

TEAM IN TRAINING

**A COMPREHENSIVE ENDURANCE TRAINING
PROGRAM
FOR WALKERS, RUNNERS AND CYCLISTS**

SPONSORSHIP OPPORTUNITIES

To Benefit

THE LEUKEMIA & LYMPHOMA SOCIETY
NEW MEXICO/EL PASO CHAPTER
3150 CARLISLE NE, SUITE 35
ALBUQUERQUE, NM 87110
505-830-6040 or 888-286-7846
FAX 505-830-6041

THE LEUKEMIA & LYMPHOMA SOCIETY

MISSION STATEMENT

The Leukemia & Lymphoma Society, Inc., is a national voluntary health agency dedicated to curing leukemia and related cancers, and improving the quality of life of patients and their families.

TEAM IN TRAINING

MISSION STATEMENT

TEAM IN TRAINING is a comprehensive endurance training program for runners, walkers and cyclists to benefit The Leukemia & Lymphoma Society. The goal of TEAM IN TRAINING is to increase funding to support the Society's mission while promoting fitness and healthy life styles.

EVENT DESCRIPTION

TEAM IN TRAINING is The Leukemia & Lymphoma Society's endurance training program that provides runners, walkers and cyclists with professional coaching, camaraderie, travel and accommodations for major marathons and centuries. Each participant trains in honor of a local leukemia patient. They also raise funds to support research for leukemia, lymphoma and related cancers, and to improve the quality of life of local patients and their families. Completing a marathon or century is a celebration of human spirit, physical ability and mental endurance. For members of TEAM IN TRAINING, it is also a celebration of life.

This year, The Leukemia & Lymphoma Society will train an estimated 35,000 runners, walkers and cyclists to participate in a marathon or a century ride in our most successful fund raising program nationwide. During its ten year history, the TEAM IN TRAINING program has experienced tremendous growth, raising over \$80 million in fiscal year 2000 and an estimated \$85 million in 2001.

OUR AUDIENCE

By offering personalized running, walking and cycling programs, TEAM IN TRAINING attracts a wide audience. Our target market is upper middle class professionals, between the ages of 30 and 55, interested in reaching personal fitness goals with the guidance of a trainer and the support of a team while having the capacity and desire to raise significant funds for others in their community.

VISIBILITY

The Leukemia & Lymphoma Society is a highly-respected national health agency dedicated to finding the cure for the #1 disease killer of children - leukemia.

TEAM IN TRAINING is a 365 day a year program for the Society, offering sponsors continuous promotional opportunities in this rapidly growing market. Participation in TEAM IN TRAINING would enhance your image of public consciousness and concern in the community, while offering tremendous potential for advertising, publicity, and sales promotion.

TEAM IN TRAINING is the largest endurance training program in the country. One in every 17 marathon completers were trained through The Leukemia & Lymphoma Society's TEAM IN TRAINING program, raising money to help find a cure for leukemia.

NEW MEXICO/EL PASO CHAPTER

MARATHON & CENTURY PARTICIPATION

TEAM IN TRAINING members are creating a "presence" in many of the marathons and centuries around the country, and in many cases represent the largest single contingent of runners, walkers and cyclists. In 2001/2002, the New Mexico/El Paso Chapter will have trained over 150 participants who have completed the following events:

<u>Event</u>	<u>Location</u>	<u>Date</u>
Durango Marathon 2002	Durango, CO	October,
Tropical Island Century 2002	West Palm Beach, FL	October,
LaSalle Bank Marathon 2002	Chicago, IL	October,
Dublin Marathon 2002	Dublin, Ireland	October,
El Tour de Tucson 2002	Tucson, AZ	November,

THE LEUKEMIA & LYMPHOMA SOCIETY

MISSION:

Cure leukemia and its related cancers (lymphoma, multiple myeloma, and Hodgkin's disease) and improve the quality of life of patients and their families.

GOALS:

- Significantly accelerate cures for leukemia and related cancers.
- Be the recognized leader in the fight against leukemia and related cancers.

STRATEGIES:

- Generate the public awareness, attract and develop the professional and volunteer resources, and raise the funds necessary to accelerate our programs and achieve our mission;
- Support the best researchers investigating the causes, treatment and cures for leukemia and its related cancers;
- Advocate for government research funding and public policy to benefit our patients and their families;
- Provide support programs for patients and their families and assistance to help them meet the costs of treatment;
- Serve the community through information, referral and education programs;
- Educate health professionals about the latest advances in diagnosis and treatment.

The Good News

- The effectiveness of recently developed treatment methods and steady advances in research brings us closer every day to finding the cause or causes of leukemia and related cancers and probable cures.
- Survival rates for acute lymphocytic leukemia (ALL), the most common form of childhood leukemia, was an appalling 4% in 1960. Today, thanks to research, the survival rate has improved to more than 80%. ALL is now considered to be a potentially curable disease.
- Chemotherapy was initially developed as a curative therapy for leukemia. Today, it is a standard therapy for most cancers.
- Bone marrow transplantation was developed as a curative therapy for leukemia. Today, it serves as a promising therapy for curing breast cancer, AIDS, and sickle cell anemia.
- Hodgkin's disease is now considered to be one of the most curable forms of malignancy. Survival rates have almost doubled from 40% in 1960 to more than 82% today.

The Bad News

- Leukemia is the leading disease killer of children. In the United States, four in every 100,000 children between the ages of 2 and 10 will develop leukemia this year.
- Every 9 minutes in the United States, a child or adult dies from leukemia or related cancers: lymphoma, multiple myeloma or Hodgkin's disease.
- Leukemia strikes 10 times as many adults as children. More than half of all cases of leukemia occur in persons over 60.

- Leukemia and the lymphomas are the leading fatal malignant diseases young men under the age of 35.
- More than 107,900 Americans will be diagnosed with leukemia or a related cancer this year.
- Over 60,300 Americans will die from leukemia or a related cancer this year – more than 165 people day.

\$5,000

TEAM MEMBER CORPORATE SPONSORSHIP

2002 New Mexico/EI Paso Chapter

Fall TEAM IN TRAINING Program

As a \$5,000 Team Member Corporate Sponsor of the New Mexico/EI Paso Chapter TEAM IN TRAINING program, you will receive the following benefits of sponsorship.

- Sponsor will be identified as Corporate Sponsor of the New Mexico/EI Paso Chapter TEAM IN TRAINING for the Fall 2002 TEAM IN TRAINING events.
- Sponsor's logo will appear on all participants' marathon day singlets and cycle jerseys
- Sponsor's name will appear on our website.
- Company name and/or logo will be included on an upcoming recruitment brochure mailed to approximately 120,000 people in New Mexico and greater El Paso.
- One-page advertisement or flyer about your company will be included in the participant handbook given to approximately 300 TEAM IN TRAINING members.
- An article on your sponsorship will appear in the New Mexico/EI Paso Chapter newsletter sent to approximately 5,000 patient families and Society supporters in New Mexico and greater El Paso.
- Sponsorship will be mentioned in all press releases sent to New Mexico and El Paso media.
- Sponsor will be able to display their banner (provided by sponsor) at local group activities attended by New Mexico and El Paso Team members.
- Sponsor will have the opportunity to receive multiple impressions at the marathon and century sites, which thousands of runners, walkers and cyclists attend each year, through T-shirts, signs, and banner at Team carbo-load dinner and finish line of the marathons and century.
- Sponsor will have the opportunity to associate their organization with a leading national not-for-profit organization dedicated to finding a cure for leukemia and its allied cancers within our lifetime.

\$2,500
TEAM MEMBER CORPORATE SPONSORSHIP
2002 New Mexico/EI Paso Chapter
Fall TEAM IN TRAINING Program

As a \$2,500 Team Member Corporate Sponsor of the New Mexico/EI Paso Chapter TEAM IN TRAINING program, you will receive the following benefits of sponsorship.

- Sponsor will be identified as Corporate Sponsor of the New Mexico/EI Paso Chapter TEAM IN TRAINING for the Fall 2002 TEAM IN TRAINING events.
- Sponsor's logo will appear on all participants' marathon day singlets, and cycle jerseys.
- Company name and/or logo will be displayed on 'Our Sponsors' section of our local event site that is connected with the national Team In Training website (teamintraining.org).
- An article on your sponsorship will appear in the New Mexico/EI Paso Chapter newsletter sent to approximately 5,000 patient families and Society supporters in New Mexico and greater El Paso.
- Sponsorship will be mentioned in all press releases sent to New Mexico and El Paso media.
- Sponsor will be able to display their banner (provided by sponsor) at local group activities attended by New Mexico and El Paso Team members.
- Sponsor will have the opportunity to receive multiple impressions at the marathon and century sites, which thousands of runners, walkers and cyclists attend each year, through T-shirts, signs, and banner at Team carbo-load dinner and finish line of the marathons and century.
- Sponsor will have the opportunity to associate their organization with a leading national not-for-profit organization dedicated to finding a cure for leukemia and its allied cancers within our lifetime.

\$1,000
TEAM MEMBER CORPORATE SPONSORSHIP
2002 New Mexico/EI Paso Chapter
Fall TEAM IN TRAINING Program

As a \$1,000 Team Member Corporate Sponsor of the New Mexico/EI Paso Chapter TEAM IN TRAINING program, you will receive the following benefits of sponsorship.

- Sponsor name will appear on all New Mexico/EI Paso Chapter TEAM IN TRAINING member marathon day singlets, and cycling jerseys for the Fall 2002 TEAM IN TRAINING events.
- Your company name will be mentioned in the New Mexico/EI Paso Chapter newsletter sent to approximately 5,000 patient families and Society supporters in New Mexico and greater El Paso.
- Sponsor will have the opportunity to associate their organization with a leading national not-for-profit organization dedicated to finding a cure for leukemia and its allied cancers within our lifetime.

TEAM MEMBER CORPORATE SPONSORSHIP
\$1,000 and greater Sponsors
Donation Form
(please print or type)

Please return your Corporate Sponsorship and a black and white copy of your company's logo (for \$2,500 + donation) to the New Mexico/El Paso Chapter.

Company/Donor _____

Contact Name _____ Title _____

Address _____

City _____ State _____ Zip Code _____

Phone _____ Fax _____

Team Member's Name: *Judy Miller*

Donation Amount \$ _____

Donation should arrive at the New Mexico Office

If you have any questions, please contact: Cyndi Ankiewicz at 505-830-6040 or 888-286-7846

Please return this donation form along with your contribution and company logo (for \$2,500+ Sponsor) to:

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