2019 SPONSORSHIP OPPORTUNITIES

Making Waves in the Fight Against Blood Cancer
About the Leukemia Cup Regatta Events

Each year, The Leukemia & Lymphoma Society hosts The Leukemia Cup Regatta (LCR), a national campaign that combines the joys of sailing, boating, and other water sports with fundraising towards blood cancer research and patient services. More than $62 million has been raised through the LCR Series since its inception 30 years ago. The 2018 Leukemia Cup grossed more than $4.3 million nationally. Since its inception, the Newport event has raised more than $3.2 million to date.

25TH ANNUAL RHODE ISLAND LEUKEMIA CUP REGATTA WEEKEND

JUNE 7TH & 8TH - NEW YORK YACHT CLUB

The Newport Leukemia Cup Regatta is a two-day event experience in beautiful Rhode Island at the famed New York Yacht Club. Upon registration, sailors fundraise to fight blood cancer, and earn great sailing incentives along the way. Event weekend begins Friday with "An Evening at Harbour Court" where sailors and friends gather to enjoy cocktails, food, & bid on incredible auction items to benefit the cause. Saturday our sailors take to the seas and afterward enjoy a fun BBQ under the tent on the water, where our winners are crowned and top fundraisers are celebrated. Come join us at the can’t miss event of the sailing season!

Learn more at www.LeukemiaCup.org/RI
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.

ADVANCED NEW TREATMENTS FOR PATIENTS WITH CANCER
LLS helped advance 34 of the 39 blood cancer treatments approved by the U.S. Food and Drug Administration (FDA) since 2017.

FUNDED THE MOST VISIONARY CANCER RESEARCH WORLDWIDE
Our $188 million multi-year research commitment spans the most promising science across all blood cancers, including immunotherapy, genomics and personalized medicine

EXPANDED CLINICAL TRIAL EDUCATION AND ENROLLMENT
LLS Information Specialists responded to nearly 20,000 inquiries from patients and caregivers, including inquiries about clinical trials. LLS Clinical Trial Support Center (CTSC) nurses provided 562 patients with in-depth clinical trial navigation and support – up 65 percent from 2017.

PROVIDED DIRECT SUPPORT TO PATIENTS IMPACTED BY NATURAL DISASTERS
We committed up to $1 million in aid to support blood cancer patients impacted by Hurricanes Harvey, Irma and Maria, as well as wildfires in California.

MADE OUR VOICES HEARD ON BEHALF OF CANCER PATIENTS AND SURVIVORS
More than 100,000 volunteer advocates across the country acted as a powerful voice for cancer patients and survivors to influence change at the state and federal level.

ACHIEVED A MAJOR WIN FOR DEDICATED PEDIATRIC CANCER RESEARCH
Our Office of Public Policy, along with LLS volunteer advocates, sent thousands of letters to help pass into law The Childhood Cancer Survivorship, Treatment, Access, and Research (STAR) Act, the most comprehensive federal childhood cancer legislation ever introduced.

FINANCIALS

LLS has always believed the most efficient way to finding cures for blood cancer is by directing as much funding as possible to the best and most innovative research, while providing patient support and education, and tirelessly advocating on behalf of patients. Your support is invested wisely and is making an impact.

<table>
<thead>
<tr>
<th>Total Program Services</th>
<th>79.5%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total Supporting Services</td>
<td>20.5%</td>
</tr>
<tr>
<td>Total Expenses</td>
<td>100%</td>
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WHY SPONSOR?

Through a partnership with LLS, your company will play a critical role in changing the face of blood cancer and supporting the current 1.2 million Americans living with blood cancer. LLS ensures cause marketing and promotional benefits to your corporation and experience first hand how your funds affect the lives of blood cancer patients. Here are some quick facts about the benefits of partnering with a non-profit like the Leukemia & Lymphoma Society (LLS):

- 91% of consumers are likely to switch brands to one associated with a good cause
- 93% of consumers have a more positive image of a company that supports LLS
- 50% of consumers said they would be willing to reward companies that give back to society by paying more for their goods and services.
Marketing & Outreach

The Newport Leukemia Cup Regatta (LCR) is a community event that attracts a large number of participants who like to support a good cause while combining their love of the water.

**AUDIENCE**

- 80% MALE
- 20% FEMALE
- 80% MARRIED
- 90% C-SUITE EXECUTIVES
- 50 YEARS OLD
- 98% COLLEGE EDUCATED

**Exposure**

The LCR campaign co-brands with our partners through media outreach, community promotions, direct mail, e-marketing and social media. In addition, participants engage individual donors and numerous spectators to enjoy our high profile events.

