



CUTANEOUS  
LYMPHOMA  
FOUNDATION

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Cutaneous Lymphoma Foundation

# Corporate Sponsorship Proposal

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Corporate Sponsorship Overview	p.3
Cutaneous Lymphoma Foundation Overview	p.4
Sponsorships: The Fastest Growing Marketing Medium	p.5
Corporate Sponsorship Opportunities	p.6-15
Corporate Sponsorship Summary	p.16
Corporate Sponsorship Commitment Form	p.17

## Corporate Sponsorship Overview

**“Receiving a diagnosis of cutaneous lymphoma was one of the most frightening experiences that I have endured. Being able to provide fellow patients, caregivers, physicians, researchers and other stakeholders with information, resources and support through the Cutaneous Lymphoma Foundation has been one of the most important endeavors of my life. On behalf of the people we serve and to continue the growth and success of our efforts, I invite companies interested in supporting our mission to partner with me and our Foundation as a Corporate Sponsor.”**

**Judy Jones, Patient  
Founder and President Emeritus, Cutaneous  
Lymphoma Foundation**



The Cutaneous Lymphoma Foundation invites companies interested in supporting its mission to join with the Foundation to make sure that each person with cutaneous lymphoma gets the best care possible by becoming a Corporate Sponsor.

When you support the Cutaneous Lymphoma Foundation as a Corporate Sponsor, you help the estimated 30,000 people in the United States and Canada, and thousands more people across the world, who are living with cutaneous lymphoma. Importantly, you also help the thousands more who are affected by those who are diagnosed – caregivers, loved ones, physicians, nurses, researchers and many other stakeholders who are bonded together in our collective fight against cutaneous lymphoma.

Our Foundation seeks to develop mutually beneficial relationships with corporations that are passionate about our mission and will work collaboratively with us to educate, motivate and inspire relevant audiences to take positive action in our fight against the devastating physical and emotional effects of cutaneous lymphoma.

A variety of corporate sponsorship opportunities are described on subsequent pages of this proposal that provide companies with valuable, business-building benefit packages that will help them heighten visibility, enhance their public image, reach target markets, communicate key marketing messages and grow their customer base – all while providing vital support to the Cutaneous Lymphoma Foundation enabling our life-enhancing and life-saving work to continue.

We are pleased to provide this proposal for your consideration and, at the Cutaneous Lymphoma Foundation, we are confident that your corporate sponsorship with us will provide your company with a rewarding partnership opportunity and a valuable return on investment.

# Cutaneous Lymphoma Foundation Overview

## OUR MISSION

The Cutaneous Lymphoma Foundation is an independent, nonprofit patient advocacy organization whose mission is to support every person with cutaneous lymphoma by promoting awareness and education, advancing patient care and facilitating research.

## OUR HISTORY

The Cutaneous Lymphoma Foundation was founded in 1998 by three visionary leaders – Judy Jones, Dr. Stuart Lessin and Judith Shea – who each played a vital role in establishing and building the Foundation. To learn more about how our Foundation was launched and grown into the thriving resource it is for patients today, please visit [www.clfoundation.org](http://www.clfoundation.org).

## WHAT IS CUTANEOUS LYMPHOMA?

Cutaneous lymphomas are cancers of lymphocytes (white blood cells) that primarily involve the skin. Classification is based on lymphocyte type: B-lymphocytes (B-cell) or T-lymphocytes (T-cell). Cutaneous T-cell lymphoma (CTCL) is the most common type of cutaneous lymphoma that typically presents with red, scaly patches or thickened plaques of skin that often mimic eczema or chronic dermatitis. Progression from limited skin involvement is variable and may be accompanied by tumor formation, ulceration, and exfoliation, complicated by itching and infections. Advanced stages are defined by involvement of lymph nodes, peripheral blood and internal organs.

