



Team In Training is an exciting opportunity for your business or organization to become involved in a successful cause-related program.

Team In Training is The Leukemia & Lymphoma Society's endurance training program that provides runners, walkers, triathletes, and cyclists with certified coaching, a four to six month comprehensive training program, and travel and accommodations for major marathons, triathlons, and cycle centuries. Each volunteer trains in honor of a local leukemia patient while raising funds to support research for leukemia, lymphoma, Hodgkin's disease and myeloma. Team In Training is the #1 running, walking, cycling, triathlon, and endurance training program in the country, accounting for approximately 31,000 finishers last year.

The mission of The Leukemia & Lymphoma Society is to cure leukemia, lymphoma, Hodgkin's disease and myeloma and to improve the quality of life of patients and their families. The goal of The Leukemia & Lymphoma Society is to significantly accelerate cures for leukemia and related blood cancers. The strategies employed to achieve this goal are as follows:

- Generate the public awareness, attract and develop the professional and volunteer resources and raise funds necessary to accelerate our programs and achieve our mission;
- Support the best researchers investigating the causes, treatment, and cures for leukemia and its related blood cancers;
- Advocate for government research funding and public policy to benefit our patients and their families;
- Provide support programs for patients and their families and assistance to help them meet the costs of treatment;
- Serve the community through information, referral and education programs;
- Educate health professionals about the latest advances in diagnosis and treatment.

If you have any questions regarding the program, please do not hesitate to contact the Team In Training staff at (678) 279-2006. Thank you for your interest and support.

Sincerely,

Holly Goodnow

Holly Goodnow
Team In Training
Campaign Coordinator

TEAM IN TRAINING
CORPORATE PARTNERSHIP AGREEMENT

YES! We agree to become a Partner in the progress toward a cure for leukemia and other blood cancers by becoming a TEAM IN TRAINING corporate partner.

In recognition of the efforts of the Georgia Chapter of The Leukemia & Lymphoma Society, we will make a 100% tax-deductible contribution of:

_____ \$20,000	TITLE PARTNER
_____ \$10,000	HEALTH, FITNESS & COACHING PARTNER
_____ \$5,000	PATIENT "HERO" PROGRAM PARTNER
_____ \$2,000	TRAINING PARTNER
_____ \$1,000	GENERAL TEAM PARTNER

Company Name _____

Address _____

City _____ *State* _____ *Zip* _____

Contact Person _____ *Title* _____

Phone _____ *Alternate Phone* _____ *Date Sent* _____

Team In Training Participant and Event _____

Approximate Date When Payment Will Be Sent: _____

We cannot participate as a full partner. Please accept the enclosed gift of \$_____ to support TEAM IN TRAINING.

We wish to support TEAM IN TRAINING by forming a Corporate Team. Please contact us to discuss opportunities in further detail.

- Checks should be made payable to The Leukemia & Lymphoma Society and sent along with this original agreement to the following address:

**Team In Training
Atten: Holly Goodnow
3715 Northside Pkwy;
Bldg. 400; Ste. 300
Atlanta, GA 30327**

- Please send copies of camera-ready corporate logos to our local office address above or email to: goodnowh@lls.org

For office use only:

Date _____ Logo _____ Check # _____



GENERAL TEAM PARTNER \$1,000 CASH DONATION

THE LEUKEMIA & LYMPHOMA SOCIETY CONSISTENTLY MEETS ALL 23 STANDARDS OF THE PHILANTHROPIC ADVISORY SERVICE OF THE BETTER BUSINESS BUREAU, WHICH RATES OVER 200 CHARITABLE ORGANIZATIONS IN AN EFFORT TO "PROMOTE ETHICAL PRACTICES BY PHILANTHROPIC ORGANIZATIONS AND TO ENCOURAGE PUBLIC SUPPORT OF PHILANTHROPIC ENDEAVORS." BY MAINTAINING AN EXPENSE RATIO OF LESS THAN 25%, THE SOCIETY HAS BECOME THE RECOGNIZED LEADER IN THE FIGHT AGAINST LEUKEMIA AND RELATED CANCERS.

