

7th Annual Big D Climb Overview

EVENT BACKGROUND:

The Big D Climb has had overwhelming growth since its first year in 2009. In 2014, the climb broke records by hosting 1,324 climbers who raced up 52 stories of stairs and raised \$210,000 to further the mission of LLS. Strong sponsor support, word of mouth and extensive grassroots marketing efforts all attribute to the success of one of the fastest growing events in North Texas.

2009: 184 participants raising \$25,000
 2010: 630 participants raising \$77,000
 2011: 850 participants raising \$93,000
 2012: 1,067 participants raising \$145,000
 2013: 1,265 participants raising \$195,000
 2014: 1,324 participants raising \$210,000



Lainey, our 2014 Honored Hero, with her older sister, Avery

EVENT DESCRIPTION:

On Saturday, January 31, 2015 more than 1,500 climbers will come together at Comerica Bank Tower to race and raise money to support blood cancer research. Climbers are encouraged to form teams and to fundraise outside of the \$45 registration fee. Fundraising efforts are awarded with top notch incentives including Big D Climb gear, gift cards, electronics, and much more! Each climber receives a 7-day training pass and training recommendations from trainers at 24 Hour Fitness, as well as an invitation to the post-climb party as part of their registration fee. There are a number of industry challenges that come with their own sets of prizes: **1st Responders Challenge (16 North Texas First Responders Teams in 2014!)**, Corporate Challenge, and more!



Presenting Sponsor Ivie & Associates, Inc...long time supporters and sponsor!

EVENT DEMOGRAPHICS:

Of the 1,300+ climbers who participated in 2014, 54% of the climbers were women and 46% were men. The largest age division was 31-40 followed by the 21-30 division. The youngest climber in 2014 was 2 years old and the oldest was 84 years old.

EVENT SPONSORS:

2014 sponsors: Presenting Sponsor Ivie & Associates, Inc., Mission Sponsor Tenet Healthcare, Corporate Chair CBRE, Post Apartment Homes, Land Rover, Dos Equis, 24 Hour Fitness, Fountain Place, Luke's Locker, Yelp, Greensheet, One Arts Plaza, Jorge's, Fedora

MEDIA COVERAGE:

Feature pieces on the 2014 Big D Climb were published and/or broadcast in the following media outlets: CBS 11, Pilot Point Post Signal, KRLD TV, Dallas Morning News, Natural Awakenings, WFAA, and Fox. Live Shots the morning of the climb on WFAA, CBS11, FOX4, CW33, and NBC5. These features are in addition to the various community calendars and official Big D Climb Facebook page (over 1,500 fans).



People join us from all over North Texas to climb in Honor or in Memory of their loved ones.

THE MISSION OF THE LEUKEMIA & LYMPHOMA SOCIETY

Who We Are: The Leukemia & Lymphoma Society is the world's largest voluntary health organization dedicated to finding a cure for blood cancers. The Society's mission is to find a cure for leukemia, lymphoma, myeloma and Hodgkin's disease and to improve the quality of life for patients and their families.

What We Do: *Invest in blood cancer research* — LLS has invested more than \$800 million in research since its founding in 1949, over 60 years ago. Programs like the Specialized Center of Research (SCOR), which brings together teams of scientists from different disciplines for a collaborative research effort, and the Translational Research Program, which funds research with a high probability of producing innovative patient treatments in an accelerated time frame, have directly contributed to many breakthrough cancer treatments. Research funded by the Society has led or contributed to advances such as chemotherapy, bone marrow and stem cell transplant, and new targeted oral therapies such as Gleevec, considered the “cure” for Chronic Myelogenous Leukemia (CML) and being used to treat other types of cancers.

Provide critical information and support for patients and their families — the Society made more than 4.2 million contacts with patients and families last year through our Information Resource Center, our award winning website, and community-based patient services programs, including free education materials, family support groups, back-to-school programs and financial aid. We brought people together with experts through webcasts and teleconferences, and provided professional education through seminars to extend the latest findings to a broader professional audience.

Why We Do It: The Need is Critical-

- More than 1,012,533 Americans are living with a blood cancer.
- Every 4 minutes, someone new is diagnosed with a blood cancer. Every 10 minutes, someone dies.
- Leukemia causes more deaths than any other cancer among children and young adults under the age of 20.
- Lymphomas are the fifth most common type of cancers and incidence increases with age.
- The survival rate for myeloma is only 33 percent and incidence is twice as high among African Americans as for all other races.

