

ATLANTA
CAMPAIGN

PARTNERSHIP
OPPORTUNITIES



LEUKEMIA &
LYMPHOMA
SOCIETY®



STUDENT
VISIONARIES
OF THE YEAR™



Student Visionaries of the Year

OVERVIEW:

Visionaries look to the future—and see infinite possibility.

They challenge the status quo—and make the impossible possible.

They boldly imagine a better world –and lead the charge to create it.

The Leukemia & Lymphoma Society (LLS) was built on that same vision -of a better world -one without blood cancers.

Student Visionaries of the Year is a philanthropic leadership development program through which highly motivated, high-school leaders embark on a journey of professional growth, fostering professional skills such as entrepreneurship, marketing, and project management all while working to raise as much as possible for LLS's mission. These tenacious young changemakers fundraise for LLS in honor of blood cancer survivors. The titles Student Visionaries of the Year are awarded to the candidate teams who raise the most funds in their community during the 7-week competition.

OUR LOCAL HONORED HERO :



James, 10

High-Risk Acute Lymphoblastic Leukemia

James was diagnosed with Acute Lymphoblastic Leukemia when he was three years old. During his first year of treatment, he spent almost 100 nights in the hospital. James finished active treatment in 2021 but continues to receive maintenance treatment, and he had his first official Survivor's Clinic visit in 2024! Today, his favorite things are Harry Potter, swimming, and mac 'n cheese!

KEY DATES:

JANUARY 6TH, 2025
KICKOFF CELEBRATION

FEBRUARY 22ND, 2025
GRAND FINALE CELEBRATION



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STAND UP AND STAND OUT

Student Visionaries of the Year provides students with a unique experience that goes beyond a high school student's typical extracurricular activities. **Through a partnership with LLS, your company will play a critical role in changing the face of cancer care.**

Why Support Student Visionaries of The Year?



Professional Development

Help students foster professional development skills like leadership, project management, communication and presentation skills, & financial literacy.



Competition

Use the power of your company to support candidates in their fundraising efforts by seeing your dollars amplify the competition and campaign grand total.



Mission

Boldly imagine a better world and lead the change to create a future free of blood cancer in support of the LLS mission to cure blood cancers and improve the quality of life for patients and their families.

“ *This campaign gave me hope that we each can make a difference and it was remarkable to learn how many people are touched by blood cancer and want to contribute to this cause. Together, we were able to make an impact and support research that is saving lives and will bring us closer to a cure.* **”**

— Lia Bhatia: 2024 National Student Visionary of the Year



Student Visionaries of the Year ranks #9 on the 2023 U.S. Top 30 list of peer-to-peer fundraising programs as published by the Peer-to-Peer Professional Forum.



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Partnership Experiences

Select one unique experience from your level or below. Don't see something you like? Your LLS Staff can also share additional opportunities upon request.

PRESENTING SPONSOR \$100,000

Candidate Intros: See your logo prominently displayed as we introduce the candidates the night of Grand Finale

A Hero For Heroes: Gift our local honored heroes something special at Grand Finale on behalf of you and your company

Future Leaders: Our candidates are passionate and hard-working leaders. Post campaign, provide an opportunity for an internship to the Student Visionaries of the Year winner(s).

PLATINUM SPONSOR \$50,000

Dare to Dream: Team up with our Honored Hero Family to create an item for auction that will kick off the last chance for donations at Grand Finale.

Mission Awards: Recognize candidate teams who have made a significant impact on research, patient support & advocacy by presenting the mission pillar awards at the Grand Finale.

Clear Vision: Lead our guests in creating a vision that is free of cancer with a co-branded interactive mission wall at Grand Finale!

Envelope Please: Deliver the envelope and unveil our Top Fundraising Student Visionaries of the Year.

GOLD SPONSOR \$35,000

Cheering Section: Make some noise for the candidate teams as the official sponsor of the cheering section. Thanks to you, there will be noisemakers at Grand Finale to use throughout the event!

Surprise & Delight: Bring the WOW Factor to Grand Finale with a unique interactive or display station unique to your company.

Refreshment Station: Provide cocktails and mocktails during the Grand Finale event as guests mingle with all the candidates' teams.*

Technology Titan: Harness the excitement of the final chance to donate with logo placement on our local Grand Finale website.

SILVER SPONSOR \$25,000

After-Party: Keep the party going after the winners are announced! Host the final hour of the event after the competition is closed but the dance floor is OPEN!

Double Dollars: Support your candidate team by matching every dollar raised during a designated time period during the competition up to a certain amount – doubling funds raised!

Something Remembered: Partner with LLS to create a keepsake for the Honored Hero signed by all grand finale guests.

Say Cheese: Capture special moments throughout the night with a 360-photo booth, backdrop or other photo area

BRONZE SPONSOR \$15,000

Music Maker: See your logo in conjunction with the DJ or Band at Grand Finale throughout the night celebrating candidates, guests, and a successful campaign season (Multiple Opportunities)

Let's Celebrate! See your logo at a key area at Grand Finale – guest check in – as everyone arrives for the evening. (Multiple Opportunities)

Treat Yourself: Make the Grand Finale evening special with your logo displayed on one of the food display stations as everyone comes to celebrate together (Multiple Opportunities)



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Partnership Benefits

	PRESENTING SPONSOR \$100,000	PLATINUM SPONSOR \$50,000	GOLD SPONSOR \$35,000	SILVER SPONSOR \$25,000	BRONZE SPONSOR \$15,000
Mission Impact Portfolio: A unique opportunity to be linked to a portfolio & receive a progress report on the portfolio selected	•				
Company highlighted as Presenting Sponsor in the local event title	•				
Prominent logo placement from the Grand Finale lectern	•				
Opportunity to speak at Grand Finale*	•				
Company logo displayed at VISIONARY Display Lights	•				
Opportunity to partner with LLS on a Lunch & Learn Opportunity within your company	•				
Recognition in local region communications including Workshop, Kickoff, & Grand Finale	•	•			
First right of refusal on Sponsorship Activation for next year.	•	•			
Dedicated Social Post on Region Profiles	•	•			
VIP Seating or Viewing of the Grand Finale Program	•	•			
Invitation to attend additional events and mission presentations throughout the calendar year	•	•	•		
Company logo displayed on Workshop, Kickoff, and Grand Finale invitations.	•	•	•		
Recognition in social media post announcing sponsor's support	•	•	•		
On-stage recognition at Workshop, Kickoff, and the Grand Finale Celebration	•	•	•	•	
Company logo displayed on programs and event signage	•	•	•	•	
Recognition on event screens during Grand Finale Program	•	•	•	•	
Grand Finale Guests	10 Guests	8 Guests	8 Guests	6 Guests	6 Guests
Listing in The Leukemia & Lymphoma Society (LLS) Annual Report	•	•	•	•	•
Logo recognition on a Unique Event Activation Experience	•	•	•	•	•
Logo displayed on local Student Visionaries of the Year webpage & in weekly candidate communication	•	•	•	•	•
Recognition in group social media post after Grand Finale	•	•	•	•	•
Continual logo placement on audio visual scroll at, Workshop, Kickoff, & Grand Finale	•	•	•	•	•
Mission Impact Meeting with The Leukemia & Lymphoma Society following the Grand Finale	•	•	•	•	•
Opportunity to have representation on Student Visionaries of the Year Leadership Committee	•	•	•	•	•

**Speaking Opportunity dependent on selected partner experience & specific benefits/activations subject to modification to ensure safety of participants, including patients & survivors.*