

Run
WALK
Join us



2019

Lung Love Run/Walk Portland and Your Next Step is the Cure

SPONSORSHIP OPPORTUNITIES

We are stronger together!

This year, two of the leading lung cancer organizations are joining forces to create one of the largest run/walk events for lung cancer on the West Coast! Join Lung Cancer Alliance (LCA) and Bonnie J. Addario Lung Cancer Foundation (ALCF) at **Laurelhurst Park on Saturday, June 22, 2019**, as we unite two of the biggest events for lung cancer: Lung Love Run/Walk Portland and Your Next Step is the Cure.



Sponsorship with Returns

Sponsoring this joint event 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.

Bonnie J. Addario Lung Cancer Foundation

The Bonnie J. Addario Lung Cancer Foundation (ALCF) is one of the largest philanthropies (patient-founded, patient-focused, and patient-driven) devoted exclusively to eradicating lung cancer through research, early detection, education, and treatment. The Foundation's goal is to work with a diverse group of physicians, organizations, industry partners, individuals, patients, survivors, and their families to identify solutions and make timely and meaningful change and turn lung cancer into a chronically managed disease.

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

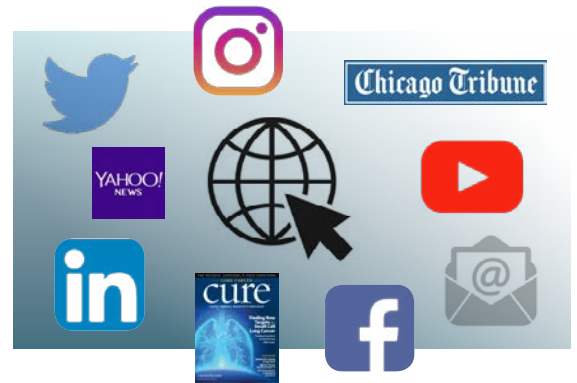
2. Centers for Disease Control and Prevention, Morbidity and Mortality Weekly Report, "Cigarette Smoking Among Adults -- United States, 2006". November 9, 2007/56(44):1157-1161.

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 (RCDC)," 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 Reach

Together, Lung Cancer Alliance and Bonnie J. Addario Lung Cancer Foundation reach the broader lung cancer community through various channels:

- **Social Media:** Passionate and engaged communities reaching upwards of 30 million people
- **Weekly Community E-Newsletter:** 75,000 recipients
- **Website:** 40,000 unique monthly visitors
- **Public Relations:** Over 1,300,000,000 media impressions



Lung Love Run/Walk Portland and Your Next Step is the Cure

Saturday, June 22, 2019

Laurelhurst Park, Portland, OR 97214

www.LungLoveRunWalkPortland.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 and ALCF social media, email, website, and partner promotional channels
- Grassroots promotions (e.g. postcards in local businesses, flyers in gyms, etc.)
- Direct mail campaign (TBD)



2019 PROJECTION

750+ Expected attendance
30+ teams

Your Sponsorship Helps Save Lives

Join the fight against lung cancer as a sponsor of the Lung Love Run/Walk Portland and Your Next Step is the Cure in Portland. 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 transform lung cancer into a chronically managed disease.

As a sponsor, your contribution is directly helping those impacted by lung cancer through LCA and ALCF efforts to:

-  **Advance scientific research**
-  **Provide patient programs and support**
-  **Raise awareness and engagement**
-  **Shape health policy**
-  **Facilitate 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 event 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 and ALCF e-newsletters
- Ten company mentions on social media posts
- Opportunity to have presenting sponsor team t-shirts printed by LCA and ALCF, company table and pop-up canopy 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 event website with link to company homepage
- Prominent company logo on event sign, promotional materials and participant t-shirts
- Company acknowledgment in national LCA and ALCF e-newsletters
- 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 and ALCF, company table and pop-up canopy at event
- Acknowledgment at event opening
- 10 complimentary event entries

Platinum Sponsor: \$5,000

- Company logo on event 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 and ALCF e-newsletters
- Opportunity to have company table and pop-up canopy 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 event 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 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 event website
- Company logo on event sign and participant t-shirts
- Opportunity to have company table and pop-up canopy 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 event 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

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www.lungcancerfoundation.org

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:
Attn: Portland 5k
Bonnie J. Addario Lung Cancer Foundation
1100 Industrial Road Suite 1
San Carlos, CA 94070

E-MAIL:
sponsorships@lungcancerfoundation.org

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)?

This event will require 750 items. We will contact you regarding shipping instructions and deadline.

Lung Cancer Alliance and Bonnie J. Addario Lung Cancer Foundation are 501(c)(3) non-profit organizations. 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 ALCF) 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