AS THE LEUKEMIA & LYMPHOMA SOCIETY'S LARGEST AND MOST SUCCESSFUL FUNDRAISING CAMPAIGN, TEAM IN TRAINING IS AT THE FOREFRONT OF THIS REMARKABLY LOW PROGRAM EXPENSE RATIO. IN ORDER TO KEEP PROGRAM EXPENSES LOW, THE SOCIETY RELIES HEAVILY ON CORPORATE SUPPORT. **GENERAL TEAM IN TRAINING PARTNERS** HELP US KEEP GENERAL PROGRAM COSTS TO A MINIMUM SO THAT FUNDS RAISED BY OUR TEAM MEMBERS CAN GO DIRECTLY TO THE MISSION: TO CURE LEUKEMIA, LYMPHOMA, HODGKIN'S DISEASE AND MYELOMA AND IMPROVE THE QUALITY OF LIFE OF PATIENTS AND THEIR FAMILIES. WHEN YOU DONATE TO BECOME A GENERAL TEAM PARTNER, YOU WILL:

- IDENTIFY WITH A NATIONAL EVENT; IDENTIFY WITH TEAM IN TRAINING'S CELEBRITY SPOKESPERSON, MARTY LIQUORI & IDENTIFY WITH TEAM IN TRAINING'S NATIONAL PRESENTING SPONSOR'S: NIKE, FINISH LINE, RUNNER'S WORLD & PF CHANG'S
- YOU WILL HAVE THE OPPORTUNITY TO USE TNT IN YOUR COMPANY'S ADVERTISING

TNT GENERAL TEAM PARTNER BENEFITS INCLUDE:

- Company name listed with local sponsors on Event Weekend Cotton Tshirts for Team members, coaching staff and Team In Training Staff
- Acknowledgment of your company as a **GENERAL TEAM PARTNER** in the Team In Training newsletter at the end of the current training season
- Acknowledgment of your company as a **GENERAL TEAM PARTNER** in the Team In Training Post Season Thank You letters
- Recognition on local Team In Training website
- Engraved **General Team Partner** award



TRAINING PARTNER \$2,000 CASH DONATION

TEAM IN TRAINING ENDURANCE EVENTS ARE CELEBRATIONS OF THE HUMAN SPIRIT, PHYSICAL ABILITY, AND MENTAL ENDURANCE. BUT, FOR MEMBERS OF TEAM IN TRAINING, IT IS ALSO A CELEBRATION OF LIFE. THE MISSION OF TEAM IN TRAINING IS TO USE ENDURANCE EVENT TRAINING FOR MARATHONS, HALF MARATHONS, TRIATHLONS AND CENTURY RIDES AS A SYMBOL OF ENDURANCE AND HOPE: TO RAISE MONEY FOR RESEARCH AND SERVICES, TO HONOR PATIENTS AND THEIR FAMILIES, AND TO WEAVE CONNECTIONS BETWEEN ALL OF US. WHEN YOU BECOME A **TRAINING PARTNER** WITH THE TEAM IN TRAINING PROGRAM, IT REPRESENTS YOUR INCREDIBLE COMMITMENT TO THE LEUKEMIA & LYMPHOMA SOCIETY. YOUR SUPPORT OF OUR PROGRAM AND OUR PARTICIPANTS TRAINING EFFORTS WILL HELP TO FIND A CURE FOR LEUKEMIA, LYMPHOMA, MYELOMA AND ALL OTHER BLOOD CANCERS. WHEN YOU DONATE TO BECOME A TRAINING PARTNER, YOU WILL:

- IDENTIFY WITH A NATIONAL EVENT; IDENTIFY WITH TEAM IN TRAINING'S CELEBRITY SPOKESPERSON, MARTY LIQUORI & IDENTIFY WITH TEAM IN TRAINING'S NATIONAL PRESENTING SPONSOR'S: NIKE, FINISH LINE, RUNNER'S WORLD & PF CHANG'S
- YOU WILL HAVE THE OPPORTUNITY TO USE TNT IN YOUR COMPANY'S ADVERTISING

TNT TRAINING PARTNER BENEFITS INCLUDE:

- Your corporate logo displayed on apparel for Team members, coaching staff, and Team In Training staff including race day singlets and cycling jerseys
- Company name listed with local sponsors on Event Weekend Cotton Tshirts for Team members, coaching staff and Team In Training Staff
- Acknowledgment of your company as a **TRAINING PARTNER** in the Team In Training newsletter at the end of the current training season
- Acknowledgment of your company as a **TRAINING PARTNER** in the Team In Training Post Season Thank You letters
- Recognition on local Team In Training website
- Engraved **TRAINING PARTNER** award



