



This cancer will not stand, man.

THE 13TH ANNUAL
THE DUDE HATES CANCER®

PHILADELPHIA, PA

2018 SPONSORSHIP OPPORTUNITIES & BENEFITS

#phillyabides



LEUKEMIA &
LYMPHOMA
SOCIETY®



*The Dude
Hates Cancer*



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TDHC AT A GLANCE

- WHAT:** The Dude Hates Cancer® (TDHC) is an annual campaign to commemorate and bring hope to those touched by blood cancer. Since it began in 2006, TDHC has spread to 3 other cities and raised over **\$704,000** for LLS.
- WHEN:** **August 22nd** (Kick-off Event) through events all summer/fall to **Saturday, November 3, 2018** (Bowling Tournament)
- WHERE:** Join us at fundraising events throughout the campaign or at our grand finale bowling tournament at **South Bowl Lanes** at 19 East Oregon Avenue, Philadelphia.
- WHO:** Our 2018 Philly campaign will host over **200 participants, plus family and friends.**
- HOW:** Up to 16 teams (6 to 10 bowlers each) compete against each other to be the Highest Scoring Team and Highest Fundraising Team. No bowling experience necessary. Each team raises money in the community and wins donated prizes for their efforts.



QUICK FACTS ABOUT TDHC

- 2018 marks the 13th annual campaign in Philadelphia
- Our participants generally fall between the ages of 21 to 45.
- The campaign draws its name from the lead character in the Coen Brothers' bowling-centric movie, "The Big Lebowski." The Dude was played by Oscar-winning actor, Jeff Bridges, who has personally donated items for auction to TDHC.
- Prizes are donated to TDHC from over 100 local and regional restaurants, shops, and business annually.
- TDHC's dedicated organizing committees in each city are made up entirely of volunteers.

THROUGH THE YEARS

- 2006** (Philadelphia)
Inaugural event. 8 teams, 60 bowlers.
\$1,400 raised.
- 2007** (Philadelphia)
Sponsors enlisted. Number of teams double.
\$3,700 raised.
- 2008** (Philadelphia)
Halloween weekend. Jeff Bridges donates.
\$5,100 raised.
- 2009** (Philadelphia)
First organizing committee formed. \$27,000 raised. Earns official LLS campaign status.
- 2010** (Philadelphia)
The Restaurant Pass raffle is born. 250 participants enlisted. \$61,000 raised.
- 2011** (Philadelphia)
350 participants bowled through Hurricane Irene! \$83,000 raised.
- 2012**
\$84,000+ raised in Philly.
Buffalo is born, raises \$30,000!
- 2013**
\$60,000 raised in Philly.
\$51,000 raised in Buffalo.
- 2014**
\$50,000 raised in Philly.
\$44,000 raised in Buffalo.
Los Angeles is born, raises \$11,000!
- 2015**
\$62,000 raised in Philly.
\$3,200 raised in Buffalo at a brewing event.
\$8,700 raised in Los Angeles.
Cleveland is born, raises \$5,000!
- 2016**
\$60,000 raised in Philly.
\$2,200 raised in Buffalo at a brewing event.
- 2017**
\$50,000 raised in Philly.
\$3,800 raised in Buffalo at a brewing event.
- 2018**
Philly 13th annual. Goal: \$60,000!



TDHC 2010 Honorary Hero and Acute Lymphoblastic Leukemia Survivor Jordyn McKannan (Right) with her mother.



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WHY SPONSOR?

- Sponsors receive various levels of recognition as outlined on the following page, and they will be associated with the world's largest voluntary health agency dedicated to blood cancers.
- 100% of funds raised go directly to The Leukemia & Lymphoma Society, Eastern Pennsylvania chapter. Contributions are tax-deductible.
- The campaign is heavily promoted in the media and in our community. Exposure in past years include: NBC10, PHL17, WXPB, WMMR, Inquirer, Metro, City Paper, Philly Weekly, Philly ChitChat & social media outlets.
- **Your support saves lives.**

ABOUT THE LEUKEMIA & LYMPHOMA SOCIETY

The mission for the Leukemia & Lymphoma Society is to cure leukemia, lymphoma, Hodgkin's disease and myeloma, and improve the quality of life for patients and their families. The LLS is a 501(c)(3) non-profit organization. Key areas of focus include:

- **Research:** LLS-funded research has led to key advances in understanding blood cancers and has helped produce new treatments to enhance and prolong lives, including chemotherapy, radiation, stem cell transplantation, and cell target therapies.
- **Patient Services:** LLS has over 61 chapters throughout the U.S. and Canada, each conducting patient service programs such as support groups, peer counseling and patient financial aid.
- **Advocacy:** LLS's advocacy program promotes increased federal funding of biomedical research and influences healthcare reform issues, including ready access to quality cancer care and insurance coverage of patient-care cost in clinical trials.
- **Education:** The latest scientific and treatment advances are shared by LLS's team of medical professionals through medical symposia and educational events. All funds raised benefit the Leukemia & Lymphoma Society and their mission: to cure leukemia, lymphoma, Hodgkin's disease, and myeloma, and improve the quality of life for patients and their families.



