

MILWAUKEE OYSTER ROAST



The Ivy House • 906 S. Barclay St • Milwaukee
September 23, 2018 11 AM – 4 PM

2018 Partnership Opportunities

The Milwaukee Oyster Roast

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**MILWAUKEE
OYSTER ROAST**



Wisconsin LLS Mission

Every three minutes one person in the United States (US) is diagnosed with a blood cancer. The mission of the Leukemia & Lymphoma Society is to cure Leukemia, Lymphoma, Hodgkin's disease and Myeloma, and improve the quality of life of patients and their families.

More than 1.3 million Americans are currently living with or in remission from a blood cancer. LLS will continue to support research through its innovative and integrated funding programs, until every patient has a safe and effective therapy.

RESEARCH

In 2017, LLS helped fund 83% of the FDA approved blood cancer treatments across the nation. There are no means for preventing or early screening for most blood cancers. That's why LLS focuses on finding cures and ensuring sustainable access to quality, affordable, coordinated care.

PATIENT SERVICES

LLS provides a range of services, such as family support groups, an extensive educational website, free seminars and conferences, direct patient financial aid and co-pay assistance. Here in Wisconsin, LLS distributed \$1,991,950 to 718 patients to help them cover the cost of cancer treatment as part of our Co-Pay Assistance Program.

EDUCATION

LLS serves as the world's foremost source of information on blood cancers including an extensive collection of free educational materials, professional education and an award-winning website. LLS in Wisconsin hosts an annual blood cancer conference on myeloma, lymphoma, and leukemia.

ADVOCACY

LLS's advocacy program has a strong voice in Washington, DC and Madison, WI representing the healthcare and medical research interests of patients and their families to policy makers at all levels of government.



WHAT

Join the Milwaukee Oyster Roast in celebrating 15 years of raising funds to fight cancer. We are excited to offer a new format with a beautiful indoor and outdoor space that will allow for a lively atmosphere and an opportunity to meet people making a difference in the fight against blood cancers. The day still features all-you-can-eat, steamed South Carolina Oysters alongside mouthwatering Milwaukee cuisine, live music, silent auction, raffle and more. Stick around for drinks, dancing, and the Sunday football games!

WHO

More than 450 oyster-lovers and cancer supporters attended last year's event. In 2018, we're expecting more!

WHEN & WHERE

Sunday, September 23, 2018 from 11:00am – 4:00pm

The Ivy House

906 S. Barclay St.

Milwaukee, WI

HOW TO HELP

Become a Sponsor • Purchase a Table

Make an In-Kind Donation • Donate an Auction Item

Attend the Event • Volunteer



**Our Goal for the 2018
Oyster Roast is \$100,000!**

Why \$100,000?

\$100,000 will allow our Milwaukee Oyster Roast charity partners to make a difference in the fight against cancer right here in Wisconsin. Whether supporting a family, investing in research or creating additional awareness in the fight, \$100,000 will help support organizations that are making a difference.



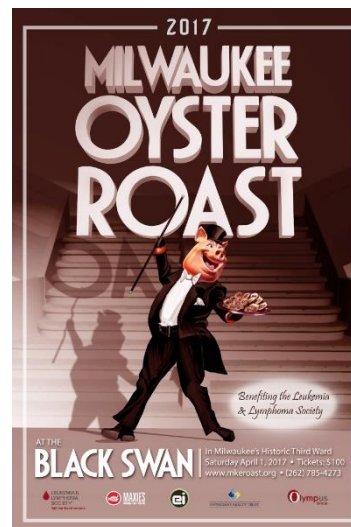
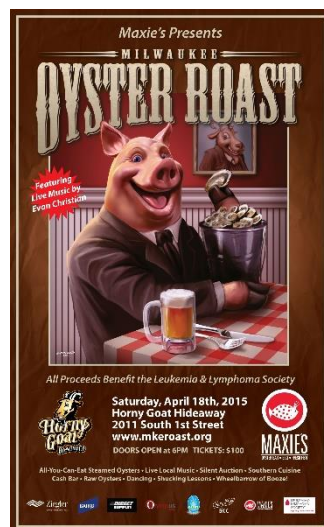
Milwaukee Oyster Roast History

The Milwaukee Oyster Roast began 15 years ago at Sprecher Brewery with about 75 close-knit people in attendance enjoying southern style cuisine and those delicious oysters.