## PROGRAMS AND SERVICES

The Cutaneous Lymphoma Foundation offers the following programs and services that provide relevant, timely information and resources and deliver life-changing outcomes for patients, caregivers, loved ones, physicians, researchers, the medical community and other key stakeholders:

Educational Forums in the United States/Canada  
Website and Social Media Platforms  
Physician and Treatment Center Referral Network  
Library of Printed/Electronic Education Materials  
Printed and Electronic Newsletters

Support Groups at Educational Forums  
Personal Assistance Via Phone and Email  
Research Funding  
Advocacy

## NEED FOR OUR PROGRAMS AND SERVICES

Cutaneous lymphomas affect thousands of individuals worldwide. Cutaneous T-cell lymphoma (CTCL), the most common type of skin-based lymphoma, affects over 30,000 people in the United States and Canada. The incidence of cutaneous T-cell lymphoma in the United States is increasing with approximately 3,000 new cases being diagnosed annually. Currently our Foundation serves people from 67 countries who access our organization for information and resources. Due to the difficulty of diagnosing the disease in its early stages and the current lack of an accurate reporting system, prevalence of cutaneous lymphoma is thought to be much higher.

# Sponsorships: The Fastest Growing Marketing Medium

## Why Sponsorships?

Changes in the economy, demographic shifts and the fragmentation of media have all contributed to sponsorship's growth. Some of the largest factors behind sponsorship's rise include:

- **Decreasing efficiency of measured media:** Costs for traditional advertising continue to increase while ratings and readership decline. On top of that is an even more basic problem: Consumers are not paying attention to ads. Sponsorship, on the other hand, provides opportunities for embedded advertising, a fail-safe delivery system where messages are incorporated right into the action.
- **Changing social priorities:** As issues such as poverty, disease and homelessness loom larger, there is a growing realization that the needs of society and the interests of business overlap. Buyers are demanding to know where a company stands before they purchase/use its products. Making the world a more livable place is prerequisite to achieving consumer affinity. Sponsorship, which allies companies with community responsibility and improved quality of life, is precisely the kind of statement consumers will respond to. When a company sponsors, it is providing something for its customers – not making a media conglomerate richer, but, for instance, it is helping patients with a disease enjoy an improved quality of life by supporting a Foundation that exists to support them.
- **Shifting personal values:** Conspicuous consumption has been replaced by cashing out. Shopping for shopping's sake has become déclassé. Tapping into today's consumers' elusive will to spend requires tuning the buying experience into something larger than just acquisition. Sponsorship provides companies this opportunity. It says to the potential client: "Buy this product/service not to indulge yourself but to help make the world a better place."
- **Increasing need for two-way communication:** In response to fragmentation of the mass market and mass media, companies are looking for alternative methods to communicate sales messages. The idea is to find delivery systems that allow companies to deepen their relationships with clients.
- **High consumer acceptance:** While traditional media is less effective than ever, much of the new media alienates consumers. For example, 75 percent of Americans view phone solicitation as an invasion of privacy. And, 69 percent of consumers who buy or rent movies on video are annoyed by advertising before the film according to a Gallup survey conducted for Advertising Age. On the other hand, public response to sponsorship has been overwhelmingly positive. Sponsorship is viewed favorably because it is seen as a form of marketing that gives something back – something that benefits someone else in addition to the marketer.

## Marketing, PR, Sales and Media Benefits Available Through Your Sponsorship

Following is a menu of specific marketing, PR and sales benefits that are available to companies through sponsorship opportunities in this proposal:

- |                             |                       |
|-----------------------------|-----------------------|
| ❖ Direct Marketing          | ❖ Public Relations    |
| ❖ Advertising               | ❖ Event Presence      |
| ❖ Media Coverage            | ❖ Event Participation |
| ❖ Product/Service Promotion |                       |

Specific details and tactics used to accomplish marketing and sales objectives through the above marketing mediums are described in benefit packages within this proposal.

**A robust marketing, PR and sales strategy has many components – from building name recognition to communicating in compelling ways to key audiences to leveraging the power of social media. Your company's support as a Corporate Sponsor will provide for a strong partnership with the Cutaneous Lymphoma Foundation in achieving these results.**

*Sponsorship information and statistics noted above acquired from IEG: The Worldwide Authority on Sponsorship.*

## OVERVIEW

Patient Educational Forums provide exceptional opportunities for people with cutaneous lymphoma to receive accurate information about cutaneous lymphoma, learn about treatment options, access experts in the field, and connect with other people who are experiencing similar symptoms and quality of life issues.

Patient Educational Forum agendas vary depending upon physician specialties at different locations selected for the forums. Topics typically include:

### **Cutaneous T-Cell Lymphoma Basics**

- Brief overview of lymphoma
- Detailed overview of t-cell lymphoma biology
- Biology of cutaneous lymphoma
- Living with cutaneous lymphomas
- Quality of life considerations
- Communicating with your healthcare team
- Survivor's perspective

### **Current Treatment Options for Cutaneous T-Cell Lymphoma**

- Latest research on diagnosing and treating cutaneous lymphomas
- Treatment options (typically divided into topical and systemic)
- Making treatment decisions
- Research and new developments in the field of cutaneous lymphomas
- Current clinical trials for cutaneous lymphomas

### **Panel Discussion**

A panel discussion with expert speakers typically follows the formal presentations above.

### **Patient Perspective Presentation**

A patient with cutaneous lymphoma often gives a presentation sharing what his or her journey in life has been like coping with a diagnosis of cutaneous lymphoma.

### **Cutaneous Lymphoma Foundation Presentation**

A Cutaneous Lymphoma Foundation representative provides guests with a presentation with details on all of the programs, resources and support available at the Foundation.

### **Support Group Sessions for Patients and Caregivers**

In most of our forums we separate patients and caregivers into support groups to share their own experiences, learn from one another and build invaluable relationships with fellow patients and caregivers.

## Corporate Sponsorship Opportunities: 2012 Patient Educational Forums

### PATIENT EDUCATIONAL FORUMS AND LYMPHOMA WORKSHOPS

As a Corporate Sponsor, your partnership with us will include participation in both Patient Educational Forums, which are held solely by the Cutaneous Lymphoma Foundation, and participation in Lymphoma Workshops, which are held by the Lymphoma Research Foundation.

The Lymphoma Research Foundation's Lymphoma Workshop programs provide the latest information about lymphoma, current treatment options and patient support topics to lymphoma patients, survivors and their loved ones across the United States. The Cutaneous Lymphoma Foundation partners with, and provides support to, the Lymphoma Research Foundation for their annual Lymphoma Workshops and its North American Educational Forum on Lymphoma, which offers sessions specific to the needs of cutaneous lymphoma patients and caregivers. Topics vary and can include overviews about the many forms of cutaneous lymphoma; obtaining a proper diagnosis; overviews of treatment options; support and resources available at the Foundation; and support group sessions for patients/caregivers.

### LOCATIONS

Following are locations currently planned for our 2012 Patient Educational Forums and Lymphoma Workshops:

- Boston, MA: Lymphoma Workshop
- Chicago, IL: Patient Educational Forum and Lymphoma Workshop
- Houston, TX: Patient Educational Forum
- Minneapolis, MN: Lymphoma Workshop
- New Haven, CT: Patient Educational Forum
- Pittsburgh, PA: Patient Educational Forum
- Raleigh, NC: Patient Educational Forum
- San Francisco, CA: North American Educational Lymphoma Forum
- Scottsdale, AZ: Lymphoma Workshop
- Seattle, WA: Lymphoma Workshop
- Stanford, CA: Patient Educational Forum
- Toronto, Canada: Patient Educational Forum

Many of the above locations are confirmed; however, some are subject to change based on the availability of physicians who are being approached to Chair our Patient Educational Forums. We look forward to confirming all Patient Educational Forum locations in the near future.

