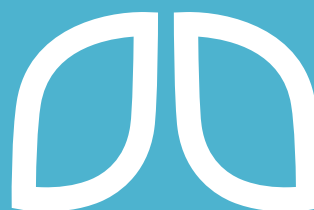


2018 Lung Love Run/Walk



**SPONSORSHIP
OPPORTUNITIES**



Lung Love Walk
HOUSTON

Lung Love Run/Walk Program

Lung Love Run/Walk is a family-friendly 5K run/walk that brings people together to raise awareness and funds for the fight against lung cancer. This community-based program is a great opportunity to show support, empower those impacted and provide hope to our community.



Sponsorship with Returns

Sponsoring a Lung Love Run/Walk is an effective and meaningful way to elevate your brand while supporting the lung cancer community. We all have sisters, fathers and grandmothers that have been impacted by this terrible disease. Our community of runners and walkers are passionate about raising awareness and are welcoming to organizations that join them in the fight against lung cancer.



Why Lung Cancer?

Every day
422 Americans
die of lung cancer.¹

Of the men and women
with lung cancer,
17.9%
are never smokers.²

Lung cancer is one of the
least funded
cancers, but is the leading
cause of cancer death.³

Lung Cancer Alliance

Lung Cancer Alliance is one of the nation's leading non-profit health organizations that serves and listens to those living with and at risk for lung cancer to reduce stigma, improve quality of life and increase survival. We empower a vibrant and caring community by helping people navigate the paths of early detection, diagnosis, treatment and long-term survival. Insights into our community allow us to improve care, amplify awareness, drive advocacy and lead transformative research with the vision of tripling the number of survivors in the next decade.

1. National Cancer Institute, Surveillance, Epidemiology, and End Results (SEER), U.S. Cancer Mortality, 1975-2013, published April 15, 2016

2. Centers for Disease Control and Prevention, Morbidity and Mortality Weekly Report, "Cigarette Smoking Among Adults -- United States, 2006". November 9, 2007/56(44):1157-1161.

3. Funding: National Center for Health Statistics at the Centers for Disease Control and Prevention, "Estimates of Funding for Various Research, Condition, and Disease Categories (RDCDC)." https://report.nih.gov/categorical_spending.aspx. Published July 3, 2017. Deaths: American Cancer Society, Cancer Facts & Figures 2018. Atlanta: American Cancer Society; 2018.

Our Audience Reach

- **Social Media:** Passionate and engaged communities reaching 17+ million people
- **Weekly Community E-newsletter:** 40,000 recipients
- **Website:** 30,000 unique monthly visitors
- **Public Relations:** Over 500 million media impressions



Lung Love Walk Houston

Saturday, November 3, 8:30 am
The Water Works at Buffalo Bayou Park
105 Sabine Street, Houston, TX 77007
www.LungLoveWalkHouston.org

Promotion for the event includes:

- Potential broadcast features on local TV stations
- Radio and online advertising via event media sponsor channels (media sponsor TBD)
- Pitch participant profiles in local media outlets
- LCA social media, email, website, and partner promotional channels
- Grassroots promotions (e.g. postcards in local businesses, flyers in gyms, etc.)
- Direct mail campaign (TBD)

Your Sponsorship Helps Save Lives

Join the fight against lung cancer as a sponsor of the Lung Love Run/Walk in your community. With your sponsorship, you are making a profound impact on the number one cancer killer of both men and women in every state across the US. Help us save lives, advance research and empower people.

As a sponsor, your contribution is directly helping those impacted by lung cancer through Lung Cancer Alliance efforts to:

2017 PARTICIPATION

475+ participants and volunteers
walked over 1,500 miles

2017 HOUSTON ATTENDEES:

- 475 participants
- 77% adults, 23% children

19 teams totaling 335 team members, raised over \$25K

2018 PROJECTION

750+ Expected attendance at 2018 LLW Houston



Provide support to almost 1 million people touched by lung cancer each year.



Shape health policy by leading national advocacy efforts.



Enhance science and research by providing insights about new treatments.



Raise awareness and engagement by igniting a national dialogue.



Facilitate the establishment of lung cancer early detection programs.

