



LLS has one goal:
A world without
blood cancers.

My name is Erika Almeida and I am a candidate for the 2019 Leukemia and Lymphoma Society’s Man and Woman of the Year Campaign. The LLS Man & Woman of the Year Campaign is a philanthropic competition to support blood cancer research among a group of motivated and dedicated individuals in communities across the United States. Candidates form powerful fundraising teams and compete in honor of two local children who are blood cancer survivors.



I am contacting you to ask for your support in the form of sponsorship. My team, EndCancer00 with Team Erika has 10 weeks to promote awareness and raise money to help fund research for therapies that save the lives of blood cancer patients every day. We want to end blood cancer, so we have decided to participate in The Leukemia & Lymphoma Society's (LLS) Man & Woman of the Year campaign. On March 31, 2016, my father was diagnosed with a rare form of Leukemia called Chronic Myelomonocytic Leukemia (CMML). Our team also lost a very sweet friend on October 31, 2018 to leukemia. Schyler Herman (pictured above with some of our team members) was only 15 years old when she lost her battle to leukemia. Schyler wanted us all to continue fighting for a cure; we fight in honor of our Warrior Angel. We are participating in this campaign so no person will ever have to hear the words, “you have cancer”.

I have attached my story to give you an understanding of why I am so driven and why I need your help. Please consider sponsoring our 2019 LLS Man and Woman of the Year Campaign. Your support will help my team immensely. We hope to raise enough funds for at least 3 research grants. Each research grant is \$50,000.

An estimated 1,012,533 people in the United States are living with, or are in remission from, leukemia, Hodgkin lymphoma, non-Hodgkin lymphoma or myeloma. It is for these fathers, mothers, children, and friends who will benefit from your contribution. We hope that we can write you soon to let you know that your donation helped create a cure for all other blood-related illnesses. It means the world to us, and you are truly making a difference!

Alone we can do so little – together we can do so much. I thank you for your consideration and hope you will pledge to sponsor my campaign. I appreciate any help you can provide towards taking one step closer to ending cancer.

Thank you from the bottom of my heart.

Warm Regards,
Erika Almeida



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EndCancer00 With Team Elika 2019 LLS Lehigh Valley Man & Woman of the Year Partnership Commitment Form



Sponsorship Partner Opportunities

CORPORATE BEACON SPONSOR - \$60,000



- Company highlighted as Presenting Sponsor in every instance of the local event title
- Company logo displayed on candidate billboards across the Lehigh Valley Area
- Grand Finale program books – Premier color logo recognition on program book front cover
- Two-page black & white spread in the Grand Finale program book _Center
- Two tables of 10 to the Grand Finale Gala Celebration (20 tickets)
- Recognition in the LLS annual report – 20,000 distributed nationally
- “Reserved” table sign with company name and logo
- Recognition in event related media coverage and/or press releases distributed to local media
- Company logo displayed on event signage and 2019 recruitment collateral
- On stage podium recognition at the Grand Finale Gala Celebration
- Logo and link on the local pages of the LLS Man & Woman Year’s website
- Company name listed on signage at all EndCancer00 with Team Elika events during 10-week campaign
- Company name and logo listed on EndCancer00 with Team Elika website (EndCancer00.com)
- Company name mentioned on all EndCancer00 with Team Elika Social Media platforms
- Company name and logo featured on event banners
- Company name and logo featured at June 2, 2019 5K Run/Walk Festival EndCancer00 with Team Elika Event, Including on all T-shirts provided to all participating runners
- Company information and marketing materials placed in June 2, 2019 5K Race swag bags

Activation available: Toast to Heroes; Experience of the Year; Mission & Citizenship; Lights, Camera, Action



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CO-PRESENTING SPONSOR - \$30,000 (INDUSTRY EXCLUSIVITY)



- Company highlighted as Presenting Sponsor in every instance of the local event title
- Company logo displayed on candidate billboards across the Lehigh Valley
- Opportunity to speak at Grand Finale
- Premiere placement of one b/w full page advertisement in Grand Finale program book
- One table of 10 to the Grand Finale Gala Celebration
- Recognition in the LLS annual report – 20,000 distributed nationally
- “Reserved” table sign with company name and logo
- Recognition in event related media coverage and/or press releases distributed to local media
- Company logo displayed on event signage and 2019 recruitment collateral
- On stage podium recognition at the Grand Finale Gala Celebration
- Logo and link on the local pages of the LLS Man & Woman Year’s website
- Company name listed on signage at all EndCancer00 with Team Elika events during 10-week campaign
- Company name and logo listed on EndCancer00 with Team Elika website (EndCancer00.com)
- Company name mentioned on all EndCancer00 with Team Elika Social Media platforms
- Company information and marketing materials placed in June 2, 2019 5K Race swag bags

Activation available: Toast to Heroes; Experience of the Year; Mission & Citizenship; Lights, Camera, Action