Please visit [www.clfoundation.org](http://www.clfoundation.org) often for confirmation of Forum dates and details.

# Corporate Sponsorship Opportunities: 2012 Patient Educational Forums

## PLATINUM SPONSORSHIP

As a Platinum Sponsor, Corporate Sponsors will be extended the following valuable benefit package:

### MARKETING AND PUBLIC RELATIONS BENEFITS

- Premier recognition on printed outreach materials including oversized postcard distributed in a comprehensive direct mail effort and promotional flyers for each forum hosted by the CLF; the postcard and flyer includes placement of corporate logo in the largest/most prominent sponsor tier; flyer is used extensively for marketing efforts and includes speaker information/photos
- Recognition in all pre-forum marketing/outreach via the Foundation's printed newsletter, *Forum* (3 per year), which includes placement of corporate logo in the largest/most prominent sponsor tier in articles devoted to promotion of our 2012 forums
- Recognition in pre-forum marketing/outreach via e-newsletters, which includes placement of corporate logo in the largest/most prominent sponsor tier in articles devoted to promotion of our 2012 forums (one general e-newsletter is sent per month and forum-specific e-newsletters are also sent throughout the year)
- Recognition on Foundation website ([www.clfoundation.org](http://www.clfoundation.org)) on all 2012 forum pages, which includes placement of corporate logo in the largest/most prominent sponsor tier
- Recognition via the CLF's Facebook page in promotional messaging devoted to 2012 forums
- Opportunity for high-visibility corporate exhibit/dissemination of materials and attendance by field representatives at all 2012 forums
- Recognition at all 2012 forums with mention during welcome/opening remarks
- Recognition at all 2012 forums with inclusion of corporate logo as sponsor in the CLF presentation on an appropriate slide dedicated to acknowledgment of 2012 forum sponsors (a presentation by a CLF representative is planned for each forum during which a slide presentation is given that provides an overview of the CLF, resources available, opportunities for involvement, etc.)
- Recognition in post-forum marketing efforts, which includes corporate logo placement on post-event summary pages published on our website and potential recognition in printed/electronic newsletters that may highlight stories of our 2012 Patient Educational Forums

### MEDIA BENEFITS

Special preference will be given to Platinum Sponsors as it relates to potential media efforts that may be undertaken to gain publicity in locations where our 2012 Patient Educational Forums will be held. Platinum sponsors will be mentioned in press releases and will be given special preference for potential media interviews.

### STRATEGIC COLLABORATION BENEFITS

As a Platinum Sponsor, Corporate Sponsors will benefit from access to CLF representatives who can assist the company with achieving its strategic business objectives. The CLF can be a strong partner to your company and special preference will be given to Platinum Sponsors for strategic collaborative opportunities.

### POST-SPONSORSHIP ANALYSIS

Corporate Sponsors will receive a post-analysis report on its sponsorship providing a detailed summary of sponsorship highlights and outcomes.

**Sponsorship Investment: \$100,000**



## Corporate Sponsorship Opportunities: 2012 Patient Educational Forums

### GOLD SPONSORSHIP

As a Gold Sponsor, Corporate Sponsors will be extended the following valuable benefit package:

