



BIG CLIMB SEATTLE

CLIMB. CONQUER. CURE.

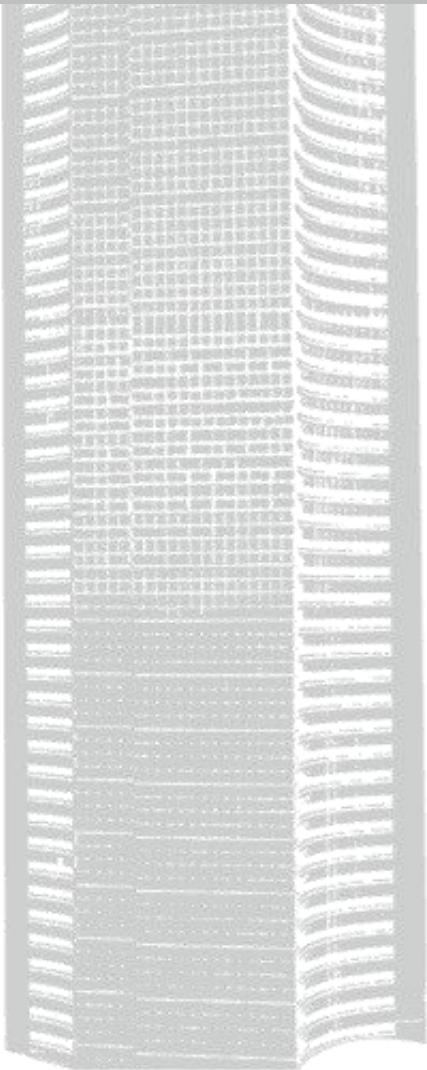
03.23.14



**LEUKEMIA &
LYMPHOMA
SOCIETY®**

fighting blood cancers

Corporate Sponsorship Opportunities



BIG CLIMB SEATTLE



LEUKEMIA &
LYMPHOMA
SOCIETY®

ABOUT BIG CLIMB

The **BIG CLIMB** is The Leukemia & Lymphoma Society's annual stair climb to the top of Seattle's tallest skyscraper, challenging the community to join LLS in the battle against blood cancers!

Rising 76 stories above the dynamic cityscape of Seattle, the Columbia Center Tower hosts this exhilarating, consistently sold-out event, providing an opportunity for **6,000 people** to test themselves on the 69-flight event course in support of the LLS mission: Cure leukemia, lymphoma, Hodgkin's disease and myeloma, and improve the quality of life of patients and their families.

On March 23, 2014, these fundraisers will conquer **1,311 steps** and **788 feet** of vertical elevation to reach the top, beat their personal best, and fulfill our motto: **Climb. Conquer. Cure.**

During the last 60+ years LLS has invested more than \$875 million to develop blood cancer therapies, helping advance many of the drugs already approved for blood cancer patients. And since the early 1960s, the survival rate for many blood cancer patients has doubled, tripled, and even quadrupled. Yet, more than 1 million Americans are currently battling a blood cancer, the #3 cause of cancer death, with leukemia alone causing more deaths than any other cancer among children and young adults under the age of 20.

Every four minutes someone is diagnosed with a blood cancer, and every ten minutes someone dies.



With the support of corporate sponsors, individuals, and friends & family teams, the **BIG CLIMB 2013** sold out in a record 28 days, and raised **\$1.77 million** – exceeding our financial goal. This year, our goal will be even higher because every additional dollar funds research that gets us closer to cures for blood cancers. The need is great, but the opportunity to make a difference is even greater!

The Leukemia & Lymphoma Society (LLS) exists to find cures and improve the quality of life of blood cancer patients and their families. We are saving lives not someday, but today. LLS-funded research has led to key advances in understanding blood cancers and the lifesaving drugs to fight them. Your generous support of

THE BIG CLIMB makes medical advancements like these possible. We will continue to support research through our innovative and integrated funding programs, until every patient has a safe and effective therapy.

BIG CLIMB SEATTLE



LEUKEMIA &
LYMPHOMA
SOCIETY®

HOW YOUR DOLLARS ARE UTILIZED

RESEARCH:

LLS' research grant program currently supports more than 350 grants in 11 countries. LLS currently has research commitments of over \$2.2 million in place in Washington state including five researchers at Fred Hutchinson Cancer Research Center and one at the University of Washington.

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. Programs include an Information Resource Center, an extensive collection of free educational materials, professional education and an award-winning Web site.

