

**Melanoma**  
**Research Alliance**

 **Leveraged  
Finance  
Fights  
Melanoma**

**Chaired by:**

**Clare Bailhé** Apollo MidCap  
**Brendan Dillon** UBS  
**Kerry Dolan** PSP Investments  
**Lee Grinberg** Elliott Management  
**George Mueller** KKR  
**AJ Murphy** Silver Lake

**Geoff Oltmans** Silver Lake  
**Jeff Rowbottom** Iron Park Capital  
**Ian Schuman** Latham & Watkins  
**Cade Thompson** KKR  
**Trevor Watt** Hellman & Friedman

Celebrate the 9th annual

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

## **COCKTAILS**

### **Museum of Modern Art**

18 West 54<sup>th</sup> Street, New York, NY

DATE TBD

6:30 – 9:00 PM

Top Sponsors' Private Pre-Event Reception begins at 6:00 PM

## **AFTERPARTY**

Connolly's Irish Pub

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

*Generously donated by The Connolly Family*

# LEVERAGED FINANCE **FIGHTS** MELANOMA

## **WHO**

The biggest names in the leveraged finance and private equity communities are gathering to raise funds to fight melanoma

## **WHAT**

Cocktails and networking for a good cause

## **WHERE**

**Museum of Modern Art**, 18 West 54<sup>th</sup> Street, NY, NY and afterparty at Connolly's Irish Pub, 121 West 45<sup>TH</sup> Street @ 6<sup>TH</sup> Avenue

## **WHEN**

DATE TBD

6:30 – 9:00 PM, afterparty to follow

## **WHY**

Melanoma is one of the fastest growing cancers worldwide, with rates of incidence increasing. **In 2020, over 100,000** 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

# LFFM SPONSORSHIP OPPORTUNITIES

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

- Private pre-event reception access for 8 attendees
- 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 attendees
- 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 attendees
- 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 **\$13.1 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.

## **2020 GOALS**

Despite transformative progress over the last decade in melanoma research, about half of patients with advanced melanoma still do not respond to even the latest treatments. LFFM seeks to raise additional funds to advance research and educate attendees on the dangers of melanoma and importance of sun safety and early detection.

# 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 **\$110 million** in funding to more than 300 innovative research programs in 18 countries, with an additional \$200 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

# CLINICAL TRIALS SAVED MY LIFE

Jamie Goldfarb didn't think of herself as having cancer. Yes, she had been diagnosed with Stage II melanoma four years earlier and Stage III the following year, but the surgeries to remove it had been successful. The PET scans that followed had been normal. This wasn't supposed to be happening.



Jamie was a new mom with an eleven-week old baby when she learned that not only was melanoma back, but it had progressed to Stage IV and spread to her liver and pancreas. Jamie was afraid, but was also determined to survive. For Jamie, it wasn't a question of 'if clinical trials were the right fit,' it was a question of 'which clinical trial.' The right fit turned out to be the TIL trial at NCI. Two years after beginning treatment, Jamie was declared disease free.

*"I would not be alive today, I mean hands down, without clinical trials. Stage IV melanoma had a 14% five-year survival rate at the time I was diagnosed. There were so few treatments. TIL treatment saved my life,"*  
says Jamie.

# 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. Individual ticket sales will formally go live at <https://curemelanoma.org/lffm> mid-March.

## FOR ADDITIONAL EVENT INFORMATION, CONTACT:

**Clare Bailhé**

[cbailhe@midcapfinancial.com](mailto:cbailhe@midcapfinancial.com)

**Geoff Oltmans**

[geoff.oltmans@silverlake.com](mailto:geoff.oltmans@silverlake.com)

**Brendan Dillon**

[Brendan.Dillon@ubs.com](mailto:Brendan.Dillon@ubs.com)

**Jeff Rowbottom**

[Jeff.rowbottom@ironparkcap.com](mailto:Jeff.rowbottom@ironparkcap.com)

**Kerry Dolan**

[kdolan@investpsp.com](mailto:kdolan@investpsp.com)

**Ian Schuman**

[Ian.Schuman@lw.com](mailto:Ian.Schuman@lw.com)

**Lee Grinberg**

[LGrinberg@elliottmgmt.com](mailto:LGrinberg@elliottmgmt.com)

**Cade Thompson**

[Cade.Thompson@kkcr.com](mailto:Cade.Thompson@kkcr.com)

**George Mueller**

[George.Mueller@kkcr.com](mailto:George.Mueller@kkcr.com)

**Trevor Watt**

[Watt@hf.com](mailto:Watt@hf.com)

**AJ Murphy**

[aj.murphy@silverlake.com](mailto:aj.murphy@silverlake.com)



# 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.

**Melanoma**  
Research Alliance