



OCTOBER 11, 2008
6PM
GRAND RAPIDS



**The Leukemia &
Lymphoma Society**[®]
Fighting Blood Cancers

**4065 Saladin
Grand Rapids, MI 49546**

800.306.4139



Dear Sponsor,

The Leukemia & Lymphoma Society's Grand Rapids Light the Night walk is scheduled this year for October 11, 2008. This year's walk promises to be even bigger and an excellent opportunity to obtain optimal recognition in the community. It is only the continued support of companies like yours that we may grow our research and patient aid programs. Thanks to you, 600 patients in Michigan receive financial assistance in excess of \$140,000 per year. In addition, \$64 million was spent in blood cancer research in fiscal year 2007, nearly \$1 million in Michigan. We are making progress and creating survivors with clinical trials, multiple drug therapies and new targeted drugs. Over 75% of the money collected goes to research to find a cure and to our patients and their families to improve their quality of life.

Your continued sponsorship and support of Light the Night can help us impact so many lives in our community! We appreciate your involvement and ask you to renew your sponsorship for this year's walk. Listed below are the sponsorship packages.

Star of Hope Sponsor - \$2,500

- Name listed on 2 editions of the Light the Night newsletter (Distribution 3,000)
- Corporate logo displayed on the Light the Night website with links to your website (10,000 unique visits)
- Corporate logo on 700 event T-shirts
- Corporate logo displayed on a banner on the main stage
- Corporate name listed in The Grand Rapids Press ads

Bright Lights Sponsor - \$1,000

- Name listed on 2 editions of the Light the Night newsletter (Distribution 3,000)
- Name listed on the Light the Night website with links to your website (10,000 unique visits)
- Corporate logo displayed on an event area of the sponsor's choice
- Corporate name listed in The Grand Rapids Press ads

Walk Route Sponsor - \$500

- Name listed in the fall edition of the Light the Night newsletter (Distribution 3,000)
- Corporate logo displayed on one walk route sign

Attached is the sponsor commitment form. Please don't hesitate to let me know if you have any questions.

Sincerely,

Brenda Zwyghuizen
Campaign Manager
800.306.4139 ext 203
616-957-1840 ext 203
Brenda.zwyghuizen@lls.org



SPONSOR COMMITMENT FORM

We would like to participate in the Light the Night walks as a:

- Star of Hope Sponsor (\$2,500)
- Bright Light Sponsor (\$1,000)
- Walk Route Sponsor (\$500)

SPONSOR INFORMATION

Company Name (as you would like it to appear in print and signage):

Company contact name: _____

Address: _____

City/State/Zip: _____

Phone Number: _____ Fax Number: _____

Email Address: _____

Signature: _____

PAYMENT INFORMATION

- Enclosed is a check for \$ _____
- Please send an invoice for \$ _____
- Please charge my credit card for \$ _____

Name on card _____

Type of card Visa MasterCard AMEX

Card Number _____

Expiration date _____ Card Verification Code _____

(3 digits on signature strip (visa/mc) or 4 digits located above card number)

Please return this form and payment to: The Leukemia & Lymphoma Society
4065 Saladin Grand Rapids, MI 49546