



The 14th Annual Milwaukee Oyster Roast

SATURDAY, APRIL 1st, 2017 | MILWAUKEE'S HISTORIC THIRD WARD | 309 N. WATER ST.

2017 Partnership Opportunities

MILWAUKEE
OYSTER ROAST

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262.785.4273

MILWAUKEE OYSTER ROAST

THE FIGHT



Each year 3,210 of Wisconsin Residents are 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 with blood-related cancers and their families.

To date, The Leukemia & Lymphoma Society (LLS) has invested over \$1 billion in research aimed at helping all blood cancer patients live longer, healthy lives. LLS will continue to support research through its innovative and integrated funding programs, until every patient has a safe and effective therapy. In 2015, LLS invested \$66.2 million in research of which almost \$10 million was focused on pediatric cancer research.

Research:

LLS supports research in the U.S., Canada, and nine other countries. LLS currently has research commitments of nearly \$550,000 in place in Wisconsin.

Patient Services:

LLS provides a range of services, such as family support groups, an extensive educational website, free seminars and conferences and co-pay assistance. In Wisconsin, LLS hosts four support groups which provide guidance, information and support for patients and family members. More than 100 Wisconsin volunteers are trained and stand ready to assist new patients or family members by sharing their special perspective on cancer survival and the recovery process through the LLS First Connection program.

Education:

LLS serves as the world's foremost source of information on blood cancers including an Information Resource Center, an extensive collection of free educational materials, professional education and an award-winning website. LLS in Wisconsin hosts three blood cancer conferences annually 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. In Wisconsin, LLS successfully led a coalition of cancer agencies committed to passing the Cancer Treatment Fairness Act which was signed by the Governor in April of 2014.



We are proud to be partnered with Milwaukee's premier southern cuisine specialist, Maxie's. Maxie's will be providing all of this year's raw oysters and complementary southern buffet.

MILWAUKEE OYSTER ROAST

EVENT INFO

WHAT

Join the Milwaukee Oyster Roast in celebrating 14 years of raising funds to fight cancer. This one-of-a-kind event takes the traditional oyster roast and tweaks it Milwaukee-style! The evening features all-you-can-eat, steamed South Carolina Oysters alongside a delectable southern cuisine catered by Milwaukee's own **Maxie's**. Stick around for live music, silent auction, raffle, drinks and dancing. Dress casual and have fun!

WHO

We expect 400+ oyster-lovers and LLS supporters at the 2017 oyster roast. Tickets for next year's event are on sale now!

WHEN & WHERE

Saturday, April 1, 2017 from 6:00pm – 12:00am
THE BLACK SWAN
309 N. Water Street (Historic Third Ward)
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 2017
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 the organizations that spent over \$2.0 million dollars in our great state last year alone!

PARTNERSHIP LEVELS

Level	Signature	Pearl	Patina	Table	Other *
Amount	\$10,000	\$5,000	\$2,500	\$1,500	\$500- \$2000
Recognition Benefits					
Invitations & Poster	✓				See Pg. 9
Recognition in Media (Radio, TV, Press Releases)	✓	✓			
Website	✓	✓	✓	Listing	
Newsletter	✓	✓	✓		
Event Program	Full page	½ page	¼ page	Listing	
Event Signage	✓	✓	Listing	Listing	
Event A/V Scroll	Logo	Logo	Logo	Listing	
Sponsor Plaque	✓	✓	✓		
Participation Benefits					
Tickets	40	30	20	10	See Pg. 9
Reserved Tables	4	3	2	1	
Event Table/Booth for Product Sampling or Corp. Promotion	✓	✓	✓		
Silent Auction Preview	✓	✓	✓		
Reserved Table Signs with Logo	✓	✓	✓	✓	

* Please visit www.mkeroast.org or contact us at milwaukeeoysterroast@gmail.com to learn about more event sponsorship opportunities.

Sponsorship Company Benefits

Signature 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 E-Newsletters and separate announcement of partnership
- Full page black & white ad in Oyster Roast program Book
- 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

Sponsorship Company Benefits

Pearl 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 E-Newsletters
- Half page black & white ad in Oyster Roast program Book
- 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

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 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 E-Newsletters
- Quarter page black & white ad in Oyster Roast program Book
- 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

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

Table Sponsor - \$1,500

Recognition Benefits

- Company name listed on the Milwaukee Oyster Roast website
- Company name listed on E-Newsletters
- Company name listed on audio visual scroll at event – anticipated attendance 550 people
- Personalized Sponsor Plaque

Participation Benefits

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

Program Book Ad Sale Opportunities

- Full page ad in the Milwaukee Oyster Roast program book - \$500
- Half page ad in the Milwaukee Oyster Roast program book - \$250
- Quarter page ad in the Milwaukee Oyster Roast program book - \$100

Other Sponsorship Opportunities

\$500 - \$2,000

Red Carpet Sponsor - \$2000

Company name and logo plastered along the red carpet upon attendee entrance on entrance signage and on backdrop for attendee photo opportunities.

Wheelbarrow of Booze Sponsor - \$1000

The Oyster Roast's signature raffle item! Company name and logo will be attached to wheelbarrow and listed in all on-line media and event signage.

Wine Pull Sponsor - \$1000

Company name and logo will be included on banner/signage at the Wine Pull table.

Oyster Table Sponsor (2) - \$800

The steaming of the oysters is must-see for all roast attendees...and the smart ones know the best oysters are piping hot! Company banner hung behind steamers and company name and logo will be attached to the oyster table.

Buffet Sponsor - \$500

Company name and logo on all signage and at buffet tables. Lots of repeat viewing here!

Stage Sponsor (2) - \$500

Company name and logo will be shown on signage flanking main stage and side stage.

Commitment Form

Sign us up!

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 \$_____

(Make 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)

Please send questions to: Milwaukeeoysterroast@gmail.com | or call: 262.785.4273

Please return this form to: LLS Wisconsin Chapter | 200 S. Executive Dr., Suite 203 | Brookfield, WI | 53005

or Fax to: 262.790.4706