PLATINUM SPONSOR - \$15,000



- Premiere placement of one b/w full page advertisement in Grand Finale program book
- One table of 10 to the Grand Finale Gala Celebration
- Recognition in the LLS annual report – 20,000 distributed nationally
- “Reserved” table sign with company name and logo
- Full page b/w advertisement in Grand Finale program book
- Recognition in event related media coverage and/or press releases distributed to local media
- Company logo displayed on event signage and 2019 recruitment collateral
- On stage podium recognition at the Grand Finale Gala Celebration
- Logo and link on the local pages of the LLS Man & Woman Year’s website
- Company name listed on signage at all EndCancer00 with Team Elika events during 10-week campaign
- Company name and logo listed on EndCancer00 with Team Elika website (EndCancer00.com)
- Company name mentioned on all EndCancer00 with Team Elika Social Media platforms

Activation available: Red Carpet Live; Location, Location, Location; The Envelope Please; All Star Sponsor; Going Once, Twice, Sold



EndCancer00.com

Phone: 570-994-4119

EndCancer00@gmail.com





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GOLD SPONSOR - \$10,000



- “Reserved” table sign with company name and logo
- Full page b/w advertisement in Grand Finale program book
- Recognition in event related media coverage and/or press releases distributed to local media
- Company logo displayed on event signage and 2019 recruitment collateral
- On stage podium recognition at the Grand Finale Gala Celebration
- Logo and link on the local pages of the LLS Man & Woman Year’s website
- 8 tickets to Grand Finale Gala Celebration
- Company name listed on signage at all EndCancer00 with Team Elika events during 10-week campaign
- Company name and logo listed on EndCancer00 with Team Elika website (EndCancer00.com)
- Company name mentioned on all EndCancer00 with Team Elika Social Media platforms

Activation available: Double Down; Ride in Luxury; Alumni; After Party; Motivation Frenzy



SILVER SPONSOR - \$5000



- Full page b/w advertisement in Grand Finale program book
- Recognition in event related media coverage and/or press releases distributed to local media
- Company logo displayed on event signage and 2019 recruitment collateral
- On stage podium recognition at the Grand Finale Gala Celebration
- Logo and link on the local pages of the LLS Man & Woman Year’s website
- 6 tickets to Grand Finale Gala Celebration
- Company name listed on signage at all EndCancer00 with Team Elika events during 10-week campaign
- Company name and logo listed on EndCancer00 with Team Elika website (EndCancer00.com)
- Company name mentioned on all EndCancer00 with Team Elika Social Media platforms

Activation available: Entertainment; Glam Squad; Hydration & Libations

BRONZE SPONSOR - \$2,500



- Full page b/w ad in the Grand Finale program book - \$1,000 value
- Logo placement on audio visual scroll and signage at event
- Logo on the local pages of the LLS Man & Woman Year’s website
- 4 tickets to Grand Finale
- Company name listed on signage at all EndCancer00 with Team Elika events during 10-week campaign
- Company name and logo listed on EndCancer00 with Team Elika website (EndCancer00.com)
- Company name mentioned on all EndCancer00 with Team Elika Social Media platforms

Activation available: Candidate Midnight Madness; Team Member Midnight Madness; Operation Inspire; Treat Yourself; Unsung Heroes

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SUPPORTING SPONSOR - \$1,500



- Two (2) tickets to the Grand Finale
- Half page black & white ad in program book
- Company name listed on signage & power point presentation shown at the Grand Finale – 425 attendees
- Company name listed on signage at all EndCancer00 with Team Elika events during 10-week campaign
- Company name and logo listed on EndCancer00 with Team Elika website (EndCancer00.com)
- Company name mentioned on all EndCancer00 with Team Elika Social Media platforms



STRENGTH SPONSOR - \$1,000



- Company name listed on signage at all EndCancer00 with Team Elika events during 10-week campaign
- Company name and logo listed on EndCancer00 with Team Elika website (EndCancer00.com)
- Company name mentioned on all EndCancer00 with Team Elika Social Media platforms

HOPE SPONSOR - \$750



- Company name and logo listed on EndCancer00 with Team Elika website (EndCancer00.com)
- Company name mentioned on all EndCancer00 with Team Elika Social Media platforms

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SPONSOR/Partner Information

To be an official Man & Woman of the Year Sponsor, we must receive your signed contract and payment in order to fulfill all promised sponsor benefits

Company Name: _____
Company Contact Name: _____
Title / Position: _____
Company Address: _____

Phone Number: _____ Email Address: _____
Authorized Signature: _____



MWOY Candidate: Erika Almeida (EndCancer00 with Team Erika)

- Company Website: _____
- Twitter: _____
- Instagram: _____

PAYMENT INFORMATION

_____ Enclosed is my check for \$_____ **(Please write Candidate's name on memo line: Erika Almeida)**

_____ Please send me an invoice for \$ _____

_____ Charge my credit card for \$ _____

Name on Credit Card: _____

Is Address associated with card the same as above? _____

Type of Credit Card (circle one): Visa Master Card Amex Discover

Card Number: _____

Exp Date: _____ Card Verification Number: _____



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To be an LLS Man & Woman of the Year sponsor, we must receive your signed commitment form, Thank you!

Payment Information: Payment may be made by check, invoiced or credit card.

*** Payment must be received no earlier than March 25, 2019 and No Later than May 15, 2019.**

Please return this form to:

Erika Almeida
6143 Victoria Drive, Tobyhanna, PA 18466

Contact MWOY 2019 Candidate, Erika Almeida (570) 994-4119
Contact Campaign Manager, Rachel Travers (717) 319-4602
Email: EndCancer00@gmail.com