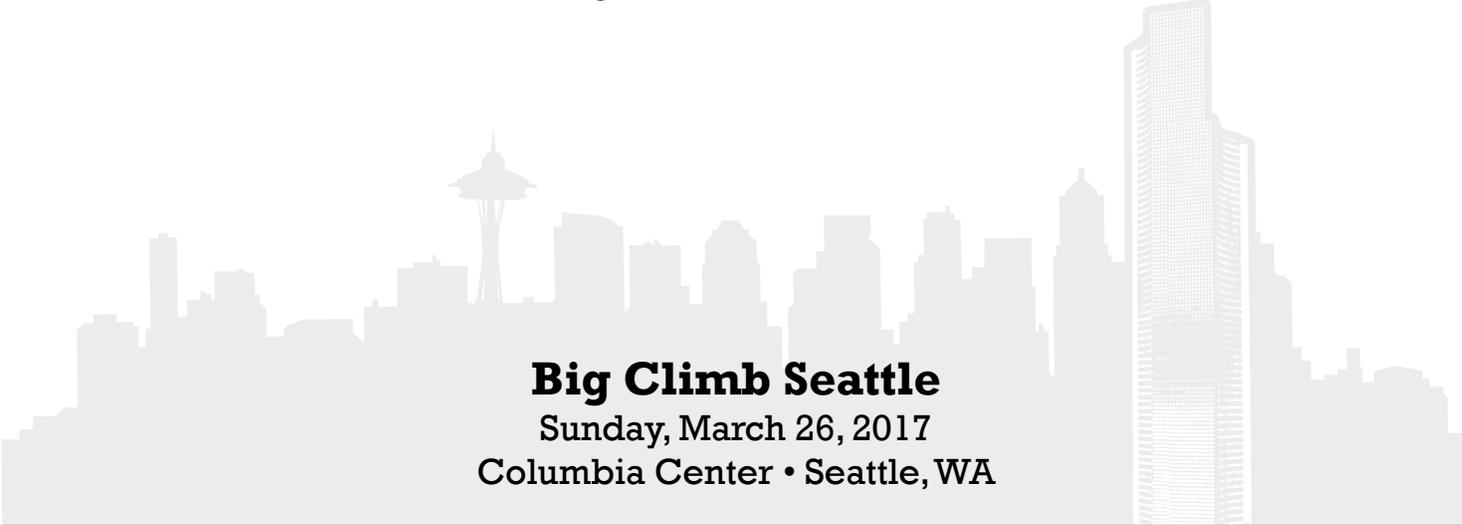

CLIMB. CONQUER. CURE.

Big Climb 31: Sponsorship Opportunities

In The Fight To End Blood Cancers



Big Climb Seattle

Sunday, March 26, 2017

Columbia Center • Seattle, WA

The Leukemia & Lymphoma Society

Washington/Alaska Chapter

Josh Buren

123 NW 36th Street, Suite 100

Seattle, WA 98107

206.957.4582

Josh.Buren@lls.org

Our Mission:

Cure leukemia, lymphoma, Hodgkin's disease and myeloma, and improve the quality of life of patients and their families.



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BIG CLIMB SEATTLE



Big Climb is The Leukemia & Lymphoma Society's annual stair climb to the top of Seattle's tallest skyscraper. 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-floor 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 26, 2017, 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.**



With the support of corporate sponsors, corporate teams, friends & family teams, and individuals, **Big Climb** raised **\$2.74 million** in 2016. In 2017, our goal will be even higher because every additional dollar raised helps fund research that gets us closer to cures for all blood cancers. The need is great, but the opportunity to make a difference is even greater!

We invite you to partner with the Leukemia & Lymphoma Society on its journey to finding better treatments and cures for blood cancers, while supporting those who currently are battling a blood cancer diagnosis. Please join us as a Big Climb sponsor in order to not only benefit from numerous exposure opportunities, but also fight blood cancers along the way!



Words from a Sponsor:

"Seattle Metropolitan Credit Union is proud to be a continuing sponsor of LLS's Big Climb campaign. I appreciate their dedication to creating a lasting professional relationship, and the flexibility I have to customize my sponsorship to meet our specific marketing needs. The event itself is very well organized and managed. Everyone participating has such a positive and fun energy, and it's all for such a worthy cause."

Lindsay Taplin: SMCU, 2016 Big Climb Sponsor

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Who will you reach?

HISTORY OF BIG CLIMB

- * In 2017, we will celebrate our 31st year of Big Climb
- * 6,000 climb the Columbia Center Tower each year
- * 10,000+ event day attendees
- * In 2009, Big Climb sold out for the first time
- * Last year, the event took only 8 hours to sell out

“This was a fantastic event. We were truly blown away by the amount of exposure we received and all for such a great cause.” - Brett Willard, Arista Catering (2015 Big Climb Sponsor)

Exposure within the Big Climb Community

AWARENESS AND REVENUE GENERATION:

Exposure of your products and services to the Big Climb's large and responsive audience.

