



Sponsorship Benefits



MILEAGE CHALLENGE

May 1-31, 2022

Register. FUNdraise. Compete.

LUNgevity.org/eRACE
hdoran@lungevity.org



FOLLOW AND LIKE US
@LUNgevityEvents

FOR MORE INFORMATION, CONTACT
Heather Doran at 202-695-9115 or hdoran@lungevity.org



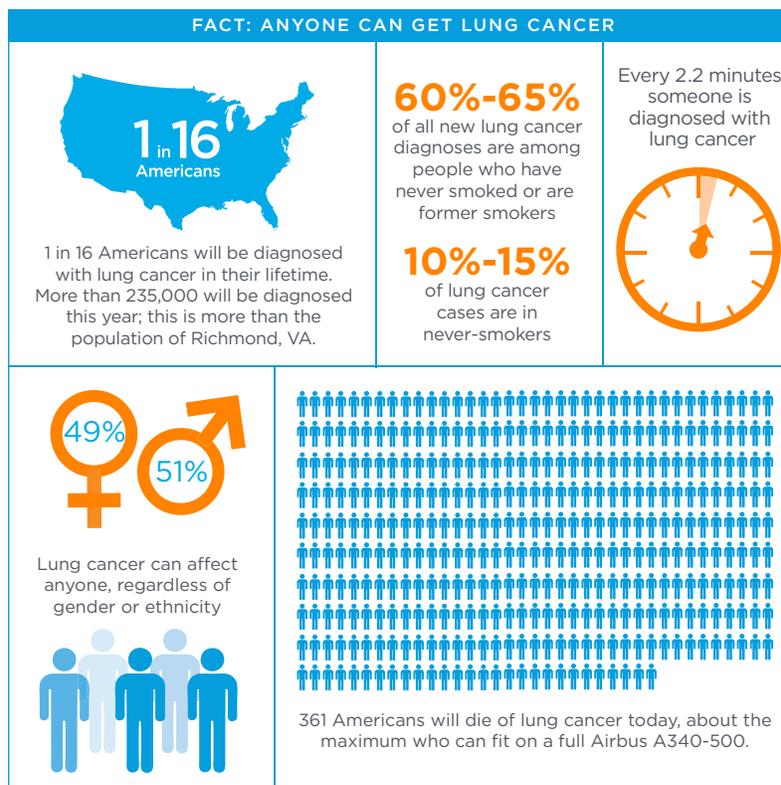
About this event **eRACE Lung Cancer** brings together runners, swimmers, cyclists and other participants from across the country with one common goal: to erase lung cancer. Initially launched in October 2020, LUNGevity's first-ever eRACE Lung Cancer achieved great success, drawing nearly 250 participants, including 15 lung cancer survivors, from 24 U.S. states and three countries. Together, they logged almost 1,000 miles and helped raise nearly \$70,000 for lung cancer research and programs. In 2021, we doubled that impact. 463 participants, including 43 teams, 13 companies, and 39 lung cancer survivors raised \$158,798 and logged over 19,000 miles!

This month-long mileage challenge is perfect for individuals, families, corporate teams and more. eRACE allows individuals and teams to set their own fundraising and mileage goal and work towards them throughout the month. Whether you are looking to run one mile a day for the month of May or your company wants to hit the 1,000 mile mark together, this challenge is for you!

We are excited to make an even bigger impact in 2022 with your help. The newest installment of eRACE Lung Cancer will launch on May 1, 2022 and continue on through May 31. For our participants, this means nationwide support, recognition, and comradery. For our sponsors, this means exposure and advertising to a national audience. We look forward to joining forces with you for eRACE Lung Cancer!

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, and policy initiatives. 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.



