

2025 BEASPONSOR 2025 SPONSORSHIP OPPORTUNITIES

LUNGE

2025

BENEFITING LUNG CANCER INITIATIVE

Saturday, March 22, 2025

Koka Booth Amphitheatre 8003 Regency Parkway Cary, NC







ABOUT LUNG CANCER INITIATIVE

Lung cancer claims more lives than any other cancer—nearly as many as breast, colon, and prostate cancers combined. In 2024, an estimated 234,580 people in the U.S. will be diagnosed with lung cancer, with 8,920 new cases expected in North Carolina alone. Although lung cancer has the highest mortality rate, it receives far less federal funding than other cancers. Research dollars for lung cancer trail behind those allocated for breast, prostate, and colon cancers, even though it causes more deaths than any of them.

At Lung Cancer Initiative (LCI), our mission is to advance survivorship and provide support to those affected by lung cancer through research, education and access programs. As the state's leading non-profit organization supporting lung cancer research and education, Lung Cancer Initiative specializes in connecting patients, survivors and loved ones with the medical and research community. Our goal is to fuel medical discovery, increase survival and provide a network of hope and action for those affected. We have a high standard of fiscal responsibility for the funds we raise, and we pledge to maintain that standard while increasing advocacy across our state.

WHERE THE MONEY GOES

RESEARCH: Lung cancer research is a key priority for Lung Cancer Initiative as it is making a tremendous difference in extending lung cancer survival and giving hope to people facing this disease. We are also committed to providing opportunities for researchers earlier in their careers to encourage their continued growth and involvement in the field of lung cancer. **Since our founding in 2008, LCI has funded \$3.4 million in lung cancer research!**

SURVIVOR SUPPORT AND ACCESS TO CARE PROGRAMS: LCI offers a variety of programs and resources designed to support lung cancer survivors and their caregivers at all stages of their journey, from diagnosis to long-term survivorship. Our **Survivor Engagement Program** includes monthly survivor lunches, an annual Survivor Wellness Retreat, and other survivor networking events. LCI also assists lung cancer patients in need through the **Tomma Hargraves Gas Card Program** and the **Patient Emergency Fund**, which help patients access their treatment and meet their basic needs during treatment.

EDUCATION AND AWARENESS PROGRAMS: Together with our partners at cancer centers and local organizations, LCI offers a wide variety of educational opportunities for everyone in our community!

- Our **Community Education** programs allow members of the community to come together to hear the latest information about lung cancer screening, research, treatment options, and related topics.
- **Patient Education** is also a priority. We distribute free print and online materials to patients and physician offices, which provides patients with vital information to help them and their caregivers better understand a diagnosis of lung cancer and make well-informed decisions about their care and treatment.
- We also offer **Physician Education** opportunities, which provide health care professionals with information on how to improve lung cancer screening rates, keep up with research advancements, and increase awareness of LCI's patient support programs so that they can share them with their patients.





LUNGE FORWARD FOR LUNG CANCER!

Lung Cancer Initiative's four LUNGe Forward Run, Walk and Celebration events unite hundreds of people in cities across North Carolina to make a difference for those impacted by lung cancer!

Each event is a day of celebration and remembrance, as well as an opportunity to take action and provide hope to those facing a lung cancer diagnosis. We invite you to join with other corporate and individual leaders in making a contribution. The more money raised, the closer we come to finding a cure!







WAYS TO GET INVOLVED! • Form a team and fundraise

- Sponsor a LUNGe Forward event!
- Make an in-kind donation
- Register to participate

Volunteer

2025 LUNGE FORWARD EVENTS

Triangle LUNGe Forward 5K Walk, Run & Celebration

DATE: Saturday, March 22, 2025 TIME: 8:30 AM - 11:00 AM LOCATION: Koka Booth Amphitheatre 8003 Regency Parkway, Cary, NC 27518

Charlotte LUNGe Forward 5K Walk, Run & Celebration

DATE: Saturday, May 17, 2025 TIME: 8:30 AM - 11:00 AM LOCATION: McAlpine Creek Park 8711 Monroe Road, Charlotte, NC 28212

Greenville LUNGe Forward 5K Walk, Run & Celebration

DATE: Saturday, September 2025 (Day TBD) TIME: 8:30 AM - 11:00 AM LOCATION: H. Boyd Lee Park 5184 Corey Rd, Greenville, NC 27834

Triad LUNGe Forward 5K Walk, Run & Celebration

DATE: Saturday, October 4, 2025 TIME: 8:30 AM - 11:00 AM LOCATION: Country Park 2905 Nathanael Green Dr. Greensboro, NC 27455

Email: SOehler@lungcancerinitiative.org / 919-784-0410 / www.lungcancerinitiative.org/lunge-forward-events/

2025 SPONSORSHIP OPPORTUNITIES



| | Benefits | Presenting | Platinum | Gold | Silver | Bronze | Copper |
|---|---|-------------|--------------|--------------|-----------|---------|-----------|
| | Triangle LUNGe | \$20,000 | \$10,000 | \$7,500 | \$5,000 | \$2,500 | \$1,000 |
| 2 | Complimentary registrations | 20 | 15 | 10 | 5 | 2 | 1 |
| | Exclusive Right to use "[COMPANY NAME] - Presenting Sponsor of the Triangle LUNGe Forward" with logo in promotions/ads | • | | | | | |
| | Logo and link in email blasts | | | | | | |
| | Individual thank you on social media | • | • | | | | |
| | Logo and link on website sponsor page | | • | • | | | • |
| | Logo on event home page | • | • | • | | | |
| | Thank you in social media caption | • | | | | | |
| | Promotion of top tier sponsors in all event press releases, press conferences & on event day | | | | | | |
| | Sponsor's logo displayed on the participant event shirts | | | | | | Name Only |
| | Sponsor logo displayed on participant bibs | | | | | | |
| | Company name/logo included on event printed materials including promo flyers and event day sponsor banner | • | • | • | | • | Name Only |
| | Special event area sponsorship with recognition in designated area | Event Stage | Registration | Refreshments | Kids Area | Course | |
| | Option to speak from stage during celebration and in media opportunities leading up to event | • | | | | | |
| | Special exhibit space with tent, table, and chairs on event day | | | | | | |
| | Exhibit space with table & chairs on event day | | • | • | • | • | • |
| | Opportunity to include promotional products in survivor swag bags | • | • | • | • | • | • |

