



Sponsorship Benefits

Breathe Deep
TOGETHER

WALK TO STOP
LUNG CANCER

November 4, 2023

JOIN US AS A PARTNER:
LUNGEVITY.org/together

FOR MORE INFORMATION, CONTACT
Lauren Humphries at lhumphries@lungevity.org

About this event Breathe Deep TOGETHER will kick off Lung Cancer Awareness Month again this year on the morning of Saturday, November 4th! In addition to Boston, we'll also have in-person events in DC, Chicago, and NYC, and we will also be broadcasting the program while participants from all over the country walk TOGETHER. This means a nationwide presence for our sponsors and an opportunity for our participants to connect with each other.

About LUNgevity Foundation LUNgevity Foundation is the nation's leading lung cancer organization focused on improving outcomes for people with lung cancer through research, education, support and engagement for patients, survivors and caregivers. LUNgevity seeks to make an immediate impact on quality of life and survivorship for everyone touched by the disease—while promoting health equity by addressing disparities throughout the care continuum. LUNgevity works tirelessly to advance research into early detection and more effective treatments, provide information and educational tools to empower patients and their caregivers, promote impactful public policy initiatives, and amplify the patient voice through research and engagement. The organization provides an active community for patients and survivors—and those who help them live longer and better lives.

Comprehensive resources include a medically-vetted and patient-centric website, a toll-free HELPLINE for support, the International Lung Cancer Survivorship Conference, and an easy-to-use Clinical Trial Finder, among other tools. All of these programs are to achieve our vision—a world where no one dies of lung cancer. LUNgevity Foundation is proud to be a four-star Charity Navigator organization.

Please visit www.LUNgevity.org to learn more.

FACT: LUNG CANCER IS RARELY DETECTED EARLY ON

Lung cancer accounts for **12%** of all new cancer diagnoses, but **21%** of cancer deaths

Only **23%** of all people diagnosed with lung cancer will survive 5 years or more, but if it is caught before it spreads, the chance for 5-year survival improves dramatically

LUNG
127,070

● Colorectal ● Pancreatic

Lung cancer takes more lives annually in the U.S. than the next two deadliest cancers combined

Lung cancer kills about 2 times as many men as **prostate cancer**

Lung cancer kills about 1.4 times as many women as **breast cancer**

FACT: LUNG CANCER RESEARCH NEEDS INVESTMENT THAT MATCHES THE IMPACT OF THE DISEASE

Annual number of cancer deaths versus **amount of federal funding:**
Dollars spent (\$) per life lost (↑)

| | | | |
|-----------------------------------|--|-------------------------------------|--------------------------------------|
| | | | |
| LUNG 127,070 \$3,683 | COLORECTAL 52,550 \$6,584 | BREAST 43,700 \$17,323 | PROSTATE 34,700 \$8,501 |

Lung cancer is the leading cause of cancer death, yet

only 6% of federal research dollars

spent on cancer research are spent on lung cancer

LUNgevity Foundation is firmly committed to making an immediate impact on increasing quality of life and survivorship of people with lung cancer by accelerating research into early detection and more effective treatments, as well as by providing community support and education for all those affected by the disease.

Breathe Deep 2022 at a Glance

RAISED

\$760K

TEAMS PARTICIPATED

198

38 STATES and PUERTO RICO INCLUDED

SPONSORS SUPPORTED

29

Sponsorship Levels

\$125,000 – Breathe Deep TOGETHER

Presenting Sponsor *(Limited to one opportunity)*

- Mention in program featuring your company as Breathe Deep TOGETHER Presenting Sponsor
- Opportunity to include company messaging in event day program for a national audience
- Acknowledgment in post-event communication highlighting your company's support
- Company mention in program's closing credits
- Option to have representative staff a booth at all of our in-person events
- Full page ad in the digital program book with ability to link to your collateral or website
- Prominent logo placement (Breathe Deep TOGETHER Presented by COMPANY LOGO) on materials including webpage, T-shirt, signage and social media platforms

