

**Melanoma**  
**Research Alliance**

 **Leveraged  
Finance  
Fights  
Melanoma**

**Chaired by:**

**Clare Bailhé** Apollo MidCap  
**Brendan Dillon** UBS  
**Lee Grinberg** Elliott Management  
**Christina Minnis** Goldman Sachs  
**George Mueller** KKR

**AJ Murphy** Silver Lake  
**Geoff Oltmans** Silver Lake  
**Jeff Rowbottom** PSP Investments  
**Cade Thompson** KKR  
**Trevor Watt** Hellman & Friedman

Celebrate the 8th annual event

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

## **COCKTAILS**

Rockefeller Center: Summer Garden

Wednesday, May 22, 2019

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 and private equity community 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 22, 2019  
6:00 – 9:00 PM, afterparty to follow

## **WHY**

Melanoma is one of the fastest growing cancers worldwide, with rates of incidence increasing. **In 2019, over 90,000** Americans are projected to 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 **\$10.7 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.

## **2019 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 committed **\$101 million** in funding to 266 innovative research programs in 15 countries, with an additional \$101 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, **12 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)

**Melanoma**  
Research Alliance

# THE POWER OF **MODERN MEDICINE**



Brandon Barniea didn't believe he needed to visit doctors. The athletic 35-year-old had always been healthy – even when his wife and two kids were sick at home with the flu, he would miraculously avoid falling ill. So, when he found what felt like “beads” in his neck, reality came crashing in; following a biopsy, he was diagnosed first with stage III melanoma in August 2015 and later that year it progressed to stage IV.

He was determined to fight and was quickly referred to doctors at Johns Hopkins University who removed the primary melanoma site from his scalp as well as 60 lymph nodes from his neck before enrolling in a clinical trial that combined Nivolumab and Ipilimumab. Barniea credits modern medicine and the love and support from his family, friends, and strangers with keeping his scans clear.

## MRA Advisor & Grantee **Awarded Nobel Prize**



**Dr. Jim Allison was awarded the 2018 Nobel Prize in for his pioneering research to harness the power of the immune system to attack cancer.**

Dr. Allison discovered how to “turn off” the brakes on the body’s immune system, enabling the body’s own immune system to fight cancer. This pioneering work laid the foundation for the development of the drug ipilimumab, also known as Yervoy®, among many other melanoma drugs, which blocks the activity of a molecule, called CTLA-4, which is a protein that prevents T cells from attacking normal body cells and cancer cells. Ipilimumab works to activate T cells so they can multiply and attack melanoma cells anywhere in the body.

Immunotherapies have been significantly more effective in treating advanced melanoma than anything previously developed.



# REDUCE YOUR **RISK**

If every melanoma could be recognized at the earliest possible stage and removed completely, we could dramatically reduce 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**SYMMETRICAL

LOOK FOR MOLES OR GROWTHS THAT ARE ASYMMETRICAL OR UNEVEN



## **B**ORDER

DOES A MOLE OR GROWTH HAVE AN IRREGULAR BORDER?



## **C**OLOR

DOES A MOLE OR GROWTH HAVE MULTIPLE COLORS?



## **D**IAMETER

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



## **E**VOLVED

HAS THE SIZE GOTTEN BIGGER IN SIZE OR THICKNESS?

[WWW.CUREMELANOMA.ORG](http://WWW.CUREMELANOMA.ORG)

# REGISTRATION

Contact **Janine Rauscher**, MRA Associate Director of Development at [jrauscher@curemelanoma.org](mailto:jrauscher@curemelanoma.org) or 202.336.8944 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:

**Clare Bailhé**

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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 red stylized 'M' shape on the left. To its right, the word 'Melanoma' is written in a bold, black, sans-serif font, with a red circle around the letter 'o'. Below 'Melanoma', the words 'Research Alliance' are written in a smaller, black, sans-serif font.

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