Sponsorship Levels

\$50,000 – Presenting Sponsor

Limited to one sponsor, must commit by 3/10

- Company logo included with event name, i.e. LUNGEvity Foundation's eRACE Lung Cancer Presented By [Logo]
- Logo on marketing materials as Presenting Sponsor
- Inclusion in eRACE Lung Cancer event program
- Option to include insert in Welcome Kit
- Full page ad in digital program book with ability to link to your collateral or website
- Logo included on eRACE Lung Cancer gear
- Logo included on social media platforms as Presenting Sponsor
- Logo/link on event website as Presenting Sponsor
- Logo/link in post event email as Presenting Sponsor
- Logo in RUN LUNGEvity mobile app as Presenting Sponsor
- Opportunity to sponsor a challenge activation within the RUN LUNGEvity mobile app. This increases visibility and engagement with participants.

\$25,000 – Elite Sponsor

- Inclusion in eRACE Lung Cancer event program
- Option to include insert in Welcome Kit
- Full page ad in digital program book with ability to link to your collateral or website
- Logo included on eRACE Lung Cancer gear
- Logo included on social media platforms
- Logo/link on event website
- Logo/link in post event email
- Logo in RUN LUNGEvity mobile app
- Opportunity to sponsor a challenge activation within the RUN LUNGEvity mobile app. This increases visibility and engagement with participants (limit to first three sponsors at this level for this benefit).

\$15,000 – Diamond Sponsor

- Option to include insert in Welcome Kit
- Half page ad in digital program book with ability to link to your collateral or website
- Logo included on eRACE Lung Cancer gear
- Mention in eRACE Lung Cancer program
- Logo included on social media platforms
- Logo/link on event website
- Logo/link in post event email
- Logo in RUN LUNGEvity mobile app

\$10,000 – Platinum Sponsor

- Half page ad in digital program book with ability to link to your collateral or website
- Logo included on eRACE Lung Cancer gear
- Mention in eRACE Lung Cancer program
- Logo included on social media platforms
- Logo/link on event website
- Logo/link in post event email
- Logo in RUN LUNGEvity mobile app

\$5,000 – Gold Sponsor

- Quarter page ad in digital program book with ability to link to your collateral or website
- Logo included on eRACE Lung Cancer gear
- Mention in eRACE Lung Cancer program
- Logo included on social media platforms
- Logo/link on event website
- Logo/link in post event email
- Logo in RUN LUNGEvity mobile app

\$2,500 – Silver Sponsor

- Mention in eRACE Lung Cancer program
- Logo included on social media platforms
- Logo/link on event website
- Logo/link in post event email
- Logo in digital program book
- Logo in RUN LUNGEvity mobile app

\$1,000 – Bronze Sponsor

- Company name in text on event website
- Company name in text in post event email
- Company name in text in digital program book
- Company name in text in RUN LUNGEvity mobile app

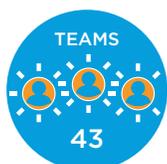
\$3,000 – Photo Gallery Sponsor

Limited to one sponsor; Add-on opportunity

- Company name featured in online photo gallery

Deadline to be included in Welcome Kit and on eRACE Lung Cancer gear is 3/10.

2021 eRACE Lung Cancer at a Glance



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. _____

Please indicate sponsorship level (check box).		
<input type="checkbox"/>	PRESENTING SPONSOR	\$50,000
<input type="checkbox"/>	ELITE SPONSOR	\$25,000
<input type="checkbox"/>	DIAMOND SPONSOR	\$15,000
<input type="checkbox"/>	PLATINUM SPONSOR	\$10,000
<input type="checkbox"/>	GOLD SPONSOR	\$5,000
<input type="checkbox"/>	PHOTO GALLERY SPONSOR	\$3,000
<input type="checkbox"/>	SILVER SPONSOR	\$2,500
<input type="checkbox"/>	BRONZE SPONSOR	\$1,000
<input type="checkbox"/>	CUSTOM	

Will you be submitting a logo?

- Yes, I will send my logo to **hdoran@LUNgevity.org**. The logo must be received by March 10, 2022 to ensