TEAM IN TRAINING

CORPORATE SPONSORSHIP PROGRAM

SUMMER 2010

Montreal Chapter, Quebec Region
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At A Glance

WHAT: Team In Training® (TNT) is the world’s largest endurance sports training program. Since its inception in 1988, when a team of 38 runners trained together for the New York City Marathon and raised $320,000, The Leukemia & Lymphoma Society’s Team In Training® program (TNT), has prepared #420,000 people—approximately 40,000 participants annually—to achieve their dream of completing a marathon, half marathon, triathlon or 100-mile (century) bicycle ride. And, in that time, TNT participants have raised 1 billion dollars to support blood cancer research and patient services.

WHO: Participants come from all walks of life—from beginner to seasoned athlete. Many participants dedicate their time and energy in honor of a friend or loved one who has had blood cancer. Others are themselves cancer survivors who want to prove that they have the physical and mental stamina to finish an endurance event.

Local blood cancer patients, known as honored teammates, cheer participants along from training to completion. TNT participants often say their greatest inspiration and motivation come from their honored teammates, who themselves face even greater challenges in their battles against cancer.

WHY: To help fund research to find new treatments and cures for leukemia, lymphoma and myeloma, and provide critical education and support to patients and families battling these cancers. Taking on a personal challenge, accomplishing a goal and getting fit are also aspects that attract people to the program.

HOW: In exchange for raising funds, participants receive: four to five months of personalized fitness training by certified coaches, a supportive group of teammates, and lodging and transportation to the event of their choice. Participants can choose from more than 60 accredited events in Canada, the United States and abroad, including: The Nike Women’s Marathon: A race to benefit The Leukemia & Lymphoma Society, in San Francisco; the Rock ‘n’ Roll Marathon® in San Diego, CA; the Honolulu Marathon®, The Adidas Dublin Marathon, BMO Vancouver Marathon and many others.

Montreal’s Team In Training 2010 goal is to raise $550,000!

President’s vision:

“In 2015, the majority of patients with blood cancer will be either cured – or they will be able to manage their condition with good quality of life. In some cases, diseases may be prevented.”

Dwayne Howell,
President and CEO, The Leukemia & Lymphoma Society
**ORGANIZATIONAL OVERVIEW:**
With the 68 chapters spanning Canada and the U.S., The Leukemia & Lymphoma Society is the world’s largest and fastest-growing voluntary health organization dedicated to funding blood cancer research, education and patient services. The mission of The Leukemia & Lymphoma Society is to cure leukemia, lymphoma, Hodgkin’s disease and myeloma, and improve the quality of life of patients and their families.

**HOW YOUR DOLLARS ARE USED:**
Since it’s founding in 1949, the Society has invested more than $600 million in leukemia, lymphoma and myeloma research, $71.4 million in fiscal year 2008 alone. Society-funded research has led to key advances in understanding blood cancer and the life-saving drugs to fight them. All funds raised in Canada, stay in Canada.

**Research:** The Society’s grant program currently supports over 359 researchers at over 120 institutions, including 28 groups of researchers right here in Canada.

**Patient Services:** The Society provides a range of services such as family support groups, an extensive educational Web site, free seminars and conferences, and direct patient financial aid.

**Education:** The Society serves as the world’s foremost source of information on blood cancers. Programs include an Information Resource Center, an extensive collection of free educational materials, professional education and an award-winning Web site.

**Advocacy:** The Society’s advocacy program has a strong voice in Washington, D.C., representing the health care quality and medical research interests of patients and their families to policy makers at all levels of government.

**THE BATTLES:**
This year, over 15,010 Canadians will be diagnosed with a blood cancer and 7,210 may die.

Leukemia remains the leading cancer for Canadian youth (age 0-19) and is the leading cause of death by disease for Canadian children.

In Canada, every 35 minutes a person is diagnosed with a blood cancer. Every 73 minutes, another child or adult loses the fight.

Blood cancers are not race, gender or age specific. Different types occur at different ages.

**THE TRIUMPHS:**
A newly FDA-approved drug, Gleevac, has been shown to normalize blood counts in nearly all patients with chronic myelogenous leukemia (CML). Dr. Brian Druker, a Society-funded researcher, is responsible for this remarkable innovation in cancer research.

In 1974, the five-year survival rate for children with the most common form of leukemia (ALL) was just 53%. Today, 90% of children diagnosed will survive.

The five-year survival rate for Hodgkin’s lymphoma has more than doubled from 40% in 1960 to 86% today.
### Sponsor Benefits

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<th>Benefit</th>
<th>Platinum $3000</th>
<th>Gold $1500</th>
<th>Silver $500</th>
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<td>Team in Training Staff will present the plaque and screened race t-shirt on site at company.</td>
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<td>Recognition in Leukemia &amp; Lymphoma Society of Canada’s quarterly newsletter.</td>
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<td>Sponsor may provide logo identified promotional items to Team members</td>
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<td>Special plaque acknowledging contribution</td>
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<td>Sponsor Logo screened on Montreal TNT members’ Race t-shirts</td>
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<td>Special certificate acknowledging contribution</td>
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<td>Sponsor Logo to appear on TNT website</td>
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<td>TNT Logo available for company website</td>
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CORPORATE SPONSOR COMMITMENT FORM

- Platinum Sponsor ($3000)
- Gold Sponsor ($1500)
- Silver Sponsor ($500)

PARTICIPANT INFORMATION:
Name________________________________   Event:_____________________________________

SPONSOR INFORMATION
Official Company Name: ____________________________________________________________
Company Contact Name: ___________________________Title: ___________________________
Letter of Recognition in the name of: __________________________________________________
Address: __________________________________________________________
City/Prov./Postal Code: ______________________________/ __________________________/
Phone Number: (_____)____________________ Fax Number: (_____)____________________
E-mail Address: _________________________________________________________________
Authorized Signature: ___________________________________Date: _____________________

Please email company logo to Janet Lough, janet.lough@lls.org

Please note, in order to honour print-related sponsor benefits, we must receive your signed contract, payment and logo no later than April 14th 2010.

PAYMENT INFORMATION
- Enclosed is my cheque for $__________________
- Charge my credit card for $__________________

Name on Card: _________________________________________________________________
Type of Card: ☐ Visa ☐ MC ☐ AMEX 3 digits ______________
Card Number: _____________________________________________Exp. Date: _____________
Authorized Signature: __________________________________________________________

*cheques made payable to: The Leukemia & Lymphoma Society of Canada

Please return this form and payment to:
The Leukemia & Lymphoma Society of Canada Montreal Chapter, Quebec region
1255 University, suite 705 Montreal, QC H3B 3W1
Contact: Janet Lough, Campaign Manager janet.lough@lls.org
Tel. 514.875.1000 x1002, Fax 514.875.2657
* Tax receipts are not given to corporate sponsors