Over a decade later, the roast has kept the traditions of a lively atmosphere and tasty cuisine while adding to the oyster roast experience with a silent auction and our famous wheelbarrow of booze raffle pull!

The Milwaukee Oyster Roast gained an icon for the event early on with the pearl-spitting hog seen on the posters devouring a tray of oysters. The original artwork is a piece from a local artist. He has continued to create a unique poster each year with our favorite oyster hog.

Check out some of our past posters below and stay tuned for our new 2018 artwork!





Partnership Package Levels

Ticket Package	Premier	Pearl	Patina	Reef	Shell	Sponsorship *
Amount	\$10,000	\$5,000	\$2,500	\$1,500	\$1,000	\$500-\$5,000
Recognition Benefits						
Invitations & Poster	✓					See Pg. 11
Media Recognition (Radio, TV, Press Releases)	✓	✓				
Website	✓	✓	✓			
Social Media and E-Blasts	✓	✓	✓			
Event Signage	✓	✓	Listing			
Event A/V Scroll	Logo	Logo	Logo	Listing	Listing	
Sponsor Plaque	✓	✓	✓			
Participation Benefits						
Tickets	40	30	20	10	10	See Pg. 11
Reserved Tables	4	3	2	1		
Event Table/ Booth (Product Sampling or Corp. Promotion)	✓	✓	✓			
Silent Auction Preview	✓	✓	✓			
Reserved Table Signs (With Logo)	✓	✓	✓	✓		
VIP Drink Package	✓	✓	✓	✓	✓	
VIP Lounge Area	✓	✓	✓	✓	✓	

* Please visit www.oysterroast.org or contact us at Patrick.Lindman@lls.org to learn more about event sponsorship opportunities



Sponsorship Company Benefits

Premier Level Sponsor - \$10,000

Recognition Benefits

- Company logo displayed on invitations & posters
- Recognition in media and press releases
- Logo features on event signage
- Logo on event thank you notes and opportunity to insert ad or coupon
- Logo and link on the Milwaukee Oyster Roast website
- Logo on social media posts and e-blasts
- Continual logo placement on audio visual scroll at event – anticipated attendance 550 people
- Personalized Sponsor Plaque

Participation Benefits

- Four Tables (40 tickets) to Oyster Roast (only event sponsors will have reserved tables)
- VIP Check-in
- Opportunity for product sampling and promotional distribution at Oyster Roast
- Preview of silent auction items
- “Reserved” table signs with company name and logo
- VIP Lounge Area access
- VIP Drink Package



Sponsorship Company Benefits

Pearl Level Sponsor - \$5,000

Recognition Benefits

- Recognition in media and press releases
- Logo featured on event signage
- Logo on event thank you notes
- Logo and link on the Milwaukee Oyster Roast website
- Logo on social media posts and e-blasts
- Continual logo placement on audio visual scroll at event – anticipated attendance 550 people
- Personalized Sponsor Plaque

Participation Benefits

- Three Tables (30 tickets) to Oyster Roast (only event sponsors will have reserved tables)
- Opportunity for product sampling and promotional distribution at Oyster Roast
- Preview of silent auction items
- “Reserved” table signs with company name and logo
- VIP Lounge Area access
- VIP Drink Package

Pearl...

A pearl is a hard object produced within the soft tissue (specifically the mantle) of a living shelled mollusk. finest quality natural pearls have been highly valued as gemstones and objects of beauty for many centuries, and because of this, the word pearl has become a metaphor for something very rare, fine, admirable, and valuable.



Sponsorship Company Benefits

Patina Level Sponsor - \$2,500

Recognition Benefits

- Company name listed on event signage
- Company name listed on event thank you notes
- Logo on the Milwaukee Oyster Roast website
- Logo on social media posts and e-blasts
- Continual logo placement on audio visual scroll at event – anticipated attendance 550 people
- Personalized Sponsor Plaque

Participation Benefits

- Two Tables (20 tickets) to Oyster Roast (only event sponsors will have reserved tables)
- Preview of silent auction items
- “Reserved” table signs with company name and logo
- VIP Lounge Area access
- VIP Drink Package

Patina...

