2021 LFFM Co-Chairs:

Clare Bailhé MidCap Financial
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
Eric Wedel Kirkland & Ellis
As we approach the 10\textsuperscript{th} annual LFFM event, the safety of our constituents remains our top priority. We have high hopes to be able to gather outdoors in the MoMA Sculpture Garden on September 30, 2021. However, if deemed unsafe by any reasonable measure, the event will be virtual.

One thing is certain, the need for melanoma research continues and is more critical than ever. Please join us as an LFFM 2021 Sponsor to support life-saving research through the Melanoma Research Alliance. Whether virtual or in-person – 100\% of proceeds will go to research!

\textbf{Cocktails & hors d’oeuvres in the MoMA Sculpture Garden*}

18 West 54\textsuperscript{th} Street, New York, NY
September 30, 2021
6:30 – 9:00 PM

Top Sponsors’ Private Pre-Event Reception Begins at 6:00PM

* If in-person
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, Sculpture Garden (outdoors), 18 West 54th Street, NY

WHEN
September 30, 2021
6:30 – 9:00 PM

WHY
Melanoma is one of the fastest growing cancers worldwide, with rates of incidence increasing. In 2021, more than 100,000 Americans are projected to be diagnosed, and nearly 7,000 will succumb to melanoma. Learn how to protect yourself 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.
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<th>Sponsorship Level</th>
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| **$100,000+ PRESENTING** | - Priority recognition as Presenting Sponsor on all event communications and multimedia  
| | - Verbal recognition during program  
| | - Priority positioning on sponsor listing  
| | - Logo spotlight on event collateral  
| | - Eight (8) private pre-event reception registrations*  
| | - Fifteen (15) general attendee registrations* |
| **$50,000 PLATINUM** | - Platinum Sponsor recognition on all event communications and multimedia  
| | - Logo listing on event collateral  
| | - Two (2) private pre-event reception registrations*  
| | - Fifteen (15) general attendee registrations* |
| **$25,000 GOLD** | - Gold Sponsor recognition on all event communications and multimedia  
| | - Logo listing on event collateral  
| | - Two (2) private pre-event reception registrations*  
| | - Ten (10) general attendee registrations* |
| **$12,500 PREFERRED** | - Preferred Sponsor recognition on all event communications and multimedia  
| | - Logo listing on event collateral  
| | - Ten (10) general attendee registrations* |
| **$7,500 ADVOCATE** | - Advocate Sponsor recognition on all event communications and multimedia  
| | - Logo listing on event collateral  
| | - Four (4) general attendee registrations* |

* In-person event feasibility and capacity will be determined by regulations in effect at the time of the event. If in-person gathering is prohibited, event will be transitioned to a virtual platform. In a virtual format, a pre-event reception will not be possible and all sponsorships will include an unlimited number of attendee registrations.

**Sponsorships are fully tax deductible if accepting no benefits. If accepting event registrations, each registered guest reduces tax deductibility by $100.**
Since the first LFFM in 2012, the leveraged finance community has raised $14 million to advance melanoma research with 100% of proceeds going directly to research through MRA.

Since MRA’s founding, 13 new treatment approaches for melanoma have been approved by the FDA, greatly improving health outcomes for countless of patients. Through its research efforts, MRA has championed revolutions in immunotherapy, targeted therapies, novel combinations, and diagnostics. Melanoma research has ripple effects across oncology, with drugs first pioneered in melanoma now being used to treat more than 30 cancers.

YOU – members of the Leveraged Finance community – have helped make these advancements possible through your support of LFFM. You are saving lives! Hear LFFM Co-Chair Ian Schuman describe the impact of your support.

Despite transformative progress over the last decade, about half of all patients with advanced melanoma do not respond to even the latest treatments. More, new and effective treatments are critically needed. Our work is not done. LFFM seeks to raise additional funds to continue fueling a revolution in melanoma research,
The Melanoma Research Alliance (MRA) was launched in 2007 with all admin and development costs generously covered by our founders since day one. 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 $123 million in funding 339 innovative research programs in 18 countries, with more than $319 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.

For more information about MRA, please visit www.CureMelanoma.org
THANK YOU TO OUR 2020 SPONSORS

Presenting Sponsors:
- KIRKLAND & ELLIS
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- Simpson Thacher
- VERITAS CAPITAL

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Spotlighted in publications like Forbes, Bloomberg, and The New York Times, the Leveraged Finance Fights Melanoma (LFFM) event has become the premier gathering of professionals from the leveraged finance, private equity, and investment communities who come together to fight melanoma, the deadliest form of skin cancer.

**LEVERAGED FINANCE FIGHTS MELANOMA** will conduct outreach to secure media coverage in traditional and online publications. 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 or 202.336.8922
REGISTRATION

Contact **Janine Rauscher**, MRA Associate Director of Development at jrauscher@curemelanoma.org or 202.336.8944 to sponsor today and secure participation for your company. Attendee registration will formally go live at https://curemelanoma.org/lffm on August 1, 2021.

FOR ADDITIONAL EVENT INFORMATION, CONTACT:

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