SACRAMENTO, CA • 5K Walk.Run

Boost Your Personal Fundraising

BONNIE J. ADDARIO
LUNG CANCER
FOUNDATION
PATIENT FOUNDED. PATIENT FOCUSED.

SATURDAY, JUNE 23

2018

SPONSORSHIP **OPPORTUNITIES**

sacramento2018.yournextstepisthecure.org

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

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

EDUCATION. SUPPORT. EMPOWERMENT.

2023

Our goal is to transform lung cancer into a chronically managed disease by **2023** and ***ultimately find a cure***.

88% ★★★★

12% Administration

88% of every dollar donated supports programs, services, outreach and research.

GuideStar PLATINUM PARTICIPANT

★★★★ CHARITY NAVIGATOR Four Star Charity

Scientific Research*

46%

- More than 50 Research Grants, Fellowships and Awards Funded, Crowdsourcing / Machine Learning Challenge
- Currently working on 12 major studies to better understand lung cancer
- Pan-cancer Study on Ros1 Mutation
- Understanding Young Lung Cancer Liquid Biopsy Studies
- Immunotherapy Combination Trial

Patient Programs

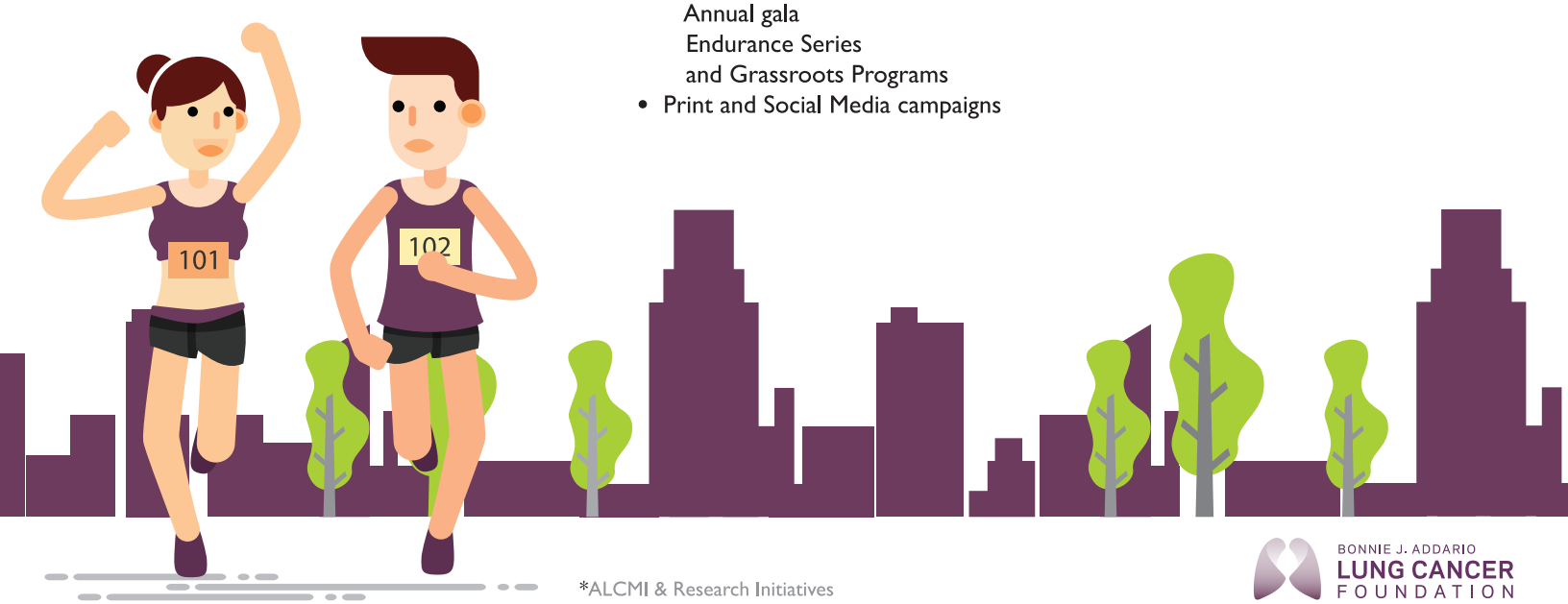
18%

- "Bring Hope Home" Lung Cancer Living Room education/support series
- Patient Education Handbook
- Education Video / Archive Llibrary
- Patient Registry
- Personal Navigation
- Community Hospital Centers of Excellence

Educational Awareness

24%

- Website
- E-Newsletter
- Patient Education Resource Centers at National Race Series
- Nearly 100 fundraising campaigns including:
  - Your Next Step is the Cure 5k runs
  - Annual Golf Outing
  - Annual gala
  - Endurance Series
  - and Grassroots Programs
- Print and Social Media campaigns



*ALCMI & Research Initiatives

BONNIE J. ADDARIO LUNG CANCER FOUNDATION

THE NUMBERS

The Numbers we like sharing...

$30 million + raised to save lives since 2006

150,000 lives touched in 2016

39,000 National Facebook Followers

handbooks distributed to newly diagnosed
lung cancer patients and or their family members

The Numbers We Are changing...

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

80% of patients either never smoked or quit years before

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

National Partner Benefits

Sponsor ALCF-5K Events Across the Country

BRAND RECOGNITION	National Presenting Partner $100,000 indicated as *National Presenting Partner*	National Platinum Partner $50,000 indicated as *National Platinum Partner*	National Gold Partner $25,000 indicated as *National Gold Partner*	National Silver Partner $15,000 indicated as *National Silver Partner*
• Company logo featured on: (logos are sized/arranged based on sponsorship level)				
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
• Verbal recognition at each event during opening and closing ceremony	✔	✔	✔	✔
BENEFITS				
• Speaking opportunity for a designated representative at each event	✔			
• Registration to kick start your team	(25 people)	(10 people)	(5 people)	(2 people)
• Recognition on ALCF social media sites	✔	✔	✔	
• Prime on-site location in ALCF Patient Services Booth at event	All Races	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
• Company logo featured on: (logos are sized/arranged based on sponsorship level)							
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
• Verbal recognition at each event during opening and closing ceremony	✔	✔	✔	✔	✔	✔	✔
BENEFITS							
• Speaking opportunity for a designated representative at each event	✔						
• Recognition on ALCF social media sites	✔	✔					
• Prime on-site location in ALCF Patient Services Booth at event	✔	✔					
• Registration to kick start your team	25 people	15 people	10 people	5 people	2 people	1 person	

How can we benefit you? Propose your idea!

Form **W-9**
(Rev. December 2014)
Department of the Treasury
Internal Revenue Service

Request for Taxpayer Identification Number and Certification

Give Form to the requester. Do not send to the IRS.

Print or type
See Specific Instructions on page 2.

1 Name (as shown on your income tax return). Name is required on this line; do not leave this line blank.
Bonnie J Addario A Breath Away from the Cure Foundation

2 Business name/disregarded entity name, if different from above
Bonnie J Addario Lung Cancer Foundation

3 Check appropriate box for federal tax classification; check only **one** of the following seven boxes:
☐ Individual/sole proprietor or single-member LLC ☐ C Corporation ☐ S Corporation ☐ Partnership ☐ Trust/estate
☐ Limited liability company. Enter the tax classification (C=C corporation, S=S corporation, P=partnership) ▶ _____
Note. For a single-member LLC that is disregarded, do not check LLC; check the appropriate box in the line above for the tax classification of the single-member owner.
☑ Other (see instructions) ▶ **501c3**

4 Exemptions (codes apply only to certain entities, not individuals; see instructions on page 3):
Exempt payee code (if any) _____
Exemption from FATCA reporting code (if any) **501c3**
(Applies to accounts maintained outside the U.S.)

5 Address (number, street, and apt. or suite no.)
1100 Industrial Road, Suite 1

Requester's name and address (optional)

6 City, state, and ZIP code
San Carlos, CA 94070

7 List account number(s) here (optional)

Part I Taxpayer Identification Number (TIN)

Enter your TIN in the appropriate box. The TIN provided must match the name given on line 1 to avoid backup withholding. For individuals, this is generally your social security number (SSN). However, for a resident alien, sole proprietor, or disregarded entity, see the Part I instructions on page 3. For other entities, it is your employer identification number (EIN). If you do not have a number, see *How to get a TIN* on page 3.

Note. If the account is in more than one name, see the instructions for line 1 and the chart on page 4 for guidelines on whose number to enter.

