

**Melanoma**  
**Research Alliance**

 **Leveraged  
Finance  
Fights  
Melanoma**

Powerful Research. Faster Results.

To Benefit the Melanoma Research Alliance

Chaired by:

**Brendan Dillon** of UBS, **Lee Grinberg** of Elliott Management, **George Mueller** of KKR, **AJ Murphy** of BAML, **Geoff Oltmans** of Silver Lake, **Jeff Rowbottom** of PSP Investments, **Cade Thompson** of KKR, and **Trevor Watt** of Hellman & Friedman

Celebrate the seventh annual event

# **LEVERAGED FINANCE **FIGHTS** MELANOMA (LFFM)**

## **COCKTAILS**

Rockefeller Center: Summer Garden

Wednesday, May 23, 2018

6:00 – 9:00 PM

Top Sponsors' Private Pre-Event Reception begins at 5:30 PM

## **AFTERPARTY**

Connolly's Irish Pub

121 West 45<sup>TH</sup> Street @ 6<sup>TH</sup> Avenue

Generously donated by Brendan Connolly and Tom Connolly

# LEVERAGED FINANCE **FIGHTS** MELANOMA

## **WHO**

The biggest names in the leveraged finance industry are gathering to raise funds to fight melanoma

## **WHAT**

Cocktails and networking

## **WHERE**

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

## **WHEN**

Wednesday, May 23, 2018

6:00 – 9:00 PM, afterparty to follow

## **WHY**

Melanoma is one of the fastest growing cancers worldwide, with rates of incidence increasing. In 2018, over 91,270 Americans – a 5% increase from 2017 projections – will be diagnosed. Learn how to protect yourself and your loved ones and support critical melanoma research.

## **HOW**

Sponsor Leveraged Finance **Fights** Melanoma (LFFM) to benefit the Melanoma Research Alliance (MRA), the world's largest non-profit funder of melanoma research

# SPONSORSHIP OPPORTUNITIES

Below are Leveraged Finance **Fights** Melanoma sponsorship levels and benefits:

## **\$100,000+ PRESENTING SPONSORS**

- 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)
- 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)
- 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

## **\$12,500 PREFERRED**

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

## **\$7,500 ADVOCATE**

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

# LEVERAGED FINANCE **FIGHTS** MELANOMA

## **EVENT HISTORY AND RESEARCH SUPPORT**

Since the inaugural event in 2012, the leveraged finance community has supported more than **\$8.6 million** of melanoma research.

Recent landmark advances in melanoma treatment have provided new options for patients, and melanoma stands as the case study for state-of-the-art cancer drug development, precision medicine and immunotherapy. The data that melanoma scientists are generating is benefiting cancer researchers in many fields, including those studying bladder, brain, breast, colon, kidney, leukemia, lymphoma, lung, pancreatic, and prostate cancer.

## **2018 GOALS**

Despite progress, newly approved therapies will not be the cure for most patients, so continuing to support research is critical. The event seeks to raise funds to advance research and educate attendees on the dangers of melanoma and importance of sun safety and early detection. If melanoma is found early—before it has spread beyond the skin—it is almost always treatable. Past events have led to attendees scheduling skin checks and even to the discovery and treatment of several early-stage melanomas.

# ABOUT THE MELANOMA RESEARCH ALLIANCE

The Melanoma Research Alliance (MRA) was launched in 2007 by Debra and Leon Black under the auspices of the Milken Institute. The organization aims 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. To date, MRA has awarded **\$88 million** in funding to 233 innovative research programs in 15 countries, with an additional \$89 million leveraged from additional sources. Due to the generosity of its founders, **100%** of donations go directly to research, no administrative or fund-raising costs at MRA or sponsored institutions.

## LEGACY

Every hour, melanoma takes another life in the United States. But after decades of little progress, there is now hope. Since MRA began its work, **11 new treatments** have become available to melanoma patients. MRA continues to catalyze strategic, collaborative, and accountable research efforts, moving the field toward effective treatment options for all melanoma patients as quickly as possible. With your support, we will see the day when no one suffers or dies from melanoma.

