

Creating Hope

ONE STEP
AT A TIME

LUNGE FORWARD

TRIAD 5K RUN, WALK & CELEBRATION
BENEFITING LUNG CANCER INITIATIVE

BE A SPONSOR!

SPONSORSHIP OPPORTUNITIES



**Saturday
October 5, 2024**

Country Park
3905 Nathanael Green Dr
Greensboro, NC



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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.



Our Mission

Our mission is to advance survivorship and provide support to those affected by lung cancer through research, education and access programs.



The seventeenth annual Triad LUNGe Forward event will unite up to 500 people to make a difference for lung cancer across North Carolina. The event will be held at Country Park on Saturday, October 5, 2024.

It will be a day of celebration and remembrance, as well as a day to take action and provide hope to those impacted by lung cancer. 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!

How to Get Involved

- > **Sponsor the Event**
- > **In-kind donation**
- > **Volunteer**
- > **Register**
- > **Form a Team**



WHERE THE MONEY GOES

Research

Since 2008, Lung Cancer Initiative has funded more than \$3 million in lung cancer research. This research is playing an important part in expanding our knowledge about lung cancer and bringing us closer to a cure!

Awareness

Lung Cancer Initiative is committed to increasing public awareness about lung cancer. We do so through our events, education and outreach initiatives as well as other grassroots opportunities.

Education

- > **Community Education Series** - Through partnerships with North Carolina's leading cancer centers, community education allows for patients and their families to come together to hear from experts on topics related to lung cancer and research.
- > **Physician Education** - We provide educational opportunities for health care professionals throughout North Carolina in order to improve diagnosis, referral and treatment.

Patient Support and Access to Care

- > **Patient Support and Access Programs: LCI's Gas Card Program and Patient Emergency Fund** provide assistance to lung cancer patients who are seeking treatment, including clinical trials. The goal of these programs is to lessen the financial burden for patients to receive appropriate lung cancer treatment by providing gas cards and financial assistance in meeting their basic needs. Through these programs, LCI distributed over five hundred \$50 gas cards and assisted fifty patients with financial stipends in 2023.
- > **REACH Grants: Lung Cancer Initiative is currently awarding three REACH Community Access Grants** up to \$10,000 each to assist institutions with improving access to lung cancer screening, treatment, clinical trials, comprehensive biomarker testing or precision medicine for uninsured or underinsured individuals.

2024 SPONSORSHIP OPPORTUNITIES



Benefits	Presenting	Platinum	Gold	Silver	Bronze	Copper
	\$10,000	\$7,500	\$5,000	\$2,500	\$1,000	\$500
Event Area Sponsored	Presenting Tent & Finish Line	Survivor Tent	Registration Tent	Refreshments	Mile Marker	Water Stop
Sponsor's logo on event webpage, eblasts, social media, and recognition in Lung Cancer Initiative's e-newsletter	●	●	●	●	●	●
Sponsor's logo displayed on the participant event shirts	●	●	●	●	●	●
Exhibit space with table & chairs on event day (presenting includes a tent)	●	●	●	●	●	●
Opportunity to include promotional products in survivor swag bags	●	●	●	●	●	●
Complimentary registrations for any of the 2024 LUNGe Forward series	20	10	5	3	1	--
Logo (or name) prominently included on event collateral materials including brochures, and event day sponsor banner	●	●	●	●	NAME ONLY	NAME ONLY
Two social media mentions highlighting sponsorship	●	●	●	●	●	●
Two exclusive social media posts highlighting sponsorship	●					
Sponsor logo on event bibs (race, survivor, in-honor, or in-memory bibs)	●					
Presenting Sponsor participation in all event press conferences and mentioned in all press releases	●					
Option to speak from stage during celebration and in media opportunities leading up to event	●					
Exclusive Right to use "Your company name – Presenting Sponsor of the Triad LUNGe Forward;" with logo in promotion & advertising	●					
Promotion of sponsor as Presenting Sponsor in all event press releases, press conferences & on event day	●					
Right of First Refusal for the 2025 LUNGe Forward Presenting Sponsor	●					



OTHER 2024 SPONSORSHIP OPPORTUNITIES

In-Kind Sponsor

- Exhibit space with table & chairs on event day
- Inclusion of sponsor's name in text on back of participant event shirts & sponsor banner (for contributions valued at \$150-\$249)
- Sponsor's logo with link included on event webpage

In-Kind Partner

- Exhibit space with table & chairs on event day
- Inclusion of sponsor's logo on back of participant event shirts & sponsor banner (for contributions valued at \$250+)
- Sponsor's logo with link included on event webpage

Printing Sponsor (In-Kind Print)

- Sponsor's logo on all materials printed by sponsor – brochures, flyers, yard signs, banners
- Logo on participant t-shirts
- Sponsor's logo on the sponsor banner at the event
- Sponsor's banner prominently displayed at the event
- Exhibit space at the event
- Sponsor's logo with link included on event webpage

Media Sponsor

- Sponsor's logo on the sponsor banner at the event
- Inclusion of sponsor's logo on the back of participant event shirts
- Sponsor's logo included on printed event materials including advertising & event brochures
- Sponsor's logo with link included on event webpage

Exhibit Table at the Event

\$150.00 (in-kind donation value or payment) with table & two chairs provided (note: no sale of merchandise or services without prior authorization from LCI)



Monetary value of in-kind donations can be counted toward sponsorships.



2024 SPONSOR COMMITMENT FORM

MY LEVEL: **Presenting**
\$10,000 **Platinum**
\$7,500 **Gold**
\$5,000 **Silver**
\$2,500 **Bronze**
\$1,000 **Copper**
\$500

Company Name (list exactly as should appear in promotional materials)

Mailing Address (including city, state and zip):

Contact Person

Title

Email

Phone

Fax

Website

Method of Payment (check one)

Send Invoice

Full Payment Enclosed

> Check made payable to: Lung Cancer Initiative (include [Triad 5K](#) in the memo)

> VISA MASTERCARD AMEX

Name on card

Amount to charge

Card #

CVC Code

Expiration Date

Logo

Submit a high-resolution logo in .EPS or .PNG formats to SOehler@LungCancerInitiativeNC.org. Inclusion of logos on printed event materials is dependent upon sponsorship level and procurement date in relation to printing deadlines.

In-Kind Donation

Value: \$ _____

Description of product or services donated:

Event Day Exhibition

Do you plan to exhibit at the event? yes no

Please mail or fax completed form and payment to Lung Cancer Initiative, 5171 Glenwood Avenue, Suite 401, Raleigh, NC 27612, phone: 919-784-0410, fax: 919-784-0416

Signature

Date

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WHY SPONSOR AN LCI EVENT?

Sponsoring a Lung Cancer Initiative event, such as the **Triad 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. More info on GuideStar.



LUNG CANCER INITIATIVE
A NETWORK OF HOPE AND ACTION