Sponsorship Levels & Benefits:

Presenting Sponsor: \$25,000

- “Presented by company name” displayed on event banner, promotional materials and participant t-shirts
- Most prominent logo on LLRW city website with link to company homepage
- Company logo on presenting sponsor banner, event step and repeat, course kilometer and water station signs
- Recognition in correspondence to general public and healthcare community, including event media advisories
- Guest blog post featured in national LCA e-newsletter
- Ten company mentions on social media posts
- Opportunity to have presenting sponsor team t-shirts printed by LCA, company table and pop-up canopy (venue dependent) at event expo and promotional item in participant race bags
- Acknowledgment at event opening and closing
- 25 complimentary event entries

Diamond Sponsor: \$10,000

- Prominent company logo on LLRW city website with link to company homepage
- Prominent company logo on event sign, promotional materials and participant t-shirts
- Company acknowledgment in national LCA e-newsletter (reach 40,000+)
- Three company mentions on social media platforms
- Logo on course kilometer and water station signs
- Opportunity to have diamond sponsor team t-shirts printed by LCA, company table and pop-up canopy (venue dependent) at event
- Acknowledgment at event opening
- 10 complimentary event entries

Platinum Sponsor: \$5,000

- Company logo on LLRW city website with link to company homepage
- Company logo displayed on event sign, promotional materials and participant t-shirts
- Two company mentions on social media platforms
- Company acknowledgment in regional LCA e-newsletter
- Opportunity to have company table and pop-up canopy (venue dependent) at event expo and promotional item in participant race bags
- Company logo on sponsor sign at water station
- Acknowledgment at event opening
- 5 complimentary event entries

Gold Sponsor: \$2,500

- Company logo on LLRW city website with link to company homepage
- Company logo on event sign, promotional materials and participant t-shirts
- One company mention on social media platforms
- Opportunity to have company table and pop-up canopy (venue dependent) at event expo and promotional item in participant race bags
- Company logo on sponsor sign at water station
- Acknowledgment at event opening
- 3 complimentary event entries

Silver Sponsor: \$1,000

- Company logo on LLRW city website
- Company logo on event sign and participant t-shirts
- Opportunity to have company table and pop-up canopy (venue dependent) at event expo and promotional item in participant race bags
- Company logo on sponsor sign at water station
- Acknowledgment at event opening
- 2 complimentary event entries

Bronze Sponsor: \$500

- Company logo on LLRW city website
- Company logo on event sign and participant t-shirts
- Opportunity to have company table at event expo and promotional item in participant race bags
- Acknowledgment at event opening
- 1 complimentary event entry

CONTACT

Elizabeth Spangler at
ESpangler@lungcanceralliance.org
or 202-742-1893

1-800-298-2436

www.lungcanceralliance.org



**SAVING LIVES.
ADVANCING RESEARCH.
EMPOWERING PEOPLE.**

Sponsorship Commitment Form



Company Information

Business name _____

Contact Name _____

Street Address _____

City _____ State _____ Zip _____

Telephone # _____

Website URL _____

E-mail _____

Please complete this form and submit with your sponsorship payment via:

MAIL: Lung Cancer Alliance
1700 K Street NW #660
Washington, DC 20006

E-MAIL:
events@lungcanceralliance.org

FAX TO: 202.463.7497
Attn: Elizabeth Spangler

Commitment Level

- Presenting Sponsor - \$25,000
 Diamond Sponsor - \$10,000
 Platinum Sponsor - \$5,000
 Gold Sponsor - \$2,500
 Silver Sponsor - \$1,000
 Bronze Sponsor - \$500

Event Information

T-shirt size (adult sizes)

- Small
 Medium
 Large
 X-Large
 XX-Large

One event t-shirt is provided for a representative from your organization.

Please submit a high-resolution vector art logo (.eps or .ai) to: events@lungcanceralliance.org.

Please note, logos must be received one month prior to the event for inclusion on the event sign and participant t-shirts.

Will your company be hosting a table in the expo area at the event? Yes No

If so, what activities or information will you provide at the expo?

Will your company be including a promotional item in the participant race bags? Yes No

If so, what item (i.e. pen, magnet, flyer)?

All events will require 750 items. We will contact you regarding shipping instructions and deadline.

Lung Cancer Alliance is a 501(c)(3) non-profit organization. All contributions and sponsorships are tax deductible to the full extent permitted by law. A receipt will be mailed to the address you have provided.

Method of Payment

Enclosed is my sponsorship check (made payable to Lung Cancer Alliance) in the amount of \$_____

Enclosed is my completed in-kind donation form

Charge \$_____ to my credit card (please print clearly)
 Card type: Visa MasterCard
 Discover AMEX

Cardholder name _____

Billing address Name and address same as above

Card # _____

Expiration date _____ CVC # _____

We are unable to be an official sponsor this year, but enclosed is our donation of \$_____

Sponsor signature _____

Date _____

Please sign and retain a copy for your records