Roll Marathon	San Diego, CA	June
America's Most Beautiful Bike Ride	Lake Tahoe, CA	June
Mayor's Midnight Sun Full & ½ Marathon	Anchorage, AK	June

Sponsorship Benefits for Companies

Presenting Sponsorship - \$25,000

- Your company logo will be silk screened on all (run, walk, and cycle) Greater Los Angeles event apparel for the next calendar year (four seasons).
- Company materials included at Team In Training expo booths at the Los Angeles Marathon, Long Beach Marathon, Carlsbad Marathon and Santa Barbara ½ Marathon; Cool Breeze Century and Solvang Century.
- Opportunity to be listed as a Presenting Sponsor for all local Greater Los Angeles event pasta and victory parties – listed above.
- Your company logo will be displayed on our e-mails for all recruitment purposes in the Greater Los Angeles area (five per season to 46,000 recipients) for 1 calendar year.
- Your company will have the opportunity to distribute promotional materials at the next three Central Coast Team Kick-Off events.
- Your company banner will be displayed at the next three Central Coast Team Kick-Off events.
- Your company banner will be displayed at all Team In Training booth opportunities (festivals, race expos, health fairs) throughout the Central Coast Team area for one calendar year.
- Your company logo will be featured in our quarterly Team In Training Newsletter for the next four quarters.
- Your company will be recognized as a Presenting Sponsor and your logo will be displayed on the Greater Los Angeles Team In Training website for one calendar year.
- Your company will be invited to attend the next Central Coast Team Kick-Off event to receive a Presenting Sponsor recognition plaque and acknowledgement as a Presenting Sponsor.

Platinum Sponsorship - \$10,000

- Your company logo will be silk screened on all (run, walk, and cycle) Greater Los Angeles event apparel for the next calendar year (four seasons).
- Company materials included at Team In Training expo booths at the Los Angeles Marathon, Long Beach Marathon, Carlsbad Marathon and Santa Barbara ½ Marathon; Cool Breeze Century and Solvang Century.
- Opportunity to be listed as a Presenting Sponsor for all local event pasta and victory parties – listed above.
- Your company logo will be displayed on our e-mails for all recruitment purposes (five per season to 46,000 recipients) for the next two seasons.
- Your company will have the opportunity to distribute promotional materials at the next two Central Coast Team Kick-Off events.
- Your company banner will be displayed at the next two Central Coast Team Kick-Off events.
- Your company logo will be featured in our quarterly Team In Training Newsletter for the next three quarters.
- Your company will be recognized as a Platinum sponsor and your logo will be displayed on the Greater Los Angeles Team In Training website for two seasons.
- Your company will be invited to attend the Central Coast Team Kick-Off event to receive a Platinum Sponsor recognition plaque and acknowledgement as a Platinum Sponsor.

Gold Sponsorship - \$2,500

- Your company logo will be silk screened on all (run, walk, and cycle) Central Coast event apparel for the next Central Coast calendar year (three seasons).
- Your company logo will be displayed on our e-mails for all recruitment purposes (five per season to 46,000 recipients) for the next two seasons.

- Your company will have the opportunity to distribute promotional materials at the next Central Coast Team Kick-Off event.
- Your company banner will be displayed at the Central Coast Team Kick-Off event.
- Your company logo will be featured in our quarterly Team In Training Newsletter for the next two quarters.
- Your company will be recognized as a Gold sponsor for the Central Coast team and display of your logo on the Team In Training website for one season.
- Your company will be invited to attend the next Central Coast Team Kick-Off event to receive a Gold Sponsor recognition plaque and acknowledgement as a Gold Sponsor.

Silver Sponsorship - \$1,500

- Your company logo will be silk screened on all (run, walk, and cycle) Central Coast team event apparel for the next available season.
- Your company logo will be displayed on our e-mails for all recruitment purposes (five per season to 46,000 recipients) for one season.
- Your company will have the opportunity to distribute promotional materials at the Central Coast Team Kick-Off event.
- Your company banner will be displayed at the next Central Coast Team Kick-Off event.
- Your company logo will be featured in our quarterly Team In Training Newsletter for the next quarter.
- Your company will be recognized as a Silver Sponsor for the Central Coast team and your logo displayed on the Greater Los Angeles Team In Training website for one season.
- Your company will receive a Certificate of Appreciation recognizing your contribution and support as a Silver Sponsor.