How We Do It: As a nonprofit, we rely on the generosity of individuals, corporations and foundations to advance our mission. Seventy-five percent of our total expenditures support cancer research, education, advocacy patient services programs.

Saturday, January 31, 2015

Comerica Bank Tower

Downtown Dallas

Sponsorship Opportunities and Contract

Name of Company, Foundation or Individual: _____

(Please print exactly as it should appear in publication)

Address: _____

City: _____ ST: _____ Zip: _____

Phone: _____ Fax: _____

Email: _____

Contact Name: _____

Contact Phone: _____

I wish to remain anonymous ☐

Method of Payment

Enclosed is my check for \$ _____. Please make check payable to The Leukemia & Lymphoma Society or LLS.

Please charge my credit card (circle): Visa MasterCard American Express

Name as it appears on the card: _____

Card Number: _____

Security Code: _____ Expiration Date: _____

Please submit Sponsorship Contract with payment to:

The Leukemia & Lymphoma Society

Attention: Big D Climb

8111 LBJ Freeway, Suite 425

Dallas, TX 75251

Or fax to 972.996.5990 or email melissa.jacobowski@lls.org.

Questions? Please call 972.996.5900

Footnotes

¹ In-Kind Gifts are valued at 50% of Fair Market Value

² Marketing Materials include but are not limited to: LLS website, Participant Handbook, Save the Date card, brochure, poster, t-shirts and event day signage and banners *given the below referenced deadlines*.

³ These sponsor levels also can be designated as **Naming Rights Sponsors** (see list) with sponsor logo on appropriate materials. For example: at Volunteer Check-in, verbiage will state that Sponsor is the Volunteer Sponsor.

Sponsorship Contract Receipt Deadlines

May 1, 2014 to be included on Save the Date card and poster.

August 1, 2014 to be included on brochure.

January 5, 2015 to be included on t-shirt and event-day signage and banners.

PLATINUM SPONSOR (\$15,000)³

- Speaking opportunity during climb
- Co-Branded commercials streamed on event day
- Sponsor logo on marketing materials²
- Hyperlink on Big D Climb Website
- (6) company name mentions during start line announcements
- At least one featured mention on all social media
- Opportunity for vendor booth on Top Floor and After Party
- Sponsor signage along course on (6) floors
- Packet delivery to sponsor location
- Special Check-in Area on Event Day
- Opportunity to place product sample/flyer in participant goody bags
- Recognition in LLS Annual Report
- Registration fees waived for (12) teammates

GOLD SPONSOR (\$10,000)³

- Sponsor logo on marketing materials²
- Hyperlink on Big D Climb Website
- (4) company name mentions during start line announcements
- At least one featured mention on all social media
- Opportunity for vendor booth at After Party
- Sponsor signage along course on (4) floors
- Opportunity to place product sample/flyer in participant goody bags
- Recognition in LLS Annual Report
- Registration fees waived for (8) teammates

SILVER SPONSOR (\$7,500)³

- Sponsor logo on marketing materials²
- Hyperlink on Big D Climb Website
- (3) company name mentions during start line announcements
- Opportunity for vendor booth at After Party
- Sponsor signage along course on (3) floors
- Opportunity to place product sample/flyer in participant goody bags
- Registration fees waived for (6) teammates

BRONZE SPONSOR (\$5,000)³













- Sponsor logo on marketing materials²
- (2) company name mentions during start line announcements
- Opportunity for vendor booth at After Party
- Sponsor signage along course on (2) floors
- Opportunity to place product sample/flyer in participant goody bags
- Registration fees waived for (4) teammates

SPONSOR (\$2,500)

- Sponsor name on marketing materials²
- (1) company name mentions during start line announcements
- Sponsor signage along course on (1) floors
- Registration fees waived for (2) teammates

Naming Rights Opportunities

Please refer to Sponsorship Opportunities and Contract for a Full Description of Benefits.

Sponsorship Level Naming Rights	Presenting Sponsor: \$20,000	Platinum Sponsor: \$15,000	Gold Sponsor: \$10,000	Silver Sponsor: \$7,500	Bronze Sponsor: \$5,000
Presenting					
After Party ¹					
Start Line ²					
Kick-Off Campaign Event					
Finish Line ²					
Registration					
Mission					
Survivors					
Volunteer					
After Party- Food					
After Party -Kids Zone					
After Party-Beverage					

¹ Includes all aspects of the After Party including, but not limited to Band, Location Fee, Awards, Food and Beverage.

² Sponsor could obtain naming rights for both Start Line and Finish Line, at a reduced Sponsor Level of \$15,000.

Questions? Please call 972.996.5900