

ALEX'S MILLION MILE



FIGHTING CHILDHOOD CANCER, ONE MILE AT A TIME!

Improve employees' lives while helping kids with cancer!

Your business can make a difference in children's lives by participating in Alex's Million Mile, a health-and wellness-focused event supporting Alex's Lemonade Stand Foundation that helps increase employee engagement, team-building and fitness.

ABOUT THE EVENT

WHEN: September 1-30, Childhood Cancer Awareness Month

WHAT: We're challenging participants to collectively Run, Walk or Ride, 1 Million Miles and beyond throughout September (Childhood Cancer Awareness Month) to help raise money and awareness for Childhood Cancer Research.

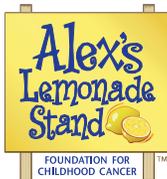
WHO: Alex's Million Mile – Run. Walk. Ride is open to all.

WHERE: Anywhere! Log miles wherever you are, at your own pace.

WHY: Too many kids get cancer. In the United States, 1 in 285 kids will be diagnosed by the age of 20. Kids with cancer need our help.

WHY GET INVOLVED

Worldwide, an estimated 250,000 new cases of cancer affect children under the age of 20 each year. Children with cancer often have to travel thousands of miles for treatment. This is a huge strain for the children and their families. By going 1 million miles, we can make a difference by finding better treatments and cures for kids.



Alex's Lemonade Stand Foundation, founded by Alexandra "Alex" Scott, a young girl with cancer who held annual lemonade stands to raise money to help find cures, has raised more than \$120 million to find cures for childhood cancers and funded 550+ grants to top hospitals and institutions across the U.S. and Canada. AlexsLemonade.org.

Alex's Lemonade Stand Foundation
111 Presidential Blvd, Suite 203
Bala Cynwyd, PA 19004
610.649.3034

AlexsMillionMile.org

"It creates a lot of camaraderie and team spirit... Everyone feels good about supporting the cause and we all feel better with the regular exercise. Egging each other on and creating fun competitions on the side keeps us smiling even as we push ourselves to run extra miles."

-Stephen Cohn, Sage Financial

"We were able to raise almost \$8,000 – a great success. All participants were very committed to logging miles and raising money for a great cause. Everyone is looking forward to participating again."

-Tim Lung, KPMG

HOW IT WORKS

- REGISTER.** Sign up at AlexsMillionMile.org
- BUILD YOUR TEAM.** Get coworkers, friends and family involved.
- FUNDRAISE.** Hold a fun event like a lemonade stand, collect pledges, happy hour or casual Friday. Don't forget to take advantage of matching gift programs.
- HAVE FUN.**
- RECORD YOUR MILES.** Every day of September, record the number of miles you run, walk or cycle online or using our connected apps, to build toward our collective goal of 1 million.



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SPONSORSHIP LEVELS	PRESENTING \$20,000	PLATINUM \$10,000	GOLD \$5,000	SILVER \$2,500	BRONZE \$1,000	FRIENDS OF AMM \$500
Listed on ALSF website (AMM section)	Logo with link	Logo with link	Logo with link	Logo	Company Name	Company Name
Company included in AMM press release	✓	✓				
Option to include item in Captain's Kit	✓	✓	✓			
Option to include item with AMM t-shirt purchases.	✓	✓				
Invitations to special AMM Impact Webinar	Unlimited	30 Invitations	20 Invitations	10 Invitations	5 Invitations	2 Invitations
AMM-wide matching donation promotion publicized by ALSF.	\$20,000 company match announced.	\$10,000 company match announced.	\$5,000 company match announced			
Signed Amazing Lemonade Stand books donated in region of choice in company's name.	60 copies donated to schools and libraries.	30 copies donated to schools and libraries.	15 copies donated to schools and libraries.	8 copies donated to schools and libraries.	4 copies donated to schools and libraries.	2 copies donated to schools and libraries.
Message posted on all 1000+ AMM team pages	Message posted and link to sponsor video. (produced by sponsor)	Message and image posted on all team pages.	Message posted on all team pages.			