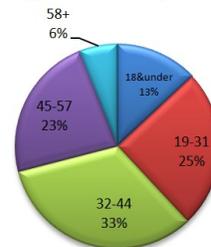
BRAND RECOGNITION AND GOODWILL:

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.

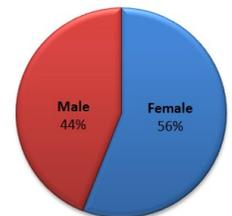
ENHANCED EMPLOYEE MORALE AND TEAM BUILDING:

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.

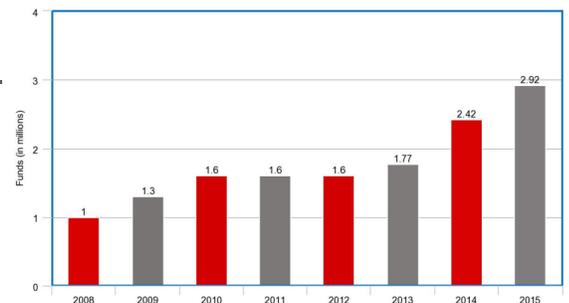
Age of Participants



Participant Gender



Revenue Raised



Juno Therapeutics
2016 Corporate Team & Event Sponsor



Team Jaime (T-Mobile)
2016 3rd Place Corporate Team

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2017 Sponsorship Opportunities

Not all possible benefits are listed below—contact us for more information on sponsorship opportunities!

Our goal is to ensure our sponsor benefits meet the expectations of our corporate partners and reach their target audience in a new and exciting way! There are numerous ways of partnering with Big Climb, and we look forward to exploring what benefits best suit your company.



Pre-Event

- * Company logo on Fall and/or Spring marketing materials
- * Company logo on team captain packet
- * Recognition in event newsletters
- * Recognition Big Climb social media page(s)
- * Statement from company in event newsletter
- * Naming rights to pre-event gatherings (kick-off, rally, stair climb clinics)
- * Company incorporated in event press opportunities

Day of Event

- * Company logo on timing chips or race bibs
- * Company logo on participant event t-shirts
- * Company banner displayed at event
- * Naming rights to event locations (Atrium level, water stop, finish or start line, Summit Club, etc.)
- * Atrium level booth space on event day
- * Verbal recognition in event day program
- * Opportunity to hand out company product
- * Complimentary event entries

Post-Event

- * Company logo on post-event email
- * Opportunity to place offer in participant virtual goodie bag
- * Recognition in 2018 sponsorship proposals to top Puget Sound area companies
- * Logo on post-event marketing materials
- * Naming rights to Climbs Awards Ceremony

Entire Event Season

- * Company name as part of event name (“Big Climb presented by...”)
- * Company logo on Big Climb website
- * Naming rights to event
- * Targeted social media campaign
- * Information available to participants during event season



Together we can make a **BIG difference in the fight against cancer.**

Please contact Josh Buren to discuss a customized sponsorship package, or for more information.

Josh.Buren@lls.org
206.957.4582

CLIMB. CONQUER. CURE.

The Leukemia & Lymphoma Society

The Impact



Saving Lives Not Someday, But Today!

- * During the last 60 years, LLS has invested over **\$1 billion** to develop blood cancer therapies, helping advance many of the drugs already approved for blood cancer patients.
- * Since the early 1960s, the survival rate for many blood cancer patients has **doubled, tripled, and even quadrupled.**
- * Nearly half of new cancer therapies approved by the FDA between 2000 and 2012 were first approved for **blood cancer patients.**
- * An estimated **1.1 million people** in the United States are living with a blood cancer today.
- * **Every three minutes** someone is diagnosed with a blood cancer, and every ten minutes someone dies.



***Blood Cancer Survivor Colin Craig**, pictured above with his team, climbed the 1,311 steps of the Columbia Center in just 14 minutes and 30 seconds. In that time, blood cancer became a reality for four people in the United States, and claimed the life of another.*

Our Investment

Last year, LLS committed more than \$67.2 million to blood cancer research internationally. Ten active research projects in Washington State represent an overall commitment of over **\$3.6 million locally**. In the past 15 years, LLS has invested more than \$20 million in Washington State cancer researchers.

Last fiscal year, our Co-Pay Assistance Program helped 174 financially-eligible blood cancer patients in Washington and Alaska, for a total of \$386,002 in direct patient support to local families.

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Special Thanks to our 2016 Corporate Sponsors!



Together we can make a **BIG** difference in the fight against cancer.