Bronze Sponsorship - \$1,000

- Your company banner will be displayed at the next Central Coast Team Kick-Off event.
- Your company will be recognized as a Bronze Sponsor for the Central Coast team and your logo displayed on the Greater Los Angeles Team In Training website for one season.
- Your company will receive a Certificate of Appreciation recognizing your contribution and support as a Bronze Sponsor.

Supporting Sponsorship - \$500

- Your company will be recognized as a Supporting Sponsor for the Central Coast team and your logo displayed on the Greater Los Angeles Team In Training Website for one season.
- Your company will receive a Certificate of Appreciation recognizing your contribution and support as a Supporting Sponsor.

Corporate Teams

The Leukemia & Lymphoma Society is a highly respected national health agency and Team In Training is the largest endurance group in the country. Building a corporate-sponsored endurance team and partnership with Team In Training will enhance your company's image in the community and highlight your corporate citizenship of supporting a worthwhile cause. In return, The Leukemia & Lymphoma Society can offer your company and employees a great experience within the Team In Training program. It is a great opportunity for your employees to network with other professionals in the community and teach teamwork throughout the training program.

Corporate Team Benefits

- Complete participation in the Team In Training experience for your sponsored employees, which includes:
 - o Comprehensive 4 – 9 month training program
 - o Professional and experienced Team In Training coaches
 - o 1 – 2 team trainings per week, plus extra mid-week options
 - o Multiple sport-specific clinics, such as stretching, injury prevention, bike mechanics, nutrition, and more
 - o Excellent training environments and team support for all levels
 - o Personal fundraising advice and assistance from Team In Training staff
 - o Personal website page for online fundraising
 - o Personally matched to an Honored Teammate to connect training and fundraising efforts to the Leukemia & Lymphoma mission
 - o Transportation, accommodations and race arrangements for the event selected
 - o Team In Training practice and race day apparel
 - o Team pasta and victory parties
- Logo and link for your company posted on the Greater Los Angeles Team In Training website
- Company logo (or name of team) placed on all employee Team In Training race day singlets and jerseys for that event/season
- Opportunity to display your banner at a Team In Training Kick Off
- Opportunity to introduce your company, product and/or services at a Team In Training Kick Off

Qualifications for a Corporate Team

- Commitment to guarantee that at least ten employees of your company will participate in a Team In Training event
- Commitment to promote and support employee participation with Team In Training

TEAM IN TRAINING SPONSOR COMMITMENT FORM



To be Completed by Participant:

Participant Name: _____

Event Name: _____

Participant Team or Campaign Manager Name: _____

Participant Phone #: _____ Email: _____

To be Completed by Corporate Contact:

Sponsor Cash Commitment

- | | | |
|--------------------------|--------------------|----------|
| <input type="checkbox"/> | Presenting Sponsor | \$25,000 |
| <input type="checkbox"/> | Platinum Sponsor | \$10,000 |
| <input type="checkbox"/> | Gold Sponsor | \$2,500 |
| <input type="checkbox"/> | Silver Sponsor | \$1,500 |
| <input type="checkbox"/> | Bronze Sponsor | \$1,000 |
| <input type="checkbox"/> | Supporting Sponsor | \$500 |

Company Name: _____

Company Address: _____

Contact Person: _____

Contact Phone: _____

Contact Email: _____

Company Website: _____

- We are unable to be a sponsor, but please accept the enclosed tax-deductible contribution of \$_____.
- We will place brochures in break rooms, cafeterias, promote Team In Training in our email, Intranet and company newsletters or include a link on our webpage.
- Yes, we would like a Team In Training representative to hold an informational meeting in our office.
- We are unable to be a sponsor, but would like to form a corporate team for Team In Training. Please contact us.

To submit your Corporate Sponsorship please complete this form and attach check payable to:

The Leukemia & Lymphoma Society
Attn: Sarah Harris
6033 W. Century Blvd., Suite 300
Los Angeles, CA 90045

Please submit your logo (jpeg format only) as you would like it to appear to sarah.harris@lls.org. For all levels, your logo will be posted on the Greater Los Angeles Team In Training website upon receipt of form and donation. **For current season race jersey logo placement (silver sponsors and higher) artwork must be received by March 20, 2010** Any logos received after the deadline will be printed on the following season's materials.

For question about Corporate Sponsorships, please contact Sarah Harris at (310) 846-4701.