PRINT & SIGNAGE

OUTREACH





OTHER SPONSORSHIP & SUPPORT OPPORTUNITIES

SURVIVOR TENT SPONSOR - \$12,000

Platinum Level sponsor benefits PLUS your name/logo displayed on banner at the tent as "Survivor Tent Sponsored by [SPONSOR NAME]."

REGISTRATION SPONSOR - \$12,000

Platinum Level sponsor benefits PLUS your name/logo displayed prominently on signage at registration as "Registration Sponsored by [SPONSOR NAME]."

FINISH LINE SPONSOR - \$12,000

Platinum Level sponsor benefits PLUS your name/logo displayed prominently at the finish line as "Finish Line Sponsored by [SPONSOR NAME]."

MEDIA SPONSOR

Media sponsors promote the LUNGe event(s) they are sponsoring prior to or at the event. Custom packages will be created based on media type.

RACE SHIRT SPONSOR - \$4,000

- Silver Level sponsor benefits PLUS your name/logo displayed prominently on race shirt worn by all participants at the LUNGe event you select.
- In-kind donations of race shirts are accepted for this sponsorship!

SMALL BUSINESS SPONSOR - \$500

(For companies with ten or fewer employees)

- > One six-foot table and two chairs provided.
- > One complimentary registration included.
- > Logo and link on website and sponsor page.
- > Recognition in social media captions.
- Sponsor's name listed on the participant event shirts.
- Sponsor's name included on event printed materials including promo flyers and event day sponsor banner.
- NOTE: No sale of merchandise or services without prior authorization from LCI.

IN-KIND DONATIONS ALSO APPRECIATED!

> In-kind sponsorships are welcome, and their monetary value can be counted toward sponsorship levels!

> Examples of in-kind donations that are most needed include:

- Race shirts (see "Race Shirt Sponsor" above)
- Flyer printing
- Postcard printing
- Signage printing
- Food/snacks/beverages, including bottled water, coffee, tea, sports drinks, energy bars, fruit, vegetables, bagels, ice cream, cupcakes, pizza, donuts, trail mix, etc.
- Portable toilets
- Awards/medals
- Hotel accommodations
- DJ/sound services
- Swag bag items given to all participants (minimum quantity of 20 per event)





| SPONSOR LEVEL: | O Presenting \$20,000 | ○ Platinum \$10,000 | ○ Gold \$7,500 | ○ Silver \$5,000 | ○ Bronze \$2,500 | \$1,000 | | | | | | |
|---|--------------------------|------------------------|-------------------|---------------------|---------------------|---------|--|--|--|--|--|--|
| OTHER SPONSORSHIP OPPORTUNITY | | | | | | | | | | | | |
| Company Name (list exactly as should appear in promotional materials) | | | | | | | | | | | | |
| Mailing Ad | ldress (including | city, state and z | ip): | | | | | | | | | |
| Contact Pe | erson | | | Title | | | | | | | | |
| Email | | | | | | | | | | | | |
| Phone | | | Fax | | | | | | | | | |
| | | | | | | | | | | | | |

Website

Method of Payment (check one)

- □ Send Invoice
- Full Payment Enclosed (NOTE: Check payments are encouraged to avoid credit card charges)
 - > Check made payable to: Lung Cancer Initiative
 - > □ VISA □ MASTERCARD □ AMEX

| Name on card | | Amount to charge |
|--|--|--|
| Card # | CVC Code | Expiration Date |
| In-Kind Donation (For in-kind dona | ations valued at \$1,000+, we will match your spor | nsorship level to the value of your gift.) |
| Value: \$ | | |
| | survivor swag bag items donated : | |
| Please provide social media han | | 0 |
| Facebook: | Instagram: | |
| X: | TikTok: | |
| Event Day Exhibition Do you plan to exhibit at the event | ? □yes □no | |
| • | form and payment to: Lung Cancer Initiative 84-0416, email: soehler@lungcancerinitiativ | |





WHY SPONSOR AN LCI EVENT?

Sponsoring a Lung Cancer Initiative event, such as the a **LUNGe Forward Run, Walk and Celebration**, benefits companies in a variety of ways:

- Demonstrates your company's interest in **supporting and sustaining important advocacy work** that furthers lung cancer research and survivorship programming.
- Builds employee morale and company pride while representing your organization's commitment to social responsibility and the community.
- Enhances your organization's image, prestige and credibility through supporting a cause that your target market finds attractive.
- Serves as an effective marketing tool and can be a means of **accessing a wide range of audiences** such as decision makers in business, government and, of course, patients or customers.
- Builds **recognition for your company as a civic leader** by partnering with a respected advocacy organization that directly funds lung cancer research and awareness programs.

Platinum Transparency 2024

Candid.

GUIDESTAR HIGHEST LEVEL

Lung Cancer Initiative has earned the 2024 Platinum Seal of Transparency, the highest level of recognition offered by GuideStar, the world's largest source of nonprofit information.



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instagram.com/lung.cancer.initiative/