

# SPONSORSHIP OPPORTUNITIES



BONNIE J. ADDARIO  
**LUNG CANCER**  
FOUNDATION

PATIENT FOUNDED. PATIENT FOCUSED.

[yournextstepisthecure.org](http://yournextstepisthecure.org)



## **SPONSORSHIP OPPORTUNITIES**

“Before today, we’ve never had a place to go to support lung cancer patients. You see all the other cancers, everywhere. ALCF is finally putting lung cancer on the map!” - Participant

## **ABOUT THE YOUR NEXT STEP IS THE CURE™ WALK/RUN SERIES**

Our annual Your Next Step is the Cure 5K events bring together people of all ages who want to “step up” in raising public awareness about lung cancer! Our 5Ks are great fun (there’s music!) and family-friendly, open to children (kids in strollers, too!), parents, grandparents, friends and co-workers.

## **WHY YOU SHOULD SPONSOR**

Patients fighting lung cancer today and those who will be diagnosed tomorrow are at the heart of our mission. Driven by the knowledge that lung cancer is the number one cancer killer worldwide annually, our imperative is to dramatically increase patient survival rate.

Because we are patient founded, focused and funded, we know how to answer their questions and support their immediate and long-term needs. To this end, we fund clinical research and provide patient programs, give patients hope and ensure that their voices are heard in advocating for changes to transform lung cancer into a manageable, chronic disease and ultimately, a curable disease.

We are in a hurry to increase the lung cancer patient survival rate, stagnant and inexcusably low (15.5%) for too long due to the stigma of lung cancer as a smoker’s disease. FACT: Nearly 80% of newly diagnosed patients either quit smoking decades ago or never smoked.

Whether you choose to sponsor a city, participate as an individual or as a team, we are all here to cheer each other on and to recognize the courage and determination of people affected by lung cancer. Let’s come together – step-by-step – and raise funds to extend and enhance the lives of patients and families affected by lung cancer.

## **BENEFIT TO PATIENTS & CAREGIVERS: PATIENT EDUCATION RESOURCE CENTER**

The Patient Education Resource Center (PERC) is a new, interactive and collaborative area that the Bonnie J. Addario Lung Cancer Foundation (ALCF) is instituting at our Your Next Step is the Cure 5K Walk/Run Series. The PERC will help us to meet patient needs and achieve our goal of making lung cancer a chronically managed disease by 2023 and ultimately a survivable disease.

The best way to talk one-on-one with our target audience at these events is through having a central hub for conversation. In this collaborative, interactive education area, event participants -- patients, families, caregivers, donors, and community members -- will connect personally (and virtually) with: our nonprofit, its programs and services; physicians; and our corporate partners/industry leaders supporting the event and whose work directly impacts patient lives. Your sponsorship will help us give this opportunity to patients and caregivers in need.

## SPONSORSHIP LEVELS & BENEFITS

Below are the available sponsorship levels per city. Please indicate which city you will be sponsoring.

<input type="checkbox"/> Los Angeles, CA	Sunday, January, 24, 2016	<input type="checkbox"/> Chicago, IL	Sunday, June 5, 2016
<input type="checkbox"/> Phoenix, AZ	Sunday, February 28, 2016	<input type="checkbox"/> Hollywood, FL	Sunday, September 18 2016
<input type="checkbox"/> Gainesville, FL	Saturday, March 5, 2016	<input type="checkbox"/> San Francisco, CA	Sunday, September 25, 2016
<input type="checkbox"/> Dallas, TX	Saturday, April 16, 2016	<input type="checkbox"/> Philadelphia, PA	Sunday, October 2, 2016
<input type="checkbox"/> Sacramento, CA	Saturday, April 30, 2016	<input type="checkbox"/> Spartanburg, SC	Saturday, November 5, 2016

### NATIONAL PRESENTING PARTNER - \$100,000

1. Company name/logo (on all print/media material as exclusive "National Presenting" Partner)
2. Company name/logo on exclusive "National Presenting Partner" banner at Registration Area
3. Company logo on start/finish line banners
4. Speaking opportunity for a designated representative at each event
5. Waived registration for 30 people at each event
6. All opportunities listed below

### NATIONAL PARTNER - \$40,000

1. Personalized media (radio, print, social), if applicable (i.e. announce partnership via press release)
2. Logo/article in The Lung Times, Board & Stakeholder Review, ALCF's quarterly newsletter (approx. 2,500 mailed/4X; 45,000 emailed/4X) re: specific partnership
3. Waived registration for 25 people at each event
4. All opportunities listed below

### GOLD PARTNER - \$20,000

1. Prominent logo and/or company name on all event promotions/publicity including: media (if applicable/radio), print ads, press releases, flyers, 2,500 race postcards, ALCF quarterly newsletter, and event participant t-shirts
2. One-year logo placement on ALCF website, and hyperlink to company website from ours
3. Logo placement on event webpage, ALCF Facebook and Twitter page
4. Banner space and signage at start and finish lines and mile markers
5. 10x10 booth space at event
6. Access to patients through our Patient Education Resource Center
7. Name/logo placed at award area
8. Name mention in pre-announcer and post-announcer scripts

