

Melanoma

Research Alliance

Leveraged Finance Fights Melanoma

LFFM Co-Chairs:

Clare Bailhé MidCap Financial
Brendan Dillon Veritas Capital
Kerry Dolan Brinley Partners
Lee Grinberg Elliott Management
Matt Manin Apollo
George Mueller KKR
Geoff Oltmans Silver Lake

Kevin Pluff UBS Financial
Jeff Rowbottom Iron Park Capital
Ian Schuman Latham & Watkins
Cade Thompson KKR
Trevor Watt Hellman & Friedman
Eric Wedel Kirkland & Ellis

LEVERAGED FINANCE **FIGHTS** MELANOMA

We were so thrilled with the in-person gathering for LFFM 2021 at MoMA,
That we've expanded the space available and are ready for even a bigger LFFM in 2022!

Please join us June 16, 2022 as the leveraged finance and allied sectors comes together
to **support life-saving research** being advanced by the Melanoma Research Alliance.
100% of proceeds will go directly to research!

**Leveraged
Finance
Fights
Melanoma**

Cocktails & hors d'oeuvres in the MoMA Lobbies & Sculpture Garden

11 West 53rd Street, New York, NY

June 16, 2022

7:00 – 10:00 PM

MOMA
MUSEUM OF MODERN ART.®

Top Sponsors' Private Pre-Event Reception Begins at 6:30PM

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, Sculpture Garden (outdoors), 11 West 53rd Street, NY

WHEN

June 16, 2022
7:00 – 10:00 PM

WHY

Melanoma is one of the fastest growing cancers worldwide, with rates of incidence increasing. **In 2022, 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

LFFM SPONSORSHIP OPPORTUNITIES

\$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
- Four (4) 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.

LEVERAGED FINANCE **FIGHTS** MELANOMA

Since the first LFFM in 2012, the leveraged finance community has raised **\$16 million** to advance melanoma research, with 100% of proceeds going directly to research through MRA.

These investments are producing real returns. The melanoma community is leading the way for oncology as a beacon of innovation and scientific excellence. Since the first event, 13 new therapeutic approaches for melanoma been approved by the FDA, with funds raised through LFFM impacting each. 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.

Driving Research Forward

MRA By the Numbers

\$131

million in grants

500+

investigators

380

research awards
granted

over

\$415

million in leveraged and
follow-on funding

11,248 donors

15,000+ people have used our clinical trial navigator to find
personalized clinical trial results in their community



158

institutions in 19
countries funded

211

different agents for treatment
of melanoma investigated

610 corporate partners who've
raised over **\$59 million** to
support melanoma research

100% of all donations go directly
to research— no admin,
development, or other fees

ABOUT THE MELANOMA RESEARCH ALLIANCE

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 **\$131 million** in funding 380 innovative research programs in 19 countries, with more than \$415 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

Melanoma
Research Alliance

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IN MEMORY OF MICHAEL KONIGSBERG

At the suggestion of MRA board member Jeff Rowbottom and LFFM Co-Chairs Kerry Dolan and Matt Manin, we honored Michael's memory at the 2021 Leveraged Finance Fights Melanoma event. Michael was a regular attendee and champion of LFFM over the years, and his efforts helped ensure the event's success which has raised over \$16 million for melanoma research since 2021. Many former colleagues from Lehman, Barclays, UBS, and Apollo attended the event knowing that part of the proceeds would be used to honor Michael.

Utilizing funds raised at the 2021 LFFM event, MRA is moving forward to name an MRA Young Investigator Award in Michael's memory. The Award will be selected from MRA's 2022 grantees and named as the *MRA Young Investigator Award in memory of Michael Konigsberg*. Research funded by MRA is selected through a peer-reviewed process conducted by top scientists from around the world.



PRESS OPPORTUNITIES

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.

Individual attendee registration will formally go live at <https://curemelanoma.org/lffm> on May 15, 2022.