



# Corporate Sponsors

## Benefits and Background

The Leukemia & Lymphoma Society  
Greater San Francisco Bay Area Chapter  
(415) 581-1166 or (707) 303-4800  
[www.teamintraining.org/sf](http://www.teamintraining.org/sf)

The Leukemia & Lymphoma Society® (LLS) is the world's largest voluntary health organization dedicated to funding blood cancer research and providing education and patient services. Founded in 1949, we are relentless in pursuit of our mission: Cure leukemia, lymphoma, Hodgkin's disease and myeloma, and improve the quality of life of patients and their families.

LLS's **Team In Training** (TNT) offers hands-on training unlike any other program. You'll get more help than with other charities, gyms, online training programs or sports clubs. We're an established network of coaches, mentors and teammates, built by The Leukemia & Lymphoma Society over the past 22 years.

The need is critical: **More than 957,000 people in the United States have leukemia, Hodgkin or non-Hodgkin lymphoma or myeloma.** Every four minutes, someone new is diagnosed with blood cancer. Every 10 minutes, someone dies.

Leukemia causes more deaths than any other cancer among children under the age of 20. Lymphomas are the most common blood cancers and incidence increases with age. The survival rate for myeloma is only 35 percent.

For more information about our mission, blood cancers and emerging treatments, visit [www.LLS.org](http://www.LLS.org). For information about TNT or to register for an information meeting, visit [www.teamintraining.org/sf](http://www.teamintraining.org/sf), or call (415) 581-1166 or (707) 303-4800.

### Participant profile and scope

According to a 2004 Phoenix International report, the average TNT participant is **32 years old** (range is 26–55) and makes **\$89,300** (\$102,400 with inflation) per year. **73 percent of participants are women**, and **86 percent have a college education**.

The TNT Greater San Francisco Bay Area Chapter represents 35 teams hailing from San Francisco, Marin, Alameda, Contra Costa, Sonoma, Napa and Solano counties. TNT offers four training seasons year round, giving partners continuous promotional opportunities in this rapidly growing market. Partnering with TNT will enhance your organization's image of public consciousness and concern in the community, while offering tremendous potential for advertising, publicity, and sales promotion.

### Sponsor and Partner levels

<b>Team In Training Team Sponsor:</b>	\$25,000 or more
Team Sponsor benefits can be customized for company's marketing needs (contact your team manager for further assistance). Standard Team Sponsor benefits include:	
<ul style="list-style-type: none"><li>• Recognition (by color logo) as a Team Sponsor on TNT website (approx. 280,000 impressions) for four training seasons.</li><li>• Logo in recruitment brochure for four training seasons (about one year)</li><li>• Logo in paid advertising and direct mail (approx. five million impressions) for four training seasons</li><li>• Name and logo on back of event apparel for one year</li><li>• Banners (provided by sponsor) placed onsite at team trainings. Onsite recognition at team events.</li><li>• Verbal recognition and signage at pre-event inspiration dinner</li><li>• Name in LLS Annual Report</li><li>• Use of TNT and LLS logo, name or service marks</li></ul>	
<b>Titanium Partner</b>	\$15,000 to \$24,999
<ul style="list-style-type: none"><li>• Recognition (by logo) as a Titanium Partner on TNT website (approx. 280,000 impressions) for three training seasons</li><li>• Logo on all event apparel for three training seasons</li><li>• Banners (provided by sponsor) placed onsite at team trainings</li></ul>	
<b>Platinum Partner</b>	\$10,000 to \$14,999
<ul style="list-style-type: none"><li>• Recognition (by logo) as a Platinum Partner on TNT website (approx. 280,000 impressions) for two training seasons</li><li>• Logo on all event apparel for two training seasons</li><li>• Banners (provided by sponsor) placed onsite at team trainings</li></ul>	
<b>Gold Partner</b>	\$5,000 to \$9,999
<ul style="list-style-type: none"><li>• Recognition (by logo) as a Gold Partner on TNT website (approx. 280,000 impressions) for one training season</li><li>• Logo on all event apparel for one training season</li><li>• Banners (provided by sponsor) placed onsite at team trainings</li></ul>	
<b>Silver Partner</b>	\$2,500 to \$4,999
<ul style="list-style-type: none"><li>• Recognition (by company name) as a Silver Partner on TNT website (approx. 280,000 impressions) for one training season</li><li>• Banners (provided by sponsor) placed onsite at team trainings</li></ul>	
<b>Bronze Partner</b>	\$1,000 to \$2,499
<ul style="list-style-type: none"><li>• Recognition (by company name) as a Bronze Partner on TNT website (approx. 280,000 impressions) for one training season</li></ul>	

### Sponsor Team In Training

To get started, fill out the form on the back of this page.

For more information visit [www.teamintraining.org/sf](http://www.teamintraining.org/sf) or call (415) 581-1166 or (707) 303-4800.



# Corporate Sponsors Information and Response Form

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## Participant Information

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Participant Name \_\_\_\_\_

Event Name \_\_\_\_\_

Participant's Team Manager (ask Mentor if unsure) \_\_\_\_\_

Participant's Email \_\_\_\_\_

Day Phone \_\_\_\_\_ Eve Phone \_\_\_\_\_

*I am submitting the following type of corporate sponsorship or partnership (choose one):*

Team Sponsor (\$25,000)  Titanium (\$15,000)  Platinum (\$10,000)  Gold (\$5,000)  Silver (\$2,500)  Bronze (\$1,000)

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## Corporate Sponsor or Partner Information

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Corporate Contribution Amount \_\_\_\_\_

Company Name \_\_\_\_\_

Company Address \_\_\_\_\_

City, State, Zip \_\_\_\_\_

Name of Corporate Contact Person \_\_\_\_\_

Phone Number, Email \_\_\_\_\_

Corporate Website \_\_\_\_\_

We will send you a shirt featuring your Corporate logo (if applicable). Choose a size (W: 2XS-3XL; M: XS-4XL): \_\_\_\_\_

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## How to submit this form

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*For Team Sponsors:*

- Send **this form** and a **check** made out to LLS to your team manager at the appropriate address below.
- Email **full color logo** in Encapsulated PostScript (.EPS) format to your team manager.

*For Titanium, Platinum or Gold Partners:*

- Send **this form** to your team manager at the appropriate address below.
- Submit a **check** made out to LLS to Paycor (see [www.tntanswercentersf.org](http://www.tntanswercentersf.org) for instructions).
- Email **black and white logo** in Encapsulated PostScript (.EPS) format to your team manager.

*For Silver or Bronze Partners:*

- Send **this form** to your team manager at the appropriate address below.
- Submit a **check** made out to LLS to Paycor (see [www.tntanswercentersf.org](http://www.tntanswercentersf.org) for instructions).

### LLS Addresses:

*For San Francisco, Marin and East Bay Teams:* 221 Main Street, Suite 1650, San Francisco, CA 94105

*For Redwood/Wine Country and Solano Teams:* 555 Fifth Street, Suite 320, Santa Rosa, CA 95401