**Print:**
- Local Press Releases
- Sailing World Ad

**Radio/TV:**
- Rhode Show

**Social Media/Web:**
- Visibility on LCR event website as well as Chapter page
- Announcements on Social Media

**E-Marketing:**
- Email blasts to LCR campaign participants
- Inclusion in LLS Chapter newsletter that reaches over 15,000

**Event Weekend:**
- Interaction with hundreds of sailors & spectators in a variety of settings!

*...and so much more!*

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National Supporters

[Logos of various sponsors]
### Sponsor Levels

**$25,000 Presenting Sponsor**
- Billed as Presenting Sponsor in all media impressions
- Logo prominently displayed in all:
  - Event brochures - logo on front and back covers, as well as full-page color ad
  - Pre-event marketing emails
  - Displayed on LCR website (hyperlinked to your website)
- Recognition in event-related press releases
- Logo on Rhode Island Leukemia Cup Regatta website and local social media outlets
- Your logo in an early 2020 Sailing World advertisement
- Recognition at Kick-Off and Commodore events
- Speaking opportunity at both Friday and Saturday events
- Opportunity to engage with participants through activation at both Friday and Saturday evening events
- Company banner displayed at the event
- Logo on the back of event t-shirts
- Fifteen (15) of each item for your employees/clients:
  - Event t-shirts
  - Tickets to each of our Regatta events
    - Kick-Off (TBA)
    - Friday Cocktail Party (June 7th)
    - Saturday Sail BBQ (June 8th)

**$15,000 Admiral Sponsor**
- Logo displayed in all:
  - Event brochures with a full-page ad
  - Pre-event marketing emails
  - Displayed on LCR website (hyperlinked to your website)
- Recognition in event-related press releases
- Logo on Rhode Island Leukemia Cup Regatta website and local social media outlets
- Your logo in an early 2020 Sailing World advertisement
- Recognition at all events (Kick-Off, Commodore Gathering, Friday Cocktail Party & Saturday Sail BBQ)
- Company banner displayed at the event (sponsor provides banner)
- Logo on the back of event t-shirts
- Ten (10) of each item for your employees/clients:
  - Event t-shirts
  - Tickets to each of our Regatta events
    - Kick-Off (TBA)
    - Friday Cocktail Party (June 7th)
    - Saturday Sail BBQ (June 8th)

**$10,000 Commodore Sponsor**
- Logo displayed:
  - Event brochures with half-page color ad
  - E-Marketing, LCR website & social media outlets
  - Event t-shirts
- Recognition at Regatta weekend events
- Eight (8) event t-shirts & tickets to each of our Regatta weekend events

**$7,500 Captain Sponsor**
- Company name displayed:
  - Event brochures with half-page ad
  - E-Marketing, LCR website & social media outlets
  - Event t-shirts
  - Recognition at Regatta weekend events
  - Six (6) event t-shirts & tickets to each of our Regatta weekend events

**$5,000 Crew Sponsor**
- Company name displayed:
  - Event brochures with quarter-page color ad
  - E-Marketing, LCR website & social media outlets
  - Event t-shirts
  - Event t-shirts & tickets to each of our Regatta weekend events

**$2,500 Skipper Sponsor**
- Company name displayed:
  - Event brochures with quarter-page ad
  - E-Marketing, LCR website & social media outlets
  - Event t-shirts
  - Two (2) event t-shirts & tickets to each of our Regatta weekend events

### In-Kind Sponsorship

Provide in-kind items to help our mission by cutting down expenses & expose your product to our donors and participants
2019 Leukemia Cup Sponsor Agreement

☐ $25,000 Presenting Sponsor  ☐ $7,500 Captain Sponsor
☐ $15,000 Admiral Sponsor  ☐ $5,000 Crew Sponsor
☐ $10,000 Commodore Sponsor  ☐ $2,500 Skipper Sponsor
☐ In-Kind Sponsor  ☐ Other ________________

Sponsor Information:
• Company Name (As you would like it to appear in print):
• Company Contact Name ____________________________________________
• Address __________________________________________________________
• City, State, Zip ____________________________________________________
• Phone Number ______________________________________________________
• Email Address ______________________________________________________
• Authorized Signature ____________________________ Date: ________________

Please note, in order to honor print-related sponsor benefits, we must received your signed contract, payment and/or payment confirmation and logo no later than May 1, 2019

Payment Information
☐ Enclosed is my check for $ __________________________
☐ Please send me an invoice for $ __________________________
☐ Charge my credit card for $ __________________________

Name on Card: _______________________________________________________

Type of Card: VISA  MC  DISC  AMEX

Card Number: _______________________________________________________

Exp Date: _________________ Card Verification Code* (CVC): _______________

Authorized Signature: ____________________________________________________________________

Please return this form and payment to:
The Leukemia & Lymphoma Society
Attn: Leukemia Cup Regatta
70 Walnut St, Suite 301
Wellesley, MA 02481

QUESTIONS? Contact Casey Kavanagh at: casey.kavanagh@lls.org  |  508-810-1310