

2017 Leukemia & Lymphoma POKER RUN



SPONSORSHIP PACKET



Get Involved!

The Leukemia Cup Regatta Campaign has a series of on the water events that combines the fun of boating with raising money to fight blood cancer! Our 2017 Leukemia Cup Regatta raised over \$350,000 dollars to benefit life saving research and patient services. We love raising money for this cause so much that we didn't want to stop after the Regatta! Get ready for the first Leukemia & Lymphoma Poker Run Event May 20, 2017!

Since 1994 the MSLA Leukemia Cup Regatta campaign has raised over 2.5 million for blood cancer patients. The Leukemia & Lymphoma Society needs sponsors to ensure the discovery and development of life-saving therapies that can lead to cures. More than 1 million American's currently battle blood cancers. Every 4 minutes, someone is diagnosed. Be a part of making Someday, Today for blood cancer patients of all ages.

Event Details

Where: The 2017 Leukemia & Lymphoma Poker Run will take place at the New Orleans Yacht Club

When: Boats will go out starting at 10:00am and come back by 3:00pm. Dealer starts dealing cards at 3:00 and first, second & third place winners will be announced at 5:00. Post Poker Run Party goes from 3:00- 7:00.

How much: One hand is \$100. If you register before May 5th, you are guaranteed an event T-shirt. Can get up to 3 additional tickets per hand at \$25 each. Those who just want to attend the Post Poker Run Party can buy a ticket at \$50.

How it works: The Poker Run participants will hit the water or road to stop at several designated stops. Each stop will punch your card to signify that you went there. Return to the New Orleans Yacht Club for 3:00 to receive a hand of cards for however many stops you were able to make it to. Best hand, second best hand and third best hand win the prizes. Participants are able to purchase up to three additional cards at \$5 a card. Stay for the Post Poker Run Party 3-7pm!

Who can participate: Anyone with a moving vehicle can participate! Power boats, sailboats, motorcycles, bikes, kayaks, etc can pay for a hand and participate in our "Pub crawl on the water" Poker Run and "Cruise for a Cure." It will be a great day out on the water for everyone.

To learn more go to www.leukemicup.org/msla



Sponsor Levels

Our sponsorship levels give you a way to reach out to our unique audience.

\$5,000 TITLE SPONSOR

- Name appears as “***Company Name*** Leukemia & Lymphoma Poker Run” on all marketing materials including banners and signage
- Company name featured as Title Sponsor in all media related materials and events, including social media recognition
- Logo appears on sleeve of event tshirt and on LCR MSLA chapter/Poker Run website
- Opportunity to provide product sampling/ information distribution at event site
- Will receive 4 tickets and 4 tshirts

\$1,000 PRESENTING SPONSOR

- Name appears along with the Leukemia & Lymphoma Poker Run as “Presented by Company Name” featured in all marketing materials including banners and signage.
- Company name featured as Presenting Sponsor in all media related materials and events including social media recognition
- Logo to appear on the bottom of the shirt and on LCR MSLA chapter/ Poker Run website
- Opportunity to provide product sampling/information distribution at event site
- Will receive 2 tickets and 2 tshirts

\$500 CREW SPONSOR

- Company name is listed at the bottom of the shirt and on LCR MSLA chapter/Poker Run website
- Will receive 1 ticket and 1 tshirt

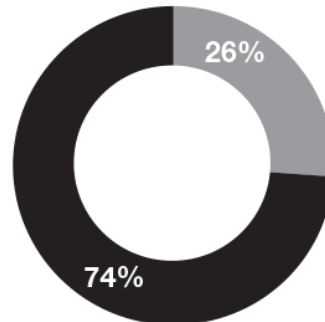
All Sponsor logos should be sent to LLS Staff, also any promotional materials you’d like to be included in our goody bags should be sent to the LLS Office by May 15, 2017.

Where Does Your Money Go?

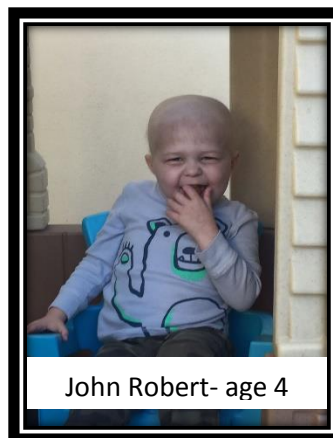
The Leukemia & Lymphoma Society (LLS) is proud to be one of the most efficiently managed Nonprofits in the country. Approximately 74% of total expenses support cancer research and patient services. LLS has invested over \$1 billion in developing better treatments. Last year alone, LLS invested more than \$79.8 million in cutting edge research.

EXPENSES

Research	24.0%
Patient and Community Service	32.1%
Public Health Education	12.2%
Professional Education	5.7%
Total Program Services	74.0%
Management and General	10.4%
Fund raising	15.6%
Total Supporting Services	26.0%
TOTAL EXPENSES	100.0%



Proof of impact: Here are some of the kids that you are supporting!



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.



Sponsor Agreement

Yes! We want to help find a cure for blood cancers by supporting the Leukemia Cup Regatta at the following level:

<input type="checkbox"/> Title Sponsor	\$5,000
<input type="checkbox"/> Presenting Sponsor	\$1,000
<input type="checkbox"/> Crew Sponsor	\$500

Please send your logo in an email as a jpeg or pdf file to cheryl.rodrigue@lls.org with submission of donation.

Please indicate exactly how you want your company name to appear:

This information will be used for thank you letters and tax receipts. Tax ID # 13-5644916

Company Name: _____

Contact Name: _____

Address: _____

City, State, Zip: _____

Phone: _____ Fax: _____

Email: _____

METHOD OF PAYMENT

☐ Check enclosed made payable to LLS

☐ Credit Card (MC/VISA/AMEX/Discover)

CC# _____ Exp. _____

Name as if appears on the card: _____ Security Code _____

Signature: _____ Date: _____

Please send this commitment form along with your payment to:

Cheryl Rodrigue

The Leukemia & Lymphoma Society
3636 South I-10 Service Road, Suite 304
Metairie, LA 70001