Refers to the surface of the pearl. While white, and more recently black, saltwater pearls are by far the most popular, other color tints can be found on pearls from the oceans. Pink, blue, champagne, green, black and even purple saltwater pearls can be encountered, but to collect enough of these rare colors to form a complete string of the same size and same shade can take years.



Sponsorship Company Benefits

Reef Package - \$1,500

Recognition Benefits

- Company name listed on audio visual scroll at event – anticipated attendance 550 people

Participation Benefits

- One Table (10 tickets) to Oyster Roast (only event sponsors will have reserved tables)
- “Reserved” table signs with company name and logo
- VIP Lounge Area access
- VIP Drink Package

Oyster Reef...

Refers to dense aggregations of oysters that form large colonial communities. Because oysters need to settle on hard surfaces, new oyster reefs may form on stone or other hard marine debris. Eventually the oyster reef will propagate by spat settling on the shells of older oysters..



Sponsorship Company Benefits

Shell Package - \$1,000

Recognition Benefits

- Company name listed on audio visual scroll at event – anticipated attendance 550 people

Participation Benefits

- 10 tickets to Oyster Roast general admission
- VIP Lounge Area access
- VIP Drink Package

Shell...

Refers to a hard, protective outer layer created by an oyster. The shell is part of the body of the animal. Almost all shell-bearing mollusks can secrete pearls, yet most are not very valuable.



Sponsorship Opportunities

Bar Sponsor - \$5,000

Sure to be a big hit with football fans on a Sunday afternoon! Company name and logo displayed at the bar area(s).

Red Carpet Sponsor - \$2,000

Company name and logo displayed along the red carpet entrance for attendees and on backdrop for photo opportunities.

Big Screen Sponsor - \$2,000

500 people watching football? Going to need a big screen for all those viewers! Company name and logo displayed around the venue at big screen locations.

Bloody Mary Bar Sponsor - \$1,500

Company name and logo displayed at the Bloody Mary station area. Lots of opportunity for repeat viewing here!

Wheelbarrow of Booze Sponsor - \$1,000

A Milwaukee Oyster Roast signature raffle item! Company name and logo attached to wheelbarrow and listed in all on-line media and event signage.

Wine Pull Sponsor - \$1,000

Another Milwaukee Oyster Roast favorite! Company name and logo will be included on banner/signage at the Wine Pull table.

Oyster Steaming Table Sponsor (2) - \$1,000

You all know the best steamed oysters are piping hot! Company banner hung behind steamers and company name and logo attached to the oyster roasting table.

Buffet Sponsor - \$500

Company name and logo on all signage and at buffet tables. Tons of repeat viewing available!

Registration Table Sponsor - \$500

Company name and logo displayed at the registration and entry table for attendees.

MILWAUKEE OYSTER ROAST

Partnership Form

Sign up today!

Please check all that apply

- ☐ We wish to be a _____ level sponsor.
- ☐ We would like _____ tickets for the Oyster Roast (Qty x \$100).
- ☐ We cannot officially sponsor, but please accept our contribution of \$_____.
- ☐ We would like a Leukemia & Lymphoma Society staff person to contact us with more information.

Partner Information

Company Name (as you would like it to appear in print): _____

Company Contact Name: _____

Address: _____

City/State/Zip: _____

Phone Number: (_____) _____ Fax Number: (_____) _____

Email Address: _____

Signature: _____ Date: _____

Payment Information

☐ Enclosed is my check for \$_____ (Checks payable to: The Leukemia & Lymphoma Society)

☐ Please send me an invoice for \$_____

☐ Charge my credit card for \$_____

Name on Card: _____

Type of Card: Visa MC DISC AMEX

Card Number: _____

Exp. Date: _____ Card Verification Code (CVC)*: _____

* Three digits on signature strip (Visa/MC) or four digits located above card number (AMEX)



**MILWAUKEE
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Contact us or return this form to:

LLS Wisconsin Chapter

200 S. Executive Drive, Suite 203, Brookfield, WI 53005

Phone: 262.785.4273 www.oysterroast.org Fax: 262.790.4706