PATIENT “HERO” PROGRAM PARTNERSHIP \$5,000 CASH DONATION

IN ADDITION TO FUNDING THE RESEARCH NECESSARY TO CURE LEUKEMIA, LYMPHOMA, HODGKIN’S DISEASE AND MYELOMA, THE GEORGIA CHAPTER OF THE LEUKEMIA & LYMPHOMA SOCIETY PROVIDES OVER 600 LOCAL PATIENTS WITH A NETWORK OF **FINANCIAL ASSISTANCE** AND **EMOTIONAL SUPPORT**.

SINCE LEUKEMIA AFFECTS THE IMMUNE SYSTEM, IT CAN BE A VERY ISOLATING DISEASE. BECOMING A TEAM IN TRAINING PATIENT “HERO” REMINDS PATIENT FAMILIES THAT THEY ARE NOT ALONE IN THE FIGHT AGAINST LEUKEMIA. BY BECOMING A **PARTNER** OF THE GEORGIA CHAPTER’S **PATIENT “HERO” PROGRAM**, YOUR CORPORATION WILL HELP FOSTER THE CONNECTION BETWEEN OUR PATIENTS AND THEIR ATHLETE PARTNERS. FOR SOME PATIENTS, IT WILL MEAN THE CHANCE TO ATTEND TEAM PARTIES AND EVENTS, AND AN OPPORTUNITY TO MEET THE INDIVIDUALS TRAINING TO COMPLETE AN ENDURANCE EVENT IN THEIR HONOR. FOR OTHERS, IT WILL BECOME A MEANINGFUL HOSPITAL VISIT FROM A TEAM IN TRAINING PARTICIPANT, AN ENCOURAGING PHONE CALL, OR A COLLECTION OF COMFORTING LETTERS DURING THE MORE DIFFICULT STAGES OF TREATMENT. AND FOR EVERYONE, IT WILL MEAN THAT THE SOCIETY CAN CONTINUE TO PROVIDE FINANCIAL ASSISTANCE, FAMILY SUPPORT GROUPS, PHONE COUNSELING, INFORMATION REFERRAL NETWORKS, AND OTHER COMMUNITY SERVICE PROGRAMS TO HELP PATIENT FAMILIES DURING LEUKEMIA DIAGNOSIS, TREATMENT, & RECOVERY. WHEN YOU DONATE TO BECOME A PATIENT HERO PARTNER, YOU WILL:

- IDENTIFY WITH A NATIONAL EVENT; IDENTIFY WITH TEAM IN TRAINING’S CELEBRITY SPOKESPERSON, MARTY LIQUORI & IDENTIFY WITH TEAM IN TRAINING’S NATIONAL PRESENTING SPONSOR’S: NIKE, FINISH LINE, RUNNER’S WORLD & PF CHANG’S
- YOU WILL HAVE THE OPPORTUNITY TO USE TNT IN YOUR COMPANY’S ADVERTISING

PATIENT “HERO” PROGRAM PARTNERSHIP BENEFITS INCLUDE:

- Recognition as the **PATIENT HERO PROGRAM PARTNER** for all patient-related activities
- Announcement of Sponsorship at seasonal “Hero” Events including:
 - *Mission Clinic: Hosted by TNT Staff & LLS Patient Services Manager for TNT Participants 4x a year*
 - *Honored Hero Party: Hosted by TNT Staff & LLS Patient Services Manager for TNT Participants 2 x a year*
- Your corporate logo displayed on apparel for Team members, coaching staff, and Team In Training staff including event t-shirts, race day singlets and cycling jerseys for **2 seasons**. *Therefore, your company logo will be seen on approximately 1,200 shirts throughout the 2 seasons.*
- Acknowledgment of your company as **PATIENT HERO PROGRAM PARTNER** in the Team In Training newsletter at the end of the current training season
- Acknowledgment of your company as a **PATIENT HERO PROGRAM PARTNER** in the Team In Training Post Season Thank You letters
- Recognition on local Team In Training website
- Engraved Team In Training **PATIENT HERO PROGRAM PARTNER award**