Social security number
			–			–				

or

Employer identification number
2	0	–	4	4	1	7	3	2	7

Part II Certification

Under penalties of perjury, I certify that:

1. The number shown on this form is my correct taxpayer identification number (or I am waiting for a number to be issued to me); and
2. I am not subject to backup withholding because: (a) I am exempt from backup withholding, or (b) I have not been notified by the Internal Revenue Service (IRS) that I am subject to backup withholding as a result of a failure to report all interest or dividends, or (c) the IRS has notified me that I am no longer subject to backup withholding; and
3. I am a U.S. citizen or other U.S. person (defined below); and
4. The FATCA code(s) entered on this form (if any) indicating that I am exempt from FATCA reporting is correct.

Certification instructions. You must cross out item 2 above if you have been notified by the IRS that you are currently subject to backup withholding because you have failed to report all interest and dividends on your tax return. For real estate transactions, item 2 does not apply. For mortgage interest paid, acquisition or abandonment of secured property, cancellation of debt, contributions to an individual retirement arrangement (IRA), and generally, payments other than interest and dividends, you are not required to sign the certification, but you must provide your correct TIN. See the instructions on page 3.

Sign Here | **Signature of U.S. person ▶** Debi Beltrano | **Date ▶** 1/1/2018

General Instructions

Section references are to the Internal Revenue Code unless otherwise noted.

Future developments. Information about developments affecting Form W-9 (such as legislation enacted after we release it) is at *www.irs.gov/fw9*.

Purpose of Form

An individual or entity (Form W-9 requester) who is required to file an information return with the IRS must obtain your correct taxpayer identification number (TIN) which may be your social security number (SSN), individual taxpayer identification number (ITIN), adoption taxpayer identification number (ATIN), or employer identification number (EIN), to report on an information return the amount paid to you, or other amount reportable on an information return. Examples of information returns include, but are not limited to, the following:

- Form 1099-INT (interest earned or paid)
- Form 1099-DIV (dividends, including those from stocks or mutual funds)
- Form 1099-MISC (various types of income, prizes, awards, or gross proceeds)
- Form 1099-B (stock or mutual fund sales and certain other transactions by brokers)
- Form 1099-S (proceeds from real estate transactions)
- Form 1099-K (merchant card and third party network transactions)
- Form 1098 (home mortgage interest), 1098-E (student loan interest), 1098-T (tuition)
- Form 1099-C (canceled debt)
- Form 1099-A (acquisition or abandonment of secured property)

Use Form W-9 only if you are a U.S. person (including a resident alien), to provide your correct TIN.

If you do not return Form W-9 to the requester with a TIN, you might be subject to backup withholding. See *What is backup withholding?* on page 2.

By signing the filled-out form, you:

1. Certify that the TIN you are giving is correct (or you are waiting for a number to be issued),
2. Certify that you are not subject to backup withholding, or
3. Claim exemption from backup withholding if you are a U.S. exempt payee. If applicable, you are also certifying that as a U.S. person, your allocable share of any partnership income from a U.S. trade or business is not subject to the withholding tax on foreign partners' share of effectively connected income, and
4. Certify that FATCA code(s) entered on this form (if any) indicating that you are exempt from the FATCA reporting, is correct. See *What is FATCA reporting?* on page 2 for further information.

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: sponsorships@lungcancerfoundation.org
OR
Mail: 1100 Industrial Road #1 San Carlos, CA 94070

FULL SPONSOR NAME _____

Contact: _____ Phone: _____ Fax: _____

Street: _____ City: _____

State: _____ Zip: _____ Email: _____

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 weekly event eBlasts.

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: _____

BONNIE J. ADDARIO
LUNG CANCER
FOUNDATION

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 // katie@lungcancerfoundation.org

Event Cancellation Policy: In the case this event is canceled, please note: All sponsorship dollars are non-refundable and non-transferable.• Canceled events will not be rescheduled (unless otherwise advised).

SPONSORSHIP COMMITMENT FORM

Please fill out this form and submit via:
Fax: Attn. Katie Wilcox to 650-598-0282
Email: sponsorship@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 $ 50,000
- ☐ National Gold Partner $ 20,000

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. 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 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.

Event Cancellation Policy: In the case this event is canceled, please note: All sponsorship dollars are non-refundable and non-transferable.• Canceled events will not be rescheduled (unless otherwise advised).

www.lungcancerfoundation.org // info@lungcancerfoundation.org