#### MARKETING AND PUBLIC RELATIONS BENEFITS

- Prominent recognition on printed outreach materials including oversized postcard distributed in a comprehensive direct mail effort and promotional flyers for each forum hosted by the CLF; the postcard and flyer includes placement of corporate logo in the second largest sponsor tier; flyer is used extensively for marketing efforts and includes speaker information/photos
- Recognition in all pre-forum marketing/outreach via the Foundation's printed newsletter, *Forum* (3 per year), which includes placement of corporate logo in the second largest sponsor tier in articles devoted to promotion of our 2012 forums
- Recognition in pre-forum marketing/outreach via e-newsletters, which includes placement of corporate logo in the second largest sponsor tier in articles devoted to promotion of our 2012 forums (one general e-newsletter is sent per month and forum-specific e-newsletters are also sent throughout the year)
- Recognition on Foundation website ([www.clffoundation.org](http://www.clffoundation.org)) on all 2012 forum pages, which includes placement of corporate logo in the second largest sponsor tier
- Recognition via the CLF's Facebook page in promotional messaging devoted to 2012 forums
- Opportunity for high-visibility corporate exhibit/dissemination of materials and attendance by field representatives at all 2012 forums
- Recognition at all 2012 forums with mention during welcome/opening remarks
- Recognition at all 2012 forums with inclusion of corporate logo as sponsor in the CLF presentation on an appropriate slide dedicated to acknowledgment of 2012 forum sponsors (a presentation by a CLF representative is planned for each forum during which a slide presentation is given that provides an overview of the CLF, resources available, opportunities for involvement, etc.)
- Recognition in post-forum marketing efforts, which includes corporate logo placement on post-event summary pages published on our website and potential recognition in printed/electronic newsletters that may highlight stories of our 2012 Patient Educational Forums

#### POST-SPONSORSHIP ANALYSIS

Corporate Sponsors will receive a post-analysis report on its sponsorship providing a detailed summary of sponsorship highlights and outcomes.

### Sponsorship Investment: \$50,000

## Corporate Sponsorship Opportunities: 2012 Patient Educational Forums

### SILVER SPONSORSHIP

As a Silver Sponsor, Corporate Sponsors will be extended the following valuable benefit package:

#### MARKETING AND PUBLIC RELATIONS BENEFITS

- Recognition on printed outreach materials including oversized postcard distributed in a comprehensive direct mail effort and promotional flyers for each forum hosted by the CLF; the postcard and flyer includes placement of corporate logo in Silver Sponsor tier; flyer is used extensively for marketing efforts and includes speaker information/photos
- Recognition in all pre-forum marketing/outreach via the Foundation's printed newsletter, *Forum* (3 per year), which includes placement of corporate logo in Silver Sponsor tier in articles devoted to promotion of our 2012 forums
- Recognition in pre-forum marketing/outreach via e-newsletters, which includes placement of corporate logo in Silver Sponsor tier in articles devoted to promotion of our 2012 forums (one general e-newsletter is sent per month and forum-specific e-newsletters are also sent throughout the year)
- Recognition on Foundation website ([www.clfoundation.org](http://www.clfoundation.org)) on all 2012 forum pages, which includes placement of corporate logo in Silver Sponsor tier
- Recognition via the CLF's Facebook page in promotional messaging devoted to 2012 forums
- Recognition at all 2012 forums with mention during welcome/opening remarks
- Recognition at all 2012 forums with inclusion of corporate logo as sponsor in the CLF presentation on an appropriate slide dedicated to acknowledgment of 2012 forum sponsors (a presentation by a CLF representative is planned for each forum during which a slide presentation is given that provides an overview of the CLF, resources available, opportunities for involvement, etc.)
- Recognition in post-forum marketing efforts, which includes corporate logo placement on post-event summary pages published on our website and potential recognition in printed/electronic newsletters that may highlight stories of our 2012 Patient Educational Forums

#### POST-SPONSORSHIP ANALYSIS

Corporate Sponsors will receive a post-analysis report on its sponsorship providing a detailed summary of sponsorship highlights and outcomes.

### Sponsorship Investment: \$25,000

# Corporate Sponsorship Opportunities: Website

## OVERVIEW

The Cutaneous Lymphoma Foundation's website at [www.clfoundation.org](http://www.clfoundation.org) is a trusted, credible, daily resource for thousands of patients, caregivers, physicians and many other stakeholders in the United States, Canada and throughout the world.