HEALTH, FITNESS & COACHING PARTNER \$10,000 CASH DONATION

THE PURSUIT OF GOOD HEALTH AND FITNESS IS THE CORNERSTONE OF THE TEAM IN TRAINING PROGRAM. BY BECOMING THE GEORGIA CHAPTER'S **HEALTH, FITNESS & COACHING PARTNER**, YOUR CORPORATION WILL ENSURE THAT OVER 1,000 LOCAL SPORTS ENTHUSIASTS RECEIVE THE PROPER TRAINING, MOTIVATION AND SUPPORT THEY NEED TO COMPLETE A 13.1-MILE HALF MARATHON, A 26.2-MILE MARATHON, A 100-MILE CENTURY RIDE OR AN OLYMPIC DISTANCE TRIATHLON. THE **HEALTH, FITNESS & COACHING PARTNERSHIP** OFFERS YOUR CORPORATION A DIRECT LINE OF COMMUNICATION WITH OUR PROFESSIONAL COACHING STAFF WHO ARE IN A UNIQUE POSITION TO **SPREAD YOUR MESSAGE DIRECTLY TO HUNDREDS OF UP-SCALE, AFFLUENT, AND ACTIVE GEORGIANS WHO THEY TRAIN** THROUGHOUT THE YEAR.

WHEN YOU DONATE TO BECOME A HEALTH, FITNESS & COACHING PARTNER PARTNER, YOU WILL:

- IDENTIFY WITH A NATIONAL EVENT; IDENTIFY WITH TEAM IN TRAINING'S CELEBRITY SPOKESPERSON, MARTY LIQUORI & IDENTIFY WITH TEAM IN TRAINING'S NATIONAL PRESENTING SPONSOR'S: NIKE, FINISH LINE, RUNNER'S WORLD & PF CHANG'S
- YOU WILL HAVE THE OPPORTUNITY TO USE TNT IN YOUR COMPANY'S ADVERTISING

HEALTH, FITNESS, & COACHING PARTNERSHIP BENEFITS INCLUDE:

- Announcement of your partnership through press releases to the local media
- Announcement of your partnership at the Team In Training Season KickOff: 4x a year
- Announcement of your partnership at the First Group Training Session & Coaches Clinic: 4x a year
- Acknowledgment of your corporation as the Team In Training **HEALTH, FITNESS AND COACHING PARTNER** in The Society's quarterly Chapter newsletter, *Newsline*
- Recognition of your corporation as the Official Partner on all training related materials including: Newsletters & Clinic Materials for all Georgia Chapter runners, walkers, tri-athletes, and cyclists throughout the fiscal year
- Your corporate logo displayed on apparel for Team members, coaching staff, and Team In Training staff including event t-shirts, race day singlets and cycling jerseys for **3 seasons**. *Therefore, your company logo will be seen on approximately 1,800 shirts throughout the 3 seasons.*
- Acknowledgment of your company as **HEALTH, FITNESS AND COACHING PARTNER** in the Team In Training newsletter during the current season, and in each Welcome newsletter for the upcoming year
- Acknowledgment of your company as a **HEALTH, FITNESS AND COACHING PARTNER** in the Team In Training Post Season Thank You letters
- Recognition on local Team In Training website: *Training & Local Sponsors links*
- Engraved Team In Training **HEALTH, FITNESS AND COACHING PARTNER** award



TEAM IN TRAINING TITLE PARTNERSHIP \$20,000 CASH DONATION

TEAM IN TRAINING IS THE NATION'S LARGEST AND MOST SUCCESSFUL GROUP FITNESS PROGRAM, AND THE GEORGIA CHAPTER IS AT THE FOREFRONT OF THE SOCIETY'S CORPORATE PARTNERSHIP PROGRAM. UNLIKE MANY ONE-DAY EVENTS WHICH LINK A CHARITABLE CAUSE WITH AN ATHLETIC EVENT, TEAM IN TRAINING IS A 5 MONTH LIFESTYLE PROGRAM, TRAINING ATHLETES OF EVERY LEVEL TO PREPARE, COMPLETE, & SAFELY RECOVER FROM A HALF MARATHON, MARATHON, CENTURY RIDE, OR TRIATHLON. IN THE 2005-2006 FISCAL YEAR, THE GEORGIA CHAPTER HAS TRAINED APPROXIMATELY 1,000 LOCAL ATHLETES TO PARTICIPATE IN MARATHONS, CENTURY BIKE RIDES, AND TRIATHLONS EVENTS. A TEAM IN TRAINING **TITLE PARTNERSHIP** OFFERS YOUR CORPORATION CONTINUOUS PROMOTIONAL OPPORTUNITIES AND A YEAR-ROUND PRESENCE DURING TEAM IN TRAINING'S RECRUITMENT, TRAINING, AND RACE PERIODS FOR AN ENTIRE FISCAL YEAR.

