

THE

# Survivor Strut

FASHION SHOW



benefiting



LEUKEMIA &  
LYMPHOMA SOCIETY®  
fighting blood cancers

SUNDAY, MAY 16, 2021 ■ 1:00 PM ■ VIRTUAL

[www.SurvivorStrut.com](http://www.SurvivorStrut.com)

BEATING CANCER  
IS IN  
**OUR BLOOD**

# LLS: Mission

Our Mission is to **cure leukemia, lymphoma, Hodgkin's disease and myeloma**, and **improve the quality of life** of patients and their families.

Research

Access

Advocacy



# LLS: MAKING AN Impact on Cancer



Since the 1960's five-year survival rates for blood cancers have increased by **2x, 3x** and even **4x**



Since 2000 **more than 40%** of the new cancer therapies approved by the FDA are for blood cancer



LLS funded **57 of the 66\*** FDA approved treatments since 2017



The LLS COVID-19 Patient Financial Aid Program provided more than **\$4.8** million in assistance to over 19,000 blood cancer patients



Blood cancer **research leads to treatment advances for other cancers** and serious diseases



LLS funded more than **60%** of those therapies

\* As of September 2020



Cancer cells in the blood are more accessible than those in solid tumors, making it easier to study cancer-causing molecules.

**Gwen Nichols, MD**  
Chief Medical Officer, LLS



# BLOOD CANCER FACTS DID YOU KNOW ...

Every

**3**

minutes someone  
is diagnosed with a  
blood cancer.

More than

**1.2**

million people are living  
with or in remission from  
leukemia, lymphoma,  
Hodgkin's disease and  
myeloma.

More than

**33%**

of blood cancer  
patients do not survive  
five years after  
diagnosis.

An average of

**3,679**

children and young adults  
are diagnosed with  
leukemia each year.

# LLS Children's Initiative

## Better Cures and Care for our Children.

Every  
**3**  
minutes  
someone is  
diagnosed with a  
blood cancer

Leukemia is the  
**#1**  
most diagnosed  
form of childhood  
cancer

Approximately  
**80%**  
of childhood cancer  
survivors develop a  
chronic health condition  
from their treatment

In the last  
**30 years**  
only 4 blood  
cancer drugs were  
created  
specifically for  
children

The LLS Children's Initiative:  
a **\$100M** multi-year endeavor.





# Revolutionary Approaches for Blood Cancer

are now being tested in clinical trials with other cancers and diseases, including:

**BONE CANCER**

**BRAIN CANCER**

**BREAST CANCER**

**DIABETES**

**KIDNEY CANCER**

**LIVER CANCER**

**LUNG CANCER**

**LUPUS NEPHRITIS**

**MELANOMA**

**MULTIPLE SCLEROSIS**

**OVARIAN CANCER**

**PANCREATIC CANCER**

**PROSTATE CANCER**

**RHEUMATOID ARTHRITIS**

**STOMACH CANCER**

**SKIN CANCER**





# 2021 Partnership Opportunities



THE  
*Survivor Strut*  
FASHION SHOW



**22 Models – All Cancer Survivors**





Women | Men | Girls | Boys





**Built-in National Audience**





Website | Social Media | Online Event Presence | Digital Program



# Survivor Strut Presenting Partner

- The Survivor Strut Fashion Show Presented by \_\_\_\_\_ included in event logo
- Event Logo on promotional postcards
- Company Logo and Link on [www.SurvivorStrut.com](http://www.SurvivorStrut.com)
- Company Logo and Link on Facebook event page
- Company Logo and Link on all social media
- Full page ad in digital program
- Company Logo on all print material and event signage
- Company name in all event press releases / media outreach
- Opportunity to speak at event
- Opportunity to provide item for virtual VIP swag bag
- Company Logo on digital event invitation
- 20 Tickets to Virtual Event
- Special invitation to LLS Man & Woman of the Year Virtual Grand Finale Gala Sunday, June 13

**INVESTMENT / DONATION: \$10,000**

\*Partner benefits valid during campaign beginning March 31, 2021

*All proceeds from the Survivor Strut Fashion Show go to The Leukemia & Lymphoma Society (LLS) to fund research into better treatments and CURES for blood cancers!*

