

Boost Your Personal  
Fundraising

2017

SPONSORSHIP  
OPPORTUNITIES

GAINESVILLE, FL  
2017 5K Walk.Run



BONNIE J. ADDARIO

**LUNG CANCER**  
FOUNDATION

PATIENT FOUNDED. PATIENT FOCUSED.

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



*"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*



Foundation info/link/phone



## ABOUT ALCF

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.

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.



## 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, co-workers and canine caregivers.

It’s an event where patients, caregivers and their families can come together and not feel alone in this horrible disease. The goal is to have the support of the entire community rallying behind our participants; from physicians, nurses, large corporations and local businesses all playing a role in the fight against lung cancer.

[www.lungcancerfoundation.org](http://www.lungcancerfoundation.org)

# THE NUMBERS


## Your Impact Has A Far Reach...

 \$30 million + raised to save lives since 2006

 150,000 lives touched in 2016

 39,000 National Facebook likes

## Each Dollar Has An Impact...

 \$1,000 our foundation is able to fund the educational material at the Patient Education Resource Center tent at our "Your Next Step is the Cure" National Walk/Run Series locations.

 \$500 our foundation can provide personalized 1:1 support to newly diagnosed lung cancer patients and their family members.

 \$250 our foundation can provide 75 patient handbooks to newly diagnosed lung cancer patients and or their family members

**Lung Cancer claims more US lives than breast, prostate and colon cancers COMBINED.**



In the U.S, 1 in 13 men and  
1 in 16 women will develop lung cancer



1 in 3 people know someone  
who has lung cancer



If you have lungs  
**you** can get lung cancer

# Your Sponsorship Helps Patients & Research



## RESEARCH

- Nearly 10 research grants, fellowships, and awards funded
- 3 major studies by the Addario Lung Cancer Medical Institute
- 6 studies currently in development

*"After some remarkable advances over the past decade, lung cancer researchers have a lot of optimism about where treatment is going. The Living Room is a space where patients can tap into that optimism and learn about what opportunities are out there to help them live well with lung cancer." - Geoffrey R. Dxnard, MD*



## PATIENT SERVICES/PROGRAMS

- Patient Education Handbook
- Our Patient Education Handbook is the first comprehensive, up-to-date patient resource for lung cancer. The handbook is free of charge to patients and their caregivers and is available in English, Chinese and Spanish.
- Lung Cancer Living Room Support Group
- Our Living Room Support Group provides live presentations from lung cancer physicians and researchers covering all aspects of the disease. It also is a forum for patients to share their stories and interact with one another both online and in person.
- Patient Portal/ 1:1 Support
- Each patient is different, which is why we offer personalized guidance to each person who contacts us (whether you are the patient or a caregiver).
- Patient Registry
- The Lung Cancer Registry was created for ANYONE who has been diagnosed with lung cancer to help researchers better understand the disease and develop better treatments. The registry allows patients to be part of the solution.



## CENTERS OF EXCELLENCE

- ALCF is working with an elite team of specialists to create an unsurpassed paradigm for lung cancer treatment worldwide—a patient-centric, collaborative model that provides all patients access to the newest, most effective diagnostic and therapeutic techniques.
- The “standard of care” established at community hospitals is accompanied by a seal of excellence awarded by ALCF and ensures no lung cancer patient is left behind.

[www.lungcancerfoundation.org](http://www.lungcancerfoundation.org)

BJALCF • 1100 Industrial Road #1 • San Carlos, CA 94070 • 650.598.2857

# National Partner Benefits

Sponsor Up to 10 ALCF-5K Events Across the Country

	National Presenting Partner \$100,000 indicated as <i>National Presenting Partner</i>	National Platinum Partner \$50,000 indicated as <i>National Platinum Partner</i>	National Gold Partner \$25,000 indicated as <i>National Gold Partner</i>	National Silver Partner \$15,000 indicated as <i>National Silver Partner</i>
<b>BRAND RECOGNITION</b>				
<ul style="list-style-type: none"> <li>Company logo featured on: (logos are sized/arranged based on sponsorship level)</li> </ul>				
Banners				
- Registration	Logo			
- Stage	Logo	Logo		
- Patient Resource Center	Logo	Logo	Logo	Logo
One-year logo placement on ALCF website with hyperlink to company website	Logo	Logo		
All event print/media collateral	Logo	Logo	Logo	Logo
The home page of the event website	Logo	Logo	Logo	Logo
The sponsor page of the event website	Logo	Logo	Logo	Logo
The event T-shirt for participants	Logo	Logo	Logo	Logo
All event email/newsletter correspondence to participants	Logo	Logo	Logo	Logo
<ul style="list-style-type: none"> <li>Verbal recognition at each event during opening and closing ceremony</li> </ul>	✓	✓	✓	✓
<b>BENEFITS</b>				
<ul style="list-style-type: none"> <li>Speaking opportunity for a designated representative at each event</li> </ul>	✓			
<ul style="list-style-type: none"> <li>Registration to kick start your team</li> </ul>	(25 people)	(10 people)	(5 people)	(2 people)
<ul style="list-style-type: none"> <li>Recognition on ALCF social media sites</li> </ul>	✓	✓	✓	
<ul style="list-style-type: none"> <li>Prime on-site location in ALCF Patient Services Booth at event</li> </ul>	Every Race (10)	Choose 5 races to have a presence	Choose 2 races to have a presence	Choose 1 race to have a presence

How can we benefit you? Propose your idea!