9. Waived registration for 20 people at each event

#### **PER LOCATION PRESENTING SPONSOR - \$10,000**

1. Prominent logo and/or company name on all event promotions and publicity including: media if applicable (radio), print ads, press releases, flyers, race postcards, ALCF quarterly newsletter, and event participant t-shirts.
2. Hyperlink to your website from ours
3. Logo placement on event webpage and ALCF Facebook and Twitter page
4. One year logo placement on ALCF website
5. Banner space and signage at start and finish lines and mile markers
6. 10x10 booth space at event
7. Use of our PERC tent
8. Name placed at award area
9. Name mention in pre announcer script
10. Name mention in post announcer script
11. Speaking opportunity at event from a designated representative
12. Host a water station at a mile marker
13. Waived registration for 25 people

#### **PER LOCATION PLATINUM SPONSOR - \$5,000**

1. Proportionate size logo and/or company name on all event promotions and publicity including: print ads, press releases, flyers, race postcards, and event participant t-shirts.
2. Hyperlink to your website from ours
3. Logo placement on event webpage
4. One year logo placement on ALCF website
5. 10x10 booth space at event
6. Name mention in pre announcer script
7. Name mention in post announcer script
8. Speaking opportunity at event from a designated representative
9. Host a water station at a mile marker
10. Waived registration for 20 people

#### **PER LOCATION GOLD SPONSOR - \$2,500**

1. Proportionate size and/or company name on all event promotions and publicity including: print ads, flyers, and race postcards.
2. Hyperlink to your website from ours
3. Logo placement on event webpage
4. Host a water station at a mile marker
5. Waived registration for 10 people

#### **PER LOCATION SILVER SPONSOR - \$1,500**

1. Proportionate size and/or company name on all event promotions and publicity including: print ads, flyers, and race postcards.

2. Logo placement on event webpage
3. Host a water station at a mile marker
4. Waived registration for 5 people

**PER LOCATION BRONZE SPONSOR - \$500**

1. Proportionate size and/or company name on all event promotions and publicity including: print ads.
2. Logo placement on event webpage
3. Host a water station at a mile marker
4. Waived registration for 2 people

**PER LOCATION INDIVIDUAL SPONSOR - \$250**

1. Logo placement on event webpage

**PER LOCATION IN KIND SPONSOR**

1. Logo placement on event webpage

**SPONSORSHIP COMMITMENT FORM**

Please fill out this form and submit via fax or mail.

Full Sponsor Name: \_\_\_\_\_

Contact Name First/Last: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

Street: \_\_\_\_\_ City: \_\_\_\_\_

State: \_\_\_\_\_ Zip: \_\_\_\_\_ Email: \_\_\_\_\_

Website URL: \_\_\_\_\_

**PLEASE INDICATE SPONSORSHIP LEVEL**

- |                                 |                          |          |
|---------------------------------|--------------------------|----------|
| National Presenting Partner     | <input type="checkbox"/> | \$100,00 |
| National Partner                | <input type="checkbox"/> | \$40,000 |
| Gold Sponsor                    | <input type="checkbox"/> | \$20,000 |
| Per Location Presenting Sponsor | <input type="checkbox"/> | \$10,000 |
| Per Location Platinum Sponsor   | <input type="checkbox"/> | \$5,000  |
| Per Location Gold Sponsor       | <input type="checkbox"/> | \$2,500  |
| Per Location Silver Sponsor     | <input type="checkbox"/> | \$1,500  |
| Per Location Bronze Sponsor     | <input type="checkbox"/> | \$500    |
| Per Location Individual Sponsor | <input type="checkbox"/> | \$250    |

Per Location In Kind Donation

\_\_\_\_\_

Will you be submitting a logo?

Please send your logo to [gianna@lungcancerfoundation.org](mailto:gianna@lungcancerfoundation.org). The logo must be received 2 months prior to the event to ensure its inclusion on printed materials, and 1 month prior to the event to ensure inclusion on the event t-shirt. Include the event name and sponsorship level in your email. Logos must be submitted in vector files (.eps or .ai).

**PAYMENT INFORMATION**

Name: \_\_\_\_\_

Street: \_\_\_\_\_ City: \_\_\_\_\_

State: \_\_\_\_\_ Zip: \_\_\_\_\_ Email: \_\_\_\_\_

Check # (Payable to BJALCF): \_\_\_\_\_ or Credit Card (Circle one):    AMEX    VISA    MC

Card #: \_\_\_\_\_ Expiration Date: \_\_\_\_\_

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Please mail this form along with your check or credit card information to:  
Bonnie J. Addario Lung Cancer Foundation, 1100 Industrial Road Suite 1, San Carlos, CA 94070

For more information please contact [walk@lungcancerfoundation.org](mailto:walk@lungcancerfoundation.org) or 650-598-2857

Bonnie J. Addario Lung Cancer Foundation is a 501(c)(3) non-profit organization ID 20-4417327.  
Sponsorships are non-refundable.