ADVOCACY:

LLS' 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.



BIG CLIMB SEATTLE



HOW YOUR COMPANY CAN BENEFIT

The benefits of partnership are wide-ranging and can accommodate most types of businesses and organizations. They include:

BRAND RECOGNITION AND GOODWILL:

Association of your company's name and products/services with LLS, the world's largest voluntary health organization dedicated to funding blood cancer research and providing education and patient services.

AWARENESS AND REVENUE GENERATION:

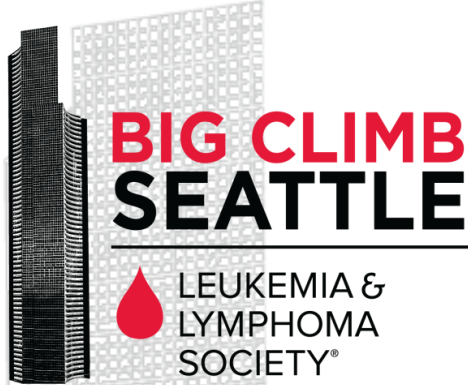
Exposure of your products and services to the **BIG CLIMB's** large and responsive audience through advertising and promotion in a wide variety of media channels. Day of Event opportunities include logo placement on t-shirts and signage, booth space, product sampling and opportunities for one-to-one interaction with participants.

ENHANCED EMPLOYEE MORALE AND TEAM BUILDING:

Many people have experienced a blood cancer diagnosis through a friend or family member, or even personally. Working together, for a familiar and worthy cause that is making a difference in the lives of cancer patients, unites and inspires employees.



PHOTO BY SARAH ALSTON



2014 SPONSORSHIP OPPORTUNITIES

THINK **BIG** AND JOIN US THIS YEAR!

The **BIG CLIMB** presents a wide array of opportunities for your company to become a sponsor. Our commitment is to help you meet your business development and corporate philanthropy goals by customizing a benefits package to ensure maximum exposure.

Presenting Sponsor - \$25,000

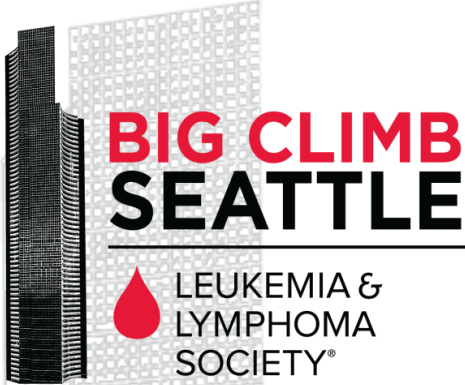
Sample benefits include the following:

- Company name as part of event name (“Big Climb presented by ___”)
- Premium placement** of company logo and **headline recognition** in all chapter promotional materials:
 - Front of all 90,000+ Big Climb brochures
 - Back of all Big Climb t-shirts
 - Front of all participant race bibs
 - Team Captain Packet
 - Web page with link to company website
 - All event newsletters (5-8)
 - Startlines of each stairwell and on all event sponsor banners
 - Recognition on all media materials, and inclusion of company name in all :30 and :15 PSAs
- Opportunity to place product sample/flyer in participant goodie bags
- Booth space at the event for an opportunity to provide sample product and distribute materials
- Verbal recognition at event
- 10 complimentary event entries

Premiere Sponsor - \$15,000

Sample benefits include the following:

- Company name in Summit Club area on 2nd floor atrium and finish line area (“Summit Club sponsored by ___”).
- Placement of company logo in the following chapter promotional materials:
 - 90,000+ Big Climb brochures
 - Back of all Big Climb t-shirts
 - Team Captain Packet
 - Web page with link to company website
 - All event newsletters (5-8)
- Opportunity to place product sample/flyer in participant goodie bags
- Booth space at the event for an opportunity to provide sample product and distribute materials
- Verbal recognition at event
- 10 complimentary event entries
- At least one (1) featured call out/promo on all social media (Facebook/Twitter)



2014 SPONSORSHIP OPPORTUNITIES

Skyscraper Sponsor - \$10,000

Sample benefits include the following:

