



About the Leveraged Finance Fights Melanoma Event

The Leveraged Finance Fights Melanoma (LFFM) event brings together nearly 1,000 leading professionals in the leveraged finance and private equity industry. Individuals come together to network and raise funds and awareness to fight melanoma, the deadliest form of skin cancer. The annual event, which began in 2012, benefits the Melanoma Research Alliance (MRA), the largest private funder of melanoma research founded by Debra and Leon Black in 2007.

The 2017 event is chaired by Brendan Dillon of UBS, Lee Grinberg of Elliott Management, George Mueller of KKR, Jeff Rowbottom of PSP Investments, Cade Thompson of KKR, and Trevor Watt of Hellman & Friedman.

Past Events

More than \$6.8 million raised from prior years has supported innovative melanoma research that has played a role in developing what are now FDA approved immunotherapy treatments for melanoma and several other forms of cancer.

Event attendees are educated on the dangers of melanoma and importance of sun safety and early detection. Melanoma, if found early before the spread beyond the skin, is most often treatable. Past events have led to attendees scheduling skin checks and even to the discovery and treatment of early-stage melanomas.

Past speakers of the main event have included Leon Black, Michael Milken, Carl Icahn and Génesis Rodríguez, together with Howard Marks, Henry Kravis, and Jonathan Sokoloff addressing participants of the private pre-event reception.

Read more about past events:

Bloomberg, *Leon Black is Chivalrous, Milken Serious at Melanoma Benefit* → and *Scene Last Night, Icahn, Black, Bacon, Cotton, Diamond, Gurung* →
WSJ, *A Cancer Charity That Wouldn't Mind Going Out of Business* →
NY Times, *Wall Street's A-List Turns Out to Fight Skin Cancer* →

EVENT DETAILS

WHO

Biggest names in the leveraged finance and private equity community

WHAT

Cocktails and networking

WHERE

The Rockefeller Center, Summer Garden, afterparty at Connolly's Irish Pub

WHEN

Wednesday, May 24
6:00 to 9:00 pm,
afterparty to follow

WHY

Melanoma is one of the fastest growing cancers worldwide. Before Memorial Day, learn how to protect yourself and your loved ones, while supporting critical melanoma research.

DETAILS & REGISTER

www.curemelanoma.org/lffm

Sponsorship Opportunities

Sponsors receive benefits and access to the event as outlined below. All sponsorships are tax deductible above the value of the \$100 per ticket and fully tax deductible if accepting no benefits.

⦿ \$100,000+ Presenting

- ✓ Private pre-event reception access for 8
- ✓ Priority recognition as presenting sponsor on all event press releases, signage, and multimedia, including spotlight on event slide loop (8x)
- ✓ Customized marketing opportunities available
- ✓ Includes 15 general tickets

⦿ \$50,000+ Platinum

- ✓ Private pre-event reception access for 4
- ✓ Platinum sponsor recognition on all event press releases, signage, and multimedia, including spotlight on event slide loop (4x)
- ✓ Customized marketing opportunities available
- ✓ Includes 15 general tickets

⦿ \$25,000 Gold

- ✓ Private pre-event reception access for 2
- ✓ Gold sponsor recognition on all event press releases, signage, and multimedia, including spotlight on event slide loop (3x)
- ✓ Includes 10 general tickets

⦿ \$10,000 Preferred

- ✓ Preferred sponsor recognition on all event press releases, signage, and multimedia, including spotlight on event slide loop (2x)
- ✓ Includes 10 general tickets

⦿ \$5,000 Advocate

- ✓ Advocate sponsor recognition on all event press releases, signage, and multimedia, including spotlight on event slide loop (1x)
- ✓ Includes 4 general tickets

Individual ticket purchases are available for \$300.

"This event plays a critical role, not only to raise money that truly impacts the oncology field but also to educate people on a disease that in most cases is preventable."

–Jeffrey Rowbottom, LFFM Co-Chair



About MRA

Formed by Debra and Leon Black in 2007 under the auspices of the Milken Institute, the Melanoma Research Alliance (MRA) is the largest private funder of melanoma research. The mission of MRA is to end suffering and death due to melanoma by collaborating with all stakeholders to accelerate powerful research, advance cures for all patients and prevent more melanomas.

100% of donations to MRA support innovative melanoma research worldwide. Since its founding, MRA has committed more than \$79 million in funding to advance our understanding of this disease, and leveraged an additional \$80 million. MRA funds projects in the areas of prevention, diagnosis and treatment with the majority of funding allocated for melanoma treatment. For more information, please visit www.curemelanoma.org.

Please contact Rachel Gazzo at rgazzo@curemelanoma.org or (202) 336-8947 to register. Online registration is available at <https://curemelanoma.thankyou4caring.org/lffm>.