



*This cancer will not stand, man.*

THE 12<sup>TH</sup> ANNUAL  
**THE DUDE HATES CANCER®**  
PHILADELPHIA, PA

**2017 SPONSORSHIP BENEFITS**



LEUKEMIA &  
LYMPHOMA  
SOCIETY®

*fighting blood cancers*



*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 cities and raised over **\$600,000** for LLS.

**WHEN:** **June 2017** (Kickoff Event) through several lead-up events all summer, building to **Saturday, Sept 23, 2017** (Bowling Tournament)

**WHERE:** Join us at fundraising events throughout the summer or at our grand finale bowling tournament at **South Bowl Lanes** at 19 East Oregon Avenue, Philadelphia.

**WHO:** Our 2017 Philly campaign will host over **300 participants, plus family and friends.**

**HOW:** Up to 32 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.



### New For 2017: The “Little Dudes”

A “Kids Only” section of the tournament for kids to bowl with volunteer supervision! Kids also have the option of raising funds throughout the campaign, and be eligible to win prizes.

## QUICK FACTS ABOUT TDHC

- 2017 marks the 12<sup>th</sup> annual campaign in Philadelphia
- A majority of our participants fall between the ages of 21 to 40 years old.
- 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 regularly donates 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)  
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**  
\$60,000+ 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 over six events!  
\$3,000+ raised in Buffalo at a brewing event.



**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. Contributions are tax-deductible.
- The campaign is heavily promoted in the media and in our community. Exposure in past years include: NBC10, PHL17, WXPN Radio, Inquirer, Metro, City Paper, Philly Weekly, & various 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/Chair; Helen Chung, Philly Chair; Sabina Borza, 2014 Honorary Hero; Mike Murphy, Philly Vice 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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## 2017 SPONSORSHIP OPPORTUNITIES & RECOGNITION

TDHC SPONSORSHIP LEVELS	PRESENTING	GOLD	SILVER	BRONZE	LITTLE DUDE
<b>Sponsor Recognition</b>	<b>\$7,500</b>	<b>\$2,000</b>	<b>\$1,000</b>	<b>\$500</b>	<b>\$250</b>
All printed campaign materials/signage will read "The Dude Hates Cancer 2017, Presented by [Company]"	✓	--	--	--	--
Recognition in LLS's 2017 Annual Report	✓	--	--	--	--
Recognition in TDHC Save-the-Date postcards, printed materials, and all media ads for event*	Logo	--	--	--	--
Opportunity for Company representative to speak during opening remarks	Any Session plus After Party	--	--	--	--
Mention in press releases distributed to media outlets*	ALL	--	--	--	--
Corporate banner displayed at all events*	✓	✓	✓	--	--
Complimentary bowling teams of 6 to 10 people each*	3 Teams	1 Team	--	--	--
Name recognition in email blast(s) to mailing list	In ALL Email Blasts	In 2 Email Blasts	In 1 Email Blast	--	--
Verbal recognition in announcements during Kick-off Event, Main Event, and After Party*	✓	✓	--	--	--
Name shown regularly on 2 large projection screens and on televisions throughout facility during event	Ad* or Logo	Name or Logo	Name	--	--
Verbal recognition and display materials at participant support events hosted by TDHC*	✓	✓	✓	--	--
Recognition on Event T-Shirt*	Presenting Logo	Logo	Logo	Logo	Logo
Recognition on TDHC website	Logo & Link	Logo& Link	Logo& Link	Logo & Link	Logo & Link
Recognition in Silent Auction Program Book distributed to all participants at the event*	Cover Logo and Full-page ads	Half-page 7.5 x 5" ad	Quarter-page 3.5 x 5" ad	Business-card 3.5 x 2" ad	Business-card 3.5 x 2" ad
Recognition in social media via TDHC profiles and/or updates on Facebook, Twitter, Instagram & LinkedIn	Multiple Posts for all	1 FB Post & Multi.Tweets	2 FB Posts & 2 Tweets	1 FB Post & 1 Tweet	1 FB Post & 1 Tweet
Opportunity to display business cards, brochures, and other promotional materials at main event*	Booth	✓	✓	✓	✓**
Recognition in Team Welcome Packets*	✓	✓	✓	✓	✓

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

\*\* "Little Dudes" Sponsors have the opportunity to display promotional materials at the "Little Dudes" children's area of the event.





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## IMPORTANT DATES

- May. 10: Sponsorship deadline for inclusion on Save-the-Dates
- June 4: Deadline for inclusion in team Welcome Packets
- June TBD: 2017 Campaign Kickoff Event
- Sept. 1: Sponsorship deadline for complimentary bowling teams
- Sept 6: Sponsorship deadline for inclusion on T-shirts
- Sept. 16: Sponsorship deadline for inclusion in Silent Auction Program Books
- Sept. 23: 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](mailto: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 (\$250 for a full-page ad and \$100 for half-page ad).
- 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](http://thedudehatescancer.com)



Scan with your smart device to visit our website



[facebook.com/thedudehatescancer](https://facebook.com/thedudehatescancer)



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



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



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



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## 2017 SPONSORSHIP COMMITMENT FORM

### SPONSORSHIP LEVEL

- We wish to be a PRESENTING SPONSOR (\$10,000)
- We wish to be a PLATINUM SPONSOR (\$5,000)
- We wish to be a GOLD SPONSOR (\$2,500)
- We wish to be a SILVER SPONSOR (\$1,000)
- We wish to be a BRONZE SPONSOR (\$500)
- We cannot be an official sponsor at this time, but would like to purchase an advertisement in the Program Book (\$250/full page; \$100/half page) \$\_\_\_\_\_
- We cannot be an official sponsor at this time, but please accept our contribution of \$\_\_\_\_\_.

### 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 20<sup>th</sup> Street, 4<sup>th</sup> Floor, Philadelphia, PA 19103

Attn: The Dude Hates Cancer

Phone: (610) 238-0360 / Fax: (484) 530-0833 / E-mail: Emily.Fiore@lls.org



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## 2017 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, 4th Floor, Philadelphia, PA 19103  
 Attn: The Dude Hates Cancer  
 Phone: (610) 238-0360 / Fax: (484) 530-0833  
 E-mail: Emily.Fiore@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.