# Local Sponsor Benefits

## Sponsor 1 ALCF- 5K Event

BRAND RECOGNITION	Presenting Sponsor \$10,000	Platinum Sponsor \$5,000	Gold Sponsor \$2,500	Silver Sponsor \$1,500	Bronze Sponsor \$500	Signature Sponsor \$250	In-Kind Sponsor
<ul style="list-style-type: none"> <li>Company logo featured on: (logos are sized/arranged based on sponsorship level)</li> </ul>							
One-year logo placement on ALCF website with hyperlink to company website	Logo						
All event email/newsletter correspondence to participants	Logo	Logo					
All event print/media collateral	Logo	Logo	Logo	Logo			
The sponsor page of the event website	Logo	Logo	Logo	Logo	Logo		
The event T-shirt for participants	Logo	Logo	Logo	Logo	Logo	Logo	
The home page of the event website	Logo	Logo	Logo	Logo	Logo	Logo	Logo
<ul style="list-style-type: none"> <li>Verbal recognition at each event during opening and closing ceremony</li> </ul>	✓	✓	✓	✓	✓	✓	✓
<b>BENEFITS</b>							
<ul style="list-style-type: none"> <li>Speaking opportunity for a designated representative at each event</li> </ul>	✓						
<ul style="list-style-type: none"> <li>Recognition on ALCF social media sites</li> </ul>	✓	✓					
<ul style="list-style-type: none"> <li>Prime on-site location in ALCF Patient Services Booth at event</li> </ul>	✓	✓					
<ul style="list-style-type: none"> <li>Registration to kick start your team</li> </ul>	25 people	15 people	10 people	5 people	2 people	1 person	

How can we benefit you? Propose your idea!

**THE BONNIE J ADDARIO LUNG CANCER FOUNDATION  
BUSINESS CARD SPONSORSHIP PROGRAM**

Please fill out this form and submit via:  
Fax: Attn. Katie Wilcox to 650-598-0282  
Email: [katie@lungcancerfoundation.org](mailto:katie@lungcancerfoundation.org)

OR

Mail: 1100 Industrial Road #1 San Carlos, CA 94070

FULL SPONSOR NAME

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

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

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

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I/We would like our \$100 Business Card Sponsorship to support the following event: \_\_\_\_\_

I/We would like our \$100 Business Card Sponsorship to support the following team/participant: \_\_\_\_\_

I/We would like a team at the Your Next Step is the Cure 5K this year: YES or NO \_\_\_\_\_

\*\*\*PLEASE NOTE: Your business card must be received 2 weeks prior to the event to ensure its inclusion in the event program.

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PAYMENT INFORMATION

**NAME AND ADDRESS SAME AS ABOVE**

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

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

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

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

Checks payable to ALCF or Credit Card (Circle one):                      AMEX                      VISA                      MC

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

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



Please mail this form along with the donor's payment and their business card:  
Bonnie J. Addario Lung Cancer Foundation, 1100 Industrial Road Suite 1, San Carlos, CA 94070  
Or fax form to (650) 598-0282 - Tax ID: **20-4417327**  
[www.lungcancerfoundation.org](http://www.lungcancerfoundation.org) // [katie@lungcancerfoundation.org](mailto:katie@lungcancerfoundation.org)



## SPONSORSHIP COMMITMENT FORM

Please fill out this form and submit via:  
Fax: Attn. Katie Wilcox to 650-598-0282  
Email: [katie@lungcancerfoundation.org](mailto:katie@lungcancerfoundation.org)

OR

Mail: 1100 Industrial Road #1 San Carlos, CA 94070

Full Sponsor Name as you would like to be listed:

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

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

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

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

### PLEASE INDICATE SPONSORSHIP LEVEL

#### National Partner

- National Presenting Partner \$100,000
- National Platinum Partner \$ 40,000
- National Gold Partner \$ 25,000
- National Silver Partner \$ 15,000

#### Local Sponsor

- Presenting Sponsor \$10,000
- Platinum Sponsor \$ 5,000
- Gold Sponsor \$ 2,500
- Silver Sponsor \$ 1,500
- Bronze Sponsor \$ 500
- Signature Sponsor \$ 250
- In-Kind Sponsor

Will you be submitting a logo?  YES  NO

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

### PAYMENT INFORMATION

**NAME AND ADDRESS SAME AS ABOVE**

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

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

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

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

Checks payable to ALCF or Credit Card (Circle one):    AMEX                      VISA                      MC

please charge my credit card \$ \_\_\_\_\_.

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

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

Bonnie J. Addario Lung Cancer Foundation, 1100 Industrial Road Suite 1, San Carlos, CA 94070  
For more information please contact [katie@lungcancerfoundation.org](mailto:katie@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.

[www.lungcancerfoundation.org](http://www.lungcancerfoundation.org) // [info@lungcancerfoundation.org](mailto:info@lungcancerfoundation.org)