*LLS is a 501(c)3 organization and your donation is tax deductible.*



**LEUKEMIA &  
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# Survivor Strut Platinum Partner

- Company Logo and Link on [www.SurvivorStrut.com](http://www.SurvivorStrut.com)
- Company Logo and Link on Facebook event page
- Company Logo and Link on all social media
- Full page ad in digital program
- Event Logo on promotional postcards
- Company Logo on all print material and event signage
- Company name in all event press releases / media outreach
- Opportunity to speak at event
- Opportunity to provide item for virtual VIP swag bag
- 10 Tickets to Virtual Event
- Special invitation to LLS Man & Woman of the Year Virtual Grand Finale Gala Sunday, June 13

**INVESTMENT / DONATION: \$5,000**

4 Partnerships Available

\*Partner benefits valid during campaign beginning March 31, 2021

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# Survivor Strut Gold Partner

- Company Logo and Link on [www.SurvivorStrut.com](http://www.SurvivorStrut.com)
- Company Logo and Link on Facebook event page
- Company Logo and Link on all social media
- Half page ad in digital program
- Recognition during virtual event
- Company Logo on all print material and event signage
- Company name in all event press releases / media outreach
- Opportunity to provide item for virtual VIP swag bag
- 6 Tickets to Virtual Event
- Special invitation to LLS Man & Woman of the Year Virtual Grand Finale Gala Sunday, June 13

**INVESTMENT / DONATION: \$2,500**

4 Partnerships available

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# Survivor Strut Silver Partner

- Company Logo on [www.SurvivorStrut.com](http://www.SurvivorStrut.com)
- Company Logo on Facebook event page
- Company Logo on all social media
- Quarter page ad in digital program
- Recognition during virtual event
- Company name in all event press releases / media outreach
- Opportunity to provide item for virtual VIP swag bag
- 4 Tickets to Virtual Event
- Special invitation to LLS Man & Woman of the Year Virtual Grand Finale Gala Sunday, June 13

**INVESTMENT / DONATION: \$1,000**

6 Partnerships available

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# Survivor Strut Bronze Partner

- Company Logo on [www.SurvivorStrut.com](http://www.SurvivorStrut.com)
- Company Logo on Facebook event page
- Company Logo on all social media
- Company Logo in digital program
- Recognition during virtual event
- Opportunity to provide item for virtual VIP swag bag
- 4 Tickets to Virtual Event
- Special invitation to LLS Man & Woman of the Year Virtual Grand Finale Gala Sunday, June 13

**INVESTMENT / DONATION: \$500**

10 Partnerships available

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# Survivor Strut Scene Partners



*You can sponsor one of the event scenes such as:*

***Fun In The Sun***

***Girls Night Out***

***Taking Care of Business***

***Date Night***

Example: “Girls Night Out presented by ....”

- Company Logo on [www.SurvivorStrut.com](http://www.SurvivorStrut.com)
- Company Logo on Facebook event page
- Company Logo on all social media
- Half page ad in digital program
- Recognition during virtual event
- Company name in all press releases / media outreach
- Opportunity to provide item for virtual VIP swag bag
- 4 tickets to Virtual Event

**DONATION \$1500 (can be shared by two companies)**

\*Partner benefits valid during campaign beginning March 31, 2021



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# Survivor Strut Pet Model Partners



*Pets get cancer too!*

*We plan to feature a sweet dog who has survived cancer in the Survivor Strut.*

Example: “Pets Get Cancer Too presented by ...”

- Company Logo on [www.SurvivorStrut.com](http://www.SurvivorStrut.com)
- Company Logo on Facebook event page
- Company Logo on all social media
- Half page ad in digital program
- Recognition during Virtual Event
- Company name in all press releases / media outreach
- Opportunity to provide item for virtual VIP swag bag
- 4 tickets to Virtual Event

**DONATION \$1000**

\*Partner benefits valid during campaign beginning March 31, 2021



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LYMPHOMA  
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# Virtual Vendor Fair



*We are having a **Virtual Vendor Fair** from May 1 through May 16 – a great opportunity to drive more shoppers to you just in time for **Mother's Day!***

- Big-time Virtual Vendor Fair Promotion!
- Company Logo and Link on [www.SurvivorStrut.com](http://www.SurvivorStrut.com)
- Company Logo and Link on Facebook event page
- Company Logo and Link on all social media
- Recognition during Virtual Event
- Opportunity to provide item for virtual VIP swag bag
- 4 tickets to Virtual Event

**DONATION \$200**

\*Partner benefits valid during campaign beginning March 31, 2021



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## FASHION SHOW



SUNDAY  
MAY 16, 2021

1:00 PM

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### CONTACT:

Dianne Callahan

Founder

909.648.5171

diannecallahan@yahoo.com

Catherine Grinnan

Corporate Alliance Consultant

909.528.0372

catherineagrinnan@yahoo.com