**Corporate Sponsors of our website can benefit from our estimated 41,000 unique annual website visitors by showcasing their support of our cause on our website, which provides for high-visibility exposure and ease in our website visitors' ability to visit corporate sponsors' websites to view and purchase products/services offered by our corporate sponsors.**

Our website is truly our gateway to the world and, specifically, to thousands of patients, caregivers, healthcare providers, researchers, healthcare partners, supporters and so many other key stakeholders who visit our site. It is a constant portal through which these individuals access the plethora of resources and support available only at the Cutaneous Lymphoma Foundation.

## SPONSORSHIP OPPORTUNITIES

Following are Cutaneous Lymphoma Foundation website sponsorship opportunities:

### PLATINUM SPONSORSHIP

- Premier recognition with corporate logo displayed in top tier sponsor level on website's home page at [www.clfoundation.org](http://www.clfoundation.org) for one year; logo is clickable to the sponsor's website (if deemed appropriate by CLF)

**Sponsorship Investment: \$50,000**

### GOLD SPONSORSHIP

- Recognition with corporate logo displayed in second tier sponsor level on website's home page at [www.clfoundation.org](http://www.clfoundation.org) for one year; logo is clickable to the sponsor's website (if deemed appropriate by CLF)

**Sponsorship Investment: \$25,000**

### SILVER SPONSORSHIP

- Recognition with corporate logo displayed in Silver Sponsor level on website's home page at [www.clfoundation.org](http://www.clfoundation.org) for one year; logo is clickable to the sponsor's website (if deemed appropriate by CLF)

**Sponsorship Investment: \$15,000**

# Corporate Sponsorship Opportunities: Newsletter Sponsorship

## OVERVIEW

The Cutaneous Lymphoma Foundation publishes an educational newsletter, **Forum**, which provides relevant news, information and resources to patients, caregivers, physicians, researchers and the larger cutaneous lymphoma community. This newsletter is published three times per year and is the only publication of its kind in the world dedicated to providing comprehensive news and information to people affected by cutaneous lymphoma.

### About the Cutaneous Lymphoma Foundation Forum:

- Distributed via direct mail three times per year by the Cutaneous Lymphoma Foundation in Winter, Spring/Summer and Fall; estimated distribution of 5000
- Additional distribution throughout the year at Patient Educational Forums, medical conferences and upon request by newly-diagnosed patients and physicians' offices
- Each edition of the *Forum* includes feature articles with specific information about health and quality of life issues facing patients diagnosed with cutaneous lymphoma; information on educational opportunities; treatment news/updates; patient and caregiver stories; advocacy news/opportunities; news on research; and opportunities for involvement at the Cutaneous Lymphoma Foundation
- Past editions can be downloaded/viewed online at [www.clfoundation.org](http://www.clfoundation.org)

## SPONSORSHIP OPPORTUNITIES

Following are *Forum* sponsorship opportunities:

### PLATINUM SPONSORSHIP

- Premier recognition with corporate logo prominently displayed in top tier sponsor level on sponsor page in each 2012 edition of the *Forum*
- Premier recognition with corporate logo prominently displayed on Foundation website newsletter page as Platinum Sponsor of our 2012 editions of the *Forum*
- One hundred complimentary printed copies of each edition; additional copies upon request

**Sponsorship Investment: \$25,000**

### GOLD SPONSORSHIP

- Prominent recognition with corporate logo in second tier sponsor level on sponsor page in each 2012 edition of the *Forum*
- Prominent recognition with corporate logo on Foundation website newsletter page as Gold Sponsor of our 2012 editions of the *Forum*
- Fifty complimentary printed copies of each edition; additional copies upon request

**Sponsorship Investment: \$15,000**

### SILVER SPONSORSHIP

- Recognition with corporate logo in Silver Sponsor level on sponsor page in 2012 editions
- Twenty five complimentary printed copies of each edition; additional copies upon request

**Sponsorship Investment: \$10,000**

# Corporate Sponsorship Opportunities: E-Newsletter Sponsorship

## OVERVIEW

The Cutaneous Lymphoma Foundation publishes an e-newsletter, which provides relevant news, information and resources to patients, caregivers, physicians, researchers and the larger cutaneous lymphoma community. This e-newsletter is the only publication of its kind in the world dedicated to providing continuous, ongoing news and information to people affected by cutaneous lymphoma.

