



CLL SOCIETY

## CLL Society Third Annual Celebrating Long Lives 5K Walk and Run Event

Event Date: May 11, 2024

Location: Remote/Virtual (over 35 states in 2023)

Event Overview: On July 23rd, 2022, CLL Society hosted its first ever virtual 5K walk/run event. This became the kick-off of an annual 5K walk/run that CLL Society will host every summer. The inaugural 2022 event welcomed 328 participants. The following year in 2023, this event raised over \$50,000!

The overarching purpose of the event is to raise awareness for chronic lymphocytic leukemia/small lymphocytic lymphoma (CLL/SLL) and increase the number of CLL/SLL patients CLL Society is able to serve. This is a significant fundraising event which supports the mission of CLL Society.

### Sponsorship Levels and Benefits:

#### *Gold Sponsor: \$15,000*

- Company name/logo on event webpage, listed under Gold category
- Company name/logo on event invitation to be mailed, listed under Gold category
- Company name/logo on designated event emails to be sent
- Company name/logo listed on individual peer-to-peer campaign pages
- Company name/logo on the event T-shirt Gold section
- Featured in 6 social media posts related to the event
- Early access to our event impact report, featuring photos and testimonials from participants and fundraisers
- 20% off registration fees for all sponsor company employees
- Customized team page for internal sponsor company participation

#### *Silver Sponsor: \$10,000*

- Company name/logo on event webpage, listed under Silver category
- Company name/logo on event invitation to be mailed, listed under Silver category
- Company name/logo on designated event emails
- Company name/logo on the event T-shirt Silver section
- Featured in 3 social media posts related to the event
- Copy of our event impact report, featuring photos and testimonials from participants and fundraisers
- 15% off registration fees for all sponsor company employees
- Customized team page for internal sponsor company participation

#### *Bronze Sponsor: \$5,000*

- Company name/logo on event webpage, listed under bronze category
- Company name/logo on event invitation to be mailed, listed under bronze category
- Company name/logo on designated event emails
- Company name/logo on the event T-shirt Bronze section
- Featured in 1 social media post related to the event



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- Copy of our event impact report, featuring photos and testimonials from participants and fundraisers
- 10% off registration fees for all sponsor company employees
- Customized team page for internal sponsor company participation

*Copper Sponsor: \$1,000*

- Company name/logo on event webpage, listed under Copper category
- Company name/logo on designated event emails
- Company name/logo on the event T-shirt Copper section
- Featured in 1 social media post related to the event
- Copy of our event impact report, featuring photos and testimonials from participants and fundraisers
- 10% off registration fees for all sponsor company employees
- Customized team page for internal sponsor company participation

*Supporter Sponsorship: \$500*

- Company name/logo on event webpage, listed under Supporter category
- Company name/logo on the event T-shirt Supporter section
- Featured in 1 social media post related to the event
- Copy of our event impact report, featuring photos and testimonials from participants and fundraisers
- Customized team page for internal sponsor company participation