

The Melanoma Research Alliance

POWERFUL RESEARCH. FASTER RESULTS.

The background features a series of overlapping, wavy lines in shades of blue and red, creating a sense of movement and depth. The lines are composed of many fine, parallel lines, giving them a textured, almost fabric-like appearance. They flow from the left side of the image towards the right, with some lines curving upwards and others downwards, creating a dynamic and modern aesthetic.

Leveraged
Finance
**Fights
Melanoma**

Leveraged Finance Fights Melanoma

“This event has become our
industry’s Met Gala”

– from a Global Head of Capital Markets



WHO

The biggest names in leveraged finance and private equity come together to raise funds for the Melanoma Research Alliance, the largest and highest rated non-profit funder of melanoma research in the world.

WHEN

Wednesday, June 12, 2024

6:30 pm – 10pm

6:30pm VIP Sponsor Reception; 7pm General Admission

WHERE

MOMA
MUSEUM OF MODERN ART.

11 West 54th Street, New York City
MoMA Sculpture Garden & Lobbies

WHY

- Melanoma is the deadliest form of skin cancer and the 5th most diagnosed cancer in the U.S.
- Over 100,000 people will be diagnosed with melanoma this year alone.

HOW

- Become a sponsor for Leveraged Finance Fights Melanoma.
- Last year’s event was sold-out with a wait list.
- Don’t miss out this year.
- Reserve your sponsorship today.

Leveraged Finance Fights Melanoma Event Co-Chairs

Clare Bailhé MidCap Financial
Brendan Dillon Veritas Capital
Kerry Dolan Brinley Partners
Lee Grinberg Elliott Management
Jason Kanner Kirkland & Ellis
Matt Manin Apollo
Eliza McDougall White & Case
Erwin Mock Thoma Bravo

George Mueller KKR
Geoff Oltmans Silver Lake
Kevin Pluff HPS Investment Partners
Jeff Rowbottom General Atlantic Credit
Ian Schuman Latham & Watkins
Cade Thompson KKR
Trevor Watt Hellman & Friedman
Eric Wedel Paul, Weiss, Rifkind, Wharton
& Garrison

Sponsorship Opportunities

Benefits	Title (\$150,000)	Presenting (\$100,000)	Platinum (\$50,000)	Gold (\$25,000)	Preferred (\$15,000)	Advocate (\$10,000)
Event communication recognition including logo listing	Premium positioning as title sponsor in all event communications & signage + verbal recognition during program	Priority recognition as presenting sponsor in all event communications & signage + verbal recognition during program	Recognition as platinum sponsor in all event communications & signage	Recognition as gold sponsor in all event communications & signage	Recognition as preferred sponsor in all event communications & signage	Recognition as advocate sponsor in all event communications & signage
Exclusive Title & Presenting Sponsor Networking Reception (invitation only)	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>				
Complimentary VIP Reception Admission with VIP Entrance	12 VIP admissions	8 VIP admissions	4 VIP Admissions	2 VIP admissions		
Complimentary General Admissions with General Entrance	12 general admissions	10 general admissions	8 general admissions	8 general admissions	10 general admissions	4 general admissions
Priority pre-sale access & preferred pricing for additional individual ticket purchases	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>			
Concierge Service: personalized sponsor concierge service from MRA staff members	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>				

Sponsorships are fully deductible if accepting no benefits. If accepting event registrations, each registered guest reduces tax deductibility by \$100.

The Ultimate ROI: Lives Saved

The funds raised through Leveraged Finance Fights Melanoma are producing real results.

- The melanoma community is leading the way for oncology as a beacon of innovation and scientific excellence.
- Since the first LFFM, 16 new therapeutic approaches for melanoma have been approved by the FDA, revolutionizing the cancer research field. Breakthroughs in melanoma are now benefitting patients with 30+ other types of cancer.
- Today, patients have more options than ever before and many are living longer, fuller lives as a result.
- In fact, the 2021 Annual Report to the Nation on the Status of Cancer (ARN), **found a greater decline in deaths due to melanoma than all other cancers in the last several years.** This incredible progress is not possible without you, and the support of the Leveraged Finance Community.
- Despite this progress, many challenges remain. Half of patients facing advanced melanoma still do not benefit from even the latest and most advanced treatments. **We need your help to keep driving progress forward.**



**\$23 MILLION RAISED TO-DATE
FOR INNOVATIVE MELANOMA
RESEARCH**

MRA by the Numbers

\$150+

million in grants

500+

investigators

450

research awards
granted

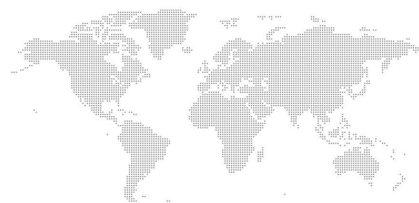
over

\$415

million in leveraged and
follow-on funding

25,611 donors

18,000+ people have used our clinical trial navigator to find
personalized clinical trial results in their community



162

institutions in **19**
countries funded

211

different agents for treatment
of melanoma investigated

722 corporate partners who've
raised over **\$68 million** to
support melanoma research

100% of all donations go directly
to research— no admin,
development, or other fees

Thank You to our 2023 LFFM Sponsors

Title Sponsors



KIRKLAND & ELLIS

Simpson
Thacher

LATHAM
LATHAM & WATKINS

Presenting Sponsors

APOLLO | MIDCAP

Goldman
Sachs

FitchRatings

WHITE & CASE

Platinum Sponsors

ALLEN & OVERY

BMO Capital Markets

Davis Polk

Milbank

SHEARMAN & STERLING

UBS

Thank You to our 2023 LFFM Sponsors

Gold Sponsors



Preferred Sponsors



Advocate Sponsors





MRA x LFFM Contacts

FOR EVENT SPONSORSHIPS AND REGISTRATION

Janine Rauscher

Associate Director, Development

jrauscher@curemelanoma.org

202.336.8944

FOR PRESS OPPORTUNITIES

Cody Barnett

Senior Director of Communications


cbarnett@curemelanoma.org

202.336.8922



Melanoma Research Alliance

C U R E M E L A N O M A . O R G



Melanoma Research Alliance
730 15th Street, NW
Fourth Floor
Washington DC, 20005