- Company name in rehab floor or finish line (“Rehab Floor/Finish line sponsored by ____”).
- Placement of company logo in the following chapter promotional materials:
 - 90,000+ Big Climb brochures
 - Back of all Big Climb t-shirts
 - Team Captain Packet
 - Web page with link to company website
 - All event newsletters (5-8)
- Opportunity to place product sample/flyer in participant goodie bags
- Booth space at the event for an opportunity to provide sample product and distribute materials
- Verbal recognition at event
- 10 complimentary event entries
- At least one (1) featured call out/promo on all social media (Facebook/Twitter)

Climb Sponsor - \$7,500

Sample benefits include the following:

- Company name at registration area (“Atrium level sponsored by ____”).
- Placement of company logo in the following chapter promotional materials:
 - 90,000+ Big Climb brochures
 - Back of all Big Climb t-shirts
 - Web page with link to company website
 - Three (3) event newsletters
- Opportunity to place product sample/flyer in participant goodie bags
- Booth space at the event for an opportunity to provide sample product and distribute materials
- Verbal recognition at event
- 5 complimentary event entries



BIG CLIMB SEATTLE



2014 SPONSORSHIP OPPORTUNITIES

Stairwell Sponsor - \$5,000

Sample benefits include the following:

- Company name at start line (“Stairwell sponsored by ____”).
- Placement of company logo in the following chapter promotional materials:
 - 90,000+ Big Climb brochures
 - Back of all Big Climb t-shirts
 - Web page with link to company website
 - Three (3) event newsletters
- Opportunity to place product sample/flyer in participant goodie bags
- Booth space at the event for an opportunity to provide sample product and distribute materials
- Verbal recognition at event

Water Stop Sponsor - \$2,500

Sample benefits include the following:

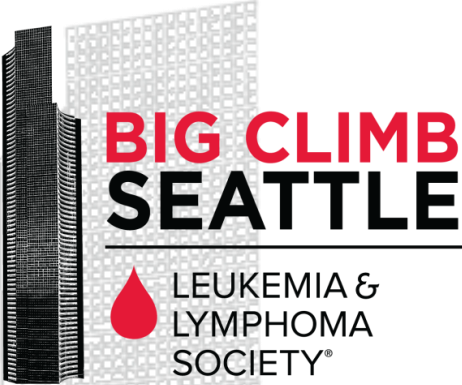
- Company name placed on sign below water stop (“One floor to waterstop sponsored by ____”).
- Placement of company logo in the following chapter promotional materials:
 - 90,000+ Big Climb brochures
 - Recognition in one (1) event newsletter
 - All sponsor poster
- Opportunity to place product sample/flyer in participant goodie bags
- Company banner (provided by company) placed in stairwell at one waterstop in each stairwell
- Booth space at the event for an opportunity to provide sample product and distribute materials
- Verbal recognition at event

Floor Sponsor - \$1,000

Sample benefits include the following:

- Opportunity to place product sample/flyer in participant goodie bags
- Company logo placed on all sponsor poster on event day
- Verbal recognition at event

The benefits listed above are just a brief sample of what may be included at each donation level. Please contact Courtney Hale, Senior Campaign Manager, at (206) 957-4584 or courtney.hale@lls.org to discuss a customized sponsorship package, or for more information.



TOGETHER, WE CAN MAKE A DIFFERENCE

Corporate Sponsor Commitment Form

YES! We want to help patients with blood cancers and help find a cure:

- PRESENTING SPONSOR** (\$25,000)
- SKYSCRAPER SPONSOR** (\$10,000)
- CLIMB SPONSOR** (\$7,500)
- STAIRWELL SPONSOR** (\$5,000)
- WATER STOP SPONSOR** (\$2,500)
- FLOOR SPONSOR** (\$1,000)

IN-KIND SPONSOR: Please contact _____
 (provide name and contact info regarding in-kind donation)
 Please accept our donation of \$_____.
 We would like to form a Team for the BIG CLIMB.

PAYMENT INFORMATION

Check enclosed (made payable to The Leukemia & Lymphoma Society)
 Please send invoice to the following contact:

Company Name:	Contact Name:		
Address:			Zip:
City:	State:	Zip:	
Phone:	Fax:		
E-Mail:			

ALL SPONSORS: Please e-mail your logo in .eps or .tif format to courtney.hale@lls.org

Date _____ Signature _____

Please send sponsorship forms to:
The Leukemia & Lymphoma Society
 Attn: Big Climb Sponsorship
 123 NW 36th Street, Suite 100, Seattle, WA 98107
 206.957.4584 – Direct
courtney.hale@lls.org