\$50,000 – Diamond Sponsor

- Opportunity to include company messaging in event day program for a national audience
- Acknowledgment in post-event communication highlighting your company's support
- Company mention in program's closing credits
- Option to have representative staff a booth at all of our in-person events
- Full page ad in the digital program book with ability to link to your collateral or website
- Logo featured on event webpage, T-shirt, event day signage at all in-person events, and mention on LUNgevity Events social media

\$25,000 – Platinum Sponsor

- Company mention in program's closing credits
- Option to have representative staff a booth at one of our in-person events
- Full page ad in the digital program book with ability to link to your collateral or website
- Logo and link on event webpage
- Logo included on T-shirt
- Logo featured on event day signage at all in-person events
- Mention on LUNgevity Events social media

\$15,000 – Gold Sponsor

- Company mention in program's closing credits
- Option to have representative staff a booth at one of our in-person events
- Half page ad in the digital program book with ability to link to your collateral or website
- Logo and link on event webpage
- Logo included on T-shirt
- Logo featured on event day signage at all in-person events
- Mention on LUNgevity Events social media

\$10,000 – Silver Sponsor

- Half page ad in the digital program book with ability to link to your collateral or website
- Logo and link on event webpage
- Logo included on T-shirt
- Logo featured on event day signage at all in-person events
- Mention on LUNgevity Events social media

\$5,000 – Bronze Sponsor

- Quarter page ad in the digital program book with ability to link to your collateral or website
- Logo and link on event webpage
- Logo included on T-shirt
- Logo featured on event day signage at all in-person events
- Mention on LUNgevity Events social media

Interested in becoming a Local Host Sponsor for one of our in-person events? Reach out to us for more information on a local partnership or to tailor a sponsorship package to best meet your objective.

“ I just wanted to send a huge THANK YOU for letting us participate in Breathe Deep TOGETHER. It was so wonderful watching the engagement from our employees and their families. As always, we hold this event very dear to our heart!”

2021 Breathe Deep company team lead



Please fill out this form in its entirety and submit via mail/fax (information below).

Full Sponsor Name: _____

Contact: _____ Phone: _____ Fax: _____

Street: _____ City: _____

State: _____ Zip: _____ Email: _____

Website URL: www. _____

Social Media handles: _____

| Please indicate sponsorship level (check box). | | |
|--|--|-----------|
| <input type="checkbox"/> | BREATHE DEEP TOGETHER PRESENTING SPONSOR | \$125,000 |
| <input type="checkbox"/> | DIAMOND SPONSOR | \$50,000 |
| <input type="checkbox"/> | PLATINUM SPONSOR | \$25,000 |
| <input type="checkbox"/> | GOLD SPONSOR | \$15,000 |
| <input type="checkbox"/> | SILVER SPONSOR | \$10,000 |
| <input type="checkbox"/> | BRONZE SPONSOR | \$5,000 |

Will you be submitting a logo?

- Yes, I will send my logo to **lhumphries@lungevity.org**. The logo must be received by October 1, 2023 to ensure its inclusion on promotional materials. Note the event name and level of sponsorship in the subject heading of the email. Vector files (.eps .pdf .ai) are best, but large format artwork (.jpg .gif .tif) is also acceptable.
- No, I will not be submitting a logo. Please use my sponsor name as indicated at top of form.
- No, I want my sponsorship gift to be anonymous. I decline all benefits that use a sponsor name or logo.

Payment: Check or credit card only. Please check this box if the address and contact information are the same as above:

Name: _____

Street: _____ City: _____

State: _____ Zip: _____ Phone: _____ Email: _____

Check # (Payable to LUNgevity Foundation): _____ or Credit Card: AMEX VISA DISCOVER MASTERCARD

Card #: _____ Expiration Date: _____ CVV#: _____ Billing Zip Code: _____

Signature: _____ Date: _____

Please mail this form along with your check or credit card information to:
LUNgevity Foundation, PO Box 754, Chicago IL 60690
 If you are paying by credit card, you may either mail or fax (240-497-0034) the form.

For more information, contact **lhumphries@lungevity.org** or 312-407-6100.