For more information about MRA, please visit [www.CureMelanoma.org](http://www.CureMelanoma.org)

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# LEVERAGED FINANCE **FIGHTS** MELANOMA

## **POSTIVE OUTCOMES**

**After years battling Stage IV melanoma, Rusty Cline rediscovered hope through immunotherapy, a pillar of research supported by LFFM.**

I had noticed an unusual mole on my shoulder for more than a year. While it did not change dramatically, it would sometimes bleed, and I thought I should have it checked. When I did, I learned that I had Stage IV melanoma, and that I would likely die in less than five years. It was the fall of 2006, and as I looked for help, I realized that there was not much I could do – there weren't many treatment options, and the odds of those available seemed daunting. I started with surgery, removing tumors and lymph nodes, and moved on to a clinical trial from which I was disqualified after a new tumor was found in my neck. As time went on and the cancer spread, I underwent radiation, aggressive chemical treatments, and many surgeries. My hope dimmed as the cancer appeared in my brain. Repeated gamma knife and open brain surgeries seemed unable to stem the cancer's recurrence, and I began to have seizures.



In 2012, my tumors were taking over, and my doctors told me that there was not much else to do. But I didn't give up quite yet. I let my friends, who learned about MRA through the **LFFM** event, guide me. They knew that things were changing all the time as cutting-edge research was being developed. With the help and guidance of MRA and many friends, I found my way to Memorial Sloan Kettering Cancer Center. To skeptical me, they said, "let's get busy" and put me in an immunotherapy trial. Within weeks, I felt the tumors receding, and not long after, it was hard to find the lesions that had bulged out of my body. I now have an overwhelming reduction in my cancer. I'm grateful, and at the same time hopeful that people will support the kind of research that has brought my story to where it is right now.

# REDUCE YOUR RISK

If every melanoma could be recognized at the earliest possible stage and removed completely, we could realize a dramatic decrease in melanoma-related deaths.

1. Protect yourself from the sun's damaging rays—wear protective clothing and broad-spectrum sunscreen of at least SPF 30
2. Avoid indoor tanning
3. Know your skin and examine it regularly, looking for moles or growths exhibiting the ABCDEs of melanoma

**A** **ASYMMETRICAL**  
LOOK FOR MOLES OR GROWTHS THAT ARE ASYMMETRICAL OR UNEVEN

**B** **BORDER**  
DOES A MOLE OR GROWTH HAVE AN IRREGULAR BORDER?

**C** **COLOR**  
DOES A MOLE OR GROWTH HAVE MULTIPLE COLORS?

**D** **DIAMETER**  
IS THE DIAMETER LARGER THAN THE SIZE OF A PENCIL ERASER?

**E** **EVOLVED**  
HAS THE SIZE GOTTEN BIGGER IN SIZE OR THICKNESS?  
[WWW.CUREMELANOMA.ORG](http://WWW.CUREMELANOMA.ORG)



# REGISTRATION

Contact **Rachel Gazzo**, MRA Associate Director, Development at [Rgazzo@curemelanoma.org](mailto:Rgazzo@curemelanoma.org) or 202.336.8947 to sponsor today and secure participation for your company. Ticket sales will formally go live at <http://curemelanoma.org/lffm> mid-March.

## FOR ADDITIONAL EVENT INFORMATION, CONTACT:

**Brendan Dillon**

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**Trevor Watt**

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# PRESS OPPORTUNITIES

**LEVERAGED FINANCE FIGHTS MELANOMA** will conduct outreach to secure media coverage in traditional and online publications of the event and the cause. The event will also be publicized on social media channels and the MRA website.

FOR PRESS OPPORTUNITIES, PLEASE CONTACT:

**Cody Barnett**

**Director of Communications**

[cbarnett@curemelanoma.org](mailto:cbarnett@curemelanoma.org) or 202.336.8922

The logo for the Melanoma Research Alliance features a large, stylized red number '7' on the left side. The text 'Melanoma' is written in a bold, black, sans-serif font, with a red circle around the letter 'o'. Below 'Melanoma' is a thin red horizontal line, and underneath that is the text 'Research Alliance' in a smaller, black, sans-serif font.

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