### About the Cutaneous Lymphoma Foundation E-Newsletter:

- Our e-newsletter is distributed approximately once per month to approximately 2500 patients, caregivers, loved ones and others who have opted-in to receive our e-newsletter
- Past editions are archived and made available for download anytime at [www.clfoundation.org](http://www.clfoundation.org)
- Each edition's contents vary with features that include articles with specific information about health and quality of life issues facing patients diagnosed with cutaneous lymphoma; information on educational opportunities; treatment news/updates; patient and caregiver stories; advocacy news/opportunities; information on how to become involved in our efforts to help people affected by cutaneous lymphoma and more

## SPONSORSHIP OPPORTUNITIES

Following are e-newsletter sponsorship opportunities:

### PLATINUM SPONSORSHIP

- Premier recognition with corporate logo prominently displayed in top tier sponsor level in sponsor section of e-newsletters for one calendar year; logo is clickable to the sponsor's website (if deemed appropriate by the CLF)

**Sponsorship Investment: \$10,000**

### GOLD SPONSORSHIP

- Prominent recognition with corporate logo displayed in second tier sponsor level in sponsor section of e-newsletters for one calendar year; logo is clickable to the sponsor's website (if deemed appropriate by CLF)

**Sponsorship Investment: \$7,500**

### SILVER SPONSORSHIP

- Recognition with corporate logo displayed in lower sponsor level in sponsor section of e-newsletters for one calendar year; logo is clickable to the sponsor's website (if deemed appropriate by CLF)

**Sponsorship Investment: \$5,000**

# Corporate Sponsorship Opportunities: Cutaneous Lymphoma Foundation Marketplace

## OVERVIEW

The Cutaneous Lymphoma Foundation will offer a Marketplace on its new website, which will be re-launched in fall 2011. This Marketplace will provide a forum for companies to market products and services that are of interest and benefit to our patient, physician and other audiences.

### About the Cutaneous Lymphoma Foundation Marketplace:

- This Marketplace will be a dedicated page on the Foundation's website at [www.clfoundation.org](http://www.clfoundation.org) at or near the time of the website re-launch
- Patients diagnosed with cutaneous lymphoma, their caregivers/loved ones and physicians who treat patients regularly visit the Foundation's website for information, resources and support
- This Marketplace will be promoted via the Foundation's many other communication mediums including its e-newsletter, printed newsletter, via its telephone helpline, at Patient Educational Forums, via educational teleconferences and more; we also expect that patients who are members of the CTCL-MF Listserv will promote it via the listserv
- In the Foundation's 2009-2010 fiscal year (July 1, 2009 – June 30, 2010), the Foundation received approximately 41,000 unique visitors to its website
- Through promotion of a company's products/services via our Marketplace, a target audience of patients, caregivers, physicians and other stakeholders can be reached who can be converted into first-time and repeat customers resulting in new and increased sales

## SPONSORSHIP OPPORTUNITIES

Following are Cutaneous Lymphoma Foundation Marketplace sponsorship opportunities:

### PLATINUM SPONSORSHIP

- Premier recognition with corporate logo prominently displayed in top tier sponsor level in sponsor section for one calendar year; logo is clickable to the sponsor's website (if deemed appropriate by CLF)

**Sponsorship Investment: \$10,000**

### GOLD SPONSORSHIP

- Prominent recognition with corporate logo displayed in second tier sponsor level in sponsor section for one calendar year; logo is clickable to the sponsor's website (if deemed appropriate by CLF)

**Sponsorship Investment: \$7,500**

### SILVER SPONSORSHIP

- Recognition with corporate logo displayed in lower sponsor level in sponsor section for one calendar year; logo is clickable to the sponsor's website (if deemed appropriate by CLF)

**Sponsorship Investment: \$5,000**

### OVERVIEW

The Cutaneous Lymphoma Foundation will be creating a new educational publication entitled "A Patient's Guide to Understanding Cutaneous Lymphoma" for patients, caregivers, physicians and other key stakeholders that will be a comprehensive booklet inclusive of the following main topics: Overview of Lymphomas (Including Sub-Chapters for Cutaneous Lymphoma, Peripheral T-Cell Lymphoma and Lymphomatoid Papulosis); Signs and Symptoms; Getting a Proper Diagnosis; What You Should Know Before Starting Treatment; Treatment Options; Treatment Side Effects; Living with Cutaneous Lymphoma; Sexuality; Children and Young Adults with Cutaneous Lymphoma; Clinical Trials; Glossary of Terms; About the Cutaneous Lymphoma Foundation; Resources for Patients, Survivors and Loved Ones; How to Get Involved and Give Back.

This guide will be created in 2011 and distributed via a comprehensive direct mail effort to patients, caregivers, physicians, the larger cutaneous lymphoma medical community and many other key stakeholders. It will also be distributed and made available on an ongoing basis at our Patient Educational Forums; at medical meetings/conferences that we attend/exhibit at; provided in bulk supply to top cutaneous lymphoma treatment centers across the United States and Canada; to newly-diagnosed patients; and upon request anytime. This guide will also be available online at [www.clfoundation.org](http://www.clfoundation.org).

**Translation of this guide into other languages is also being explored.**

### SPONSORSHIP OPPORTUNITIES

Following are "A Patient's Guide to Understanding Cutaneous Lymphoma" sponsorship opportunities:

#### PLATINUM SPONSORSHIP

- Premier recognition with corporate logo prominently displayed in top tier sponsor level on sponsor page
- Premier recognition with corporate logo prominently displayed on Foundation website page dedicated to this publication (once published)
- Twenty-five complimentary printed copies of this guide; additional copies available upon request

**Sponsorship Investment: \$25,000**

#### GOLD SPONSORSHIP

- Prominent recognition with corporate logo displayed in Gold Sponsor tier on sponsor page
- Prominent recognition with corporate logo on Foundation website page dedicated to this publication (once published)
- Ten complimentary printed copies of this guide; additional copies available upon request

**Sponsorship Investment: \$15,000**

#### SILVER SPONSORSHIP

- Recognition with corporate logo displayed in Silver Sponsor tier on sponsor page
- Five complimentary printed copies of this guide; additional copies available upon request

**Sponsorship Investment: \$10,000**

## Sponsorship Summary

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In an effort to collaborate with Corporate Sponsors in a mutually beneficial partnership that will benefit our respective organizations, we invite you to become a Cutaneous Lymphoma Foundation Corporate Sponsor.

We look forward to having your support and know that your sponsorship will prove to be a rewarding experience giving your company the opportunity to achieve marketing/sales/PR objectives that will result in a positive return on your investment.

Your sponsorship support will enable the life-changing work of the Cutaneous Lymphoma Foundation to continue, which includes providing vital programs and services and building capacity within our organization to enhance and expand all that we do for the people we serve.

The following page of this proposal is a Sponsorship Commitment Form to complete and send back to the Cutaneous Lymphoma Foundation with your sponsorship commitment.

We also welcome the opportunity to discuss a Corporate Sponsorship with you in greater detail. Please contact Jennifer A. Viano, Chief Executive Officer, at 248.957.8918 (office), 248.703.9297 (mobile), or via email at [jennifer@clfoundation.org](mailto:jennifer@clfoundation.org) for personal assistance.

Thank you in advance for your consideration and for what we hope will be a favorable response. Together, through this sponsorship, we have the opportunity to advance our respective missions bringing added prosperity and quality of life to those we serve.

**Your Company and the Cutaneous Lymphoma Foundation:**  
***Working together to make sure that each person with cutaneous lymphoma gets  
the best care possible***