WHEN YOU DONATE TO BECOME A TITLE PARTNER, YOU WILL:

- IDENTIFY WITH A NATIONAL EVENT; IDENTIFY WITH TEAM IN TRAINING'S CELEBRITY SPOKESPERSON, MARTY LIQUORI & IDENTIFY WITH TEAM IN TRAINING'S NATIONAL PRESENTING SPONSOR'S: NIKE, FINISH LINE, RUNNER'S WORLD & PF CHANG'S
- YOU WILL HAVE THE OPPORTUNITY TO USE TNT IN YOUR COMPANY'S ADVERTISING

TITLE PARTNERSHIP BENEFITS INCLUDE:

- Advertising of your partnership with TNT in *Atlanta Sports & Fitness Magazine & Georgia Athlete*.
- Announcement of your partnership through press releases distributed to local electronic and print medias such as *Atlanta Sport and Fitness Magazine, Georgia Athlete, and other local media (Northside Neighbor, etc)*.
- Your corporate name & logo displayed as the **TEAM IN TRAINING TITLE PARTNER** for a full fiscal year including:
 - Your corporate logo displayed on all Information Packets distributed to Team In Training prospects: 4,000 distributed throughout the fiscal year
 - Your corporate logo displayed on apparel for Team members, coaching staff, and Team In Training staff including event t-shirts, race day singlets and cycling jerseys for **1 year**. *Therefore, your company logo will be seen on approximately 2,400 shirts throughout the 4 seasons.*
 - Team Newsletters: Distributed to 1000+ participants and Coaches each year
 - Recognition of your corporation as the Official **TITLE PARTNER** on all training related materials including: Newsletters & Clinic Materials for all Georgia Chapter runners, walkers, triathletes, and cyclists throughout the fiscal year
 - Headline Sponsor of the All Sport Group Training Session: 2 x a year
 - Display banner at Piedmont Park All Sport Group Training Session recognizing sponsorship
 - appx 500 participants and coaches in attendance each All Sport.
 - Acknowledgment of your corporation as the Team In Training **TITLE PARTNER** in The Society's quarterly Chapter newsletter, Newsline
 - Acknowledgment of your company as a **TITLE PARTNER** in the Team In Training Post Season Thank You letters
 - Recognition on local website: *Home Page, Local Sponsors & Training Links*
- Announcement of your partnership at the Team In Training Season KickOff & 2nd KickOff: 8x a year
- Announcement of your partnership at all TNT Information Meetings: appx 100 meetings a year
- Announcement of your partnership at the First Group Training Session & Coaches Clinic: 4x a year
- Announcement of your partnership at the Team Honored Hero Party: 2 x a year
- Engraved Team In Training **TITLE PARTNER** award

Team In Training Corporate Partnership

Acceptable Logo Formats

Please send logo in **black and white ONLY**. **No color or shaded logos**. They will not appear as crisp on apparel as black and white.

Electronic Version:

- Adobe Illustrator-eps 7.0
- Adobe PhotoShop-pdf
- MicroSoft Word
- .tif or .jpg file

Hard Copy Version:

- Letterhead
- Business card
- Envelope
- High quality printout

Resolution/DPI:

- **300 dpi** (or higher)
A higher resolution equals a clearer image. This will ensure a better quality logo on the apparel which equals better advertising for the company.

We cannot accept logo formats:

- *Internet logos.*
They have a lower resolution (72 dpi), rather than the recommended print resolution (300 dpi).
- *Faxed logos.*
They do not transmit from the company to us as clearly as the original product. Many times, the logo is difficult to read.

If you have any questions, please feel free to contact Holly Goodnow by email at goodnowh@lls.org or by phone at 678-279-2006, ext. 1215.

Please send your logos to:

Attention: Holly Goodnow

Email: goodnowh@lls.org

Mail: The Leukemia & Lymphoma Society

Team In Training
3715 Northside Pkwy
Bldg. 400; Ste. 300
Atlanta, GA 30327