Tim Maxwell, TDHC Founder/National Chair; Helen Chung, National Co-Chair; Sabina Borza, 2014 Honorary Hero; Mike Murphy, Philly Chair; Lauren Mallik, LLS



Participating Team since 2009: We Roll on Shabbos



2011 Honorary Hero, APL Survivor, Tiffany Kidd



Participating Team since 2006: The High Rollers

FAST FACTS

More than 1 million Americans are living with or in remission from blood cancer.

Every 4 minutes, someone in the U.S. is diagnosed with a blood cancer.

Every 10 minutes, someone in the U.S. dies from a blood cancer.

Leukemia is the leading cause of cancer death in children and young adults.

Blood cancer is the third leading cause of all cancer deaths (breast cancer is fourth).

Since the early 1960s, 5-year survival rates for many blood cancers have doubled, tripled, or even quadrupled.



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2018 SPONSORSHIP OPPORTUNITIES

| | AFTER PARTY \$250 | BRONZE \$500 | SILVER \$1,000 | MISSION \$2,500 | GOLD \$5,000 | PRESENTING \$7,500 |
|--|----------------------|---------------------------|--------------------------|-----------------------|------------------------|--|
| Sponsor Recognition & Marketing Benefits: | | | | | | |
| Recognition in Program Book distributed to all participants at Main Event* | Name + Logo | Business-card 3.5 x 2" ad | Quarter-page 3.5 x 5" ad | Half-Page 7.5 x 5" ad | Full-page 7.5 x 10" ad | Logo on Cover + Full-page 7.5 x 10" ad |
| Recognition in looping slideshow on large projection screens & televisions throughout facility at Main Event | Name or Logo | Name or Logo | Name or Logo | Name or Logo | Name + Logo | Ad* / Name + Logo |
| Recognition in Team Welcome Packets* | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ |
| Opportunity to display business cards, brochures, and other promotional materials at Main Event* | at After Party | ✓ | ✓ | ✓ | Table | Table |
| Recognition on social media via TDHC's Facebook, Twitter, Instagram & LinkedIn accounts | 1 FB Post 1 Tweet | 1 FB Post 1 Tweet | 1 FB Post 1 Tweet | 1 FB Post 1 Tweet | 2 FB Posts 2 Tweets | Multiple Posts all accounts |
| Company logo & link on TDHC website (under Sponsors) | on After Party page | ✓ | ✓ | ✓ | ✓ | ✓ |
| Logo displayed on Givesmart (silent auction website sent to over 40K email addresses associated w LLS) | -- | ✓ | ✓ | ✓ | ✓ | ✓ |
| Recognition on 2018 Event T-Shirt* | -- | Name | Logo | Logo | Large Logo | Presenting Logo |
| Name recognition in email blast(s) to mailing list | -- | -- | in 1 Email Blast | in 1 Email Blast | in 2 Email Blasts | in ALL Email Blasts |
| Corporate banner displayed at Kick-off Event, Main Event, and After Party* | -- | -- | at Main Event | at Main Event | All Events | All Events |
| Verbal recognition in announcements during Kick-off Event, Main Event, and After Party* | at After Party | -- | -- | ✓ | ✓ | ✓ |
| Mention in press releases distributed to media outlets* | -- | -- | -- | ✓ | ✓ | ALL |
| Company logo signage on step and repeat banner at Main Event. Participants can fill out stickers and post onto the banner answering "Why I bowl" | -- | -- | -- | ✓ Exclusive | -- | -- |
| Complimentary bowling teams of 6 to 10 people each* | -- | -- | -- | -- | 1 Team | 2 Teams |
| Verbal recognition and display materials at participant support events hosted by TDHC | -- | -- | -- | -- | -- | ✓ |
| Opportunity for Company representative to speak during opening remarks at Main Event | -- | -- | -- | -- | -- | ✓ |
| Recognition in TDHC Save-the-Date postcards, printed materials, and all media ads for event* | -- | -- | -- | -- | -- | Logo |
| All printed campaign materials/signage will read "The Dude Hates Cancer 2018, Presented by [Company]" | -- | -- | -- | -- | -- | ✓ Exclusive |

*See Important Dates for deadlines on the following page. Any banners, ads, and promotional materials are to be provided by the Sponsor.



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IMPORTANT DATES

- July 31: Sponsorship deadline for inclusion on Save-the-Dates
- Aug 22: 2018 Campaign Kick-off Event
- Oct. 15: Sponsorship deadline for complimentary bowling teams
- Oct 21: Sponsorship deadline for inclusion on T-shirts
- Oct 28: Sponsorship deadline for inclusion in Silent Auction Program Books
- Nov 3: Grand Finale Bowling Tournament & After Party

ARTWORK SUBMISSION

Logos should be submitted as vector-based .EPS, .PDF or .JPG file to ensure the best reproduction. Ads for Silent Auction Program Books can be submitted as a high-res press-ready PDF.

Submit artwork to mikem@thedudehatescancer.com.

OTHER WAYS TO HELP

In addition to sponsorship, there are many other ways to help.

- Your business can **donate an item, service or gift certificate** to be used as prize in our silent auction, fundraising tournament, or bowling tournament.
- Your business can **buy an ad in our program book** distributed to all attendees (see next page for advertising rates).
- We can always use **donated photography or printing services**.
- There are **separate fundraising events** leading up to the main event that **you can sponsor**. For example, your company could sponsor your own a happy hour with a fundraising element such as a raffle or \$5 cover.
- Your business could **sponsor a participating team**, or, better yet, **you could start a team for your business**. Starting a company bowling team is great for publicity, as well as an easy and fun way to foster teamwork and staff camaraderie. We make a great work event!
- **We are always willing to customize a promotional opportunity unique to your business**. Just ask us!
- Monetary donations are of course welcome in any amount and are 100% tax deductible.

VISIT US ONLINE



thedudehatescancer.com



*Scan with your smart device to
visit our website*



facebook.com/thedudehatescancer



[@dudehatescancer](https://twitter.com/dudehatescancer)



[@thedudehatescancer](https://www.instagram.com/thedudehatescancer)



[Linkedin.com](https://www.linkedin.com/company/thedudehatescancer)



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2018 SPONSORSHIP COMMITMENT FORM

CORPORATE SPONSORSHIP

We wish to sponsor this year's campaign as:

- ☐ an **After Party** Sponsor (\$250)
- ☐ a **Bronze** Sponsor (\$500)
- ☐ a **Silver** Sponsor (\$1,000)
- ☐ the **Mission** Sponsor (\$2,500)
- ☐ a **Gold** Sponsor (\$5,000)
- ☐ the **Presenting** Sponsor (\$7,500)
- ☐ We cannot be an official sponsor at this time, but please accept our contribution of \$_____.

PROGRAM BOOK AD

We wish to purchase an advertisement in the Program Book:

- ☐ **Business Card** 3.5 x 2" ad (\$100)
- ☐ **Quarter Page** 3.5 x 5" ad (\$200)
- ☐ **Half Page** 7.5 x 5" ad (\$300)
- ☐ **Full Page** 7.5 x 10" ad (\$400)

SPONSOR INFORMATION

Company Name _____

Company Contact Name _____

Address _____

City/State/Zip _____

Phone Number _____ Fax Number _____

E-mail Address _____

Signature _____

PAYMENT INFORMATION

- ☐ Enclosed is my check (payable to The Leukemia & Lymphoma Society) \$_____
- ☐ Please send me an invoice for \$_____
- ☐ Charge my credit card for \$_____

Name on Card: _____

Type of Card: Visa MC DISC AMEX

Card Number: _____

Exp. Date: _____ Card Verification Code (CVC)*: _____

* Three digits on signature strip (Visa/MC) or four digits located above card number (AMEX)

PLEASE RETURN TO:

The Leukemia & Lymphoma Society (LLS), Eastern PA Chapter
100 North 20th Street, Suite 405
Philadelphia, PA 19103
Attn: The Dude Hates Cancer / Rachel Komitzky
Phone: (610) 276-3203 / E-mail: Rachel.Komitzky@lls.org



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2018 DONATION FORM

We cannot be an official sponsor at this time, but please accept our in-kind donation(s).

- ☐ Enclosed is our donated item(s).
- ☐ Please contact us to pick up donated item.
- ☐ Donated item is being shipped.

DONOR INFORMATION

Company Name _____

Contact _____

Address _____

City/State/Zip _____

Phone Number _____ Fax Number _____

E-mail Address _____

Donated Item(s) _____

Approximate Value: _____

Thank you for your support!

PLEASE RETURN TO:

The Leukemia & Lymphoma Society (LLS), Eastern PA Chapter
100 North 20th Street, Suite 405, Philadelphia, PA 19103

Attn: The Dude Hates Cancer/ Rachel Komitzky

Phone: (610) 276-3203

E-mail: Rachel.Komitzky@lls.org

QUESTIONS?

Contact TDHC Philly Chair Mike Murphy:

mike@thedudehatescancer.com / 248-980-3285 (cell)

Contributions to The Leukemia & Lymphoma Society are tax-deductible. Support for the "The Dude Hates Cancer" is deductible over the value of the item in question. A copy of the registration and financial information of The Leukemia & Lymphoma Society may be obtained from the Pennsylvania Department of State by calling toll free, within PA, 1-800-732-0999. Registration does not imply endorsement.