

# The Melanoma Research Alliance

POWERFUL RESEARCH. FASTER RESULTS.



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 54<sup>th</sup> Street, New York City  
MoMA Sculpture Garden & Lobbies

## WHY

- Melanoma is the deadliest form of skin cancer and the 5<sup>th</sup> 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
Access to additional admissions beyond sponsorship allotment	<input checked="" type="checkbox"/>	<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

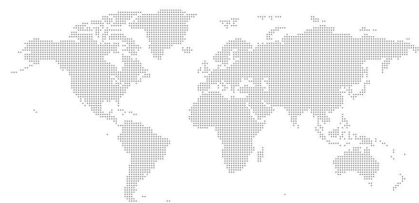
over

\$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

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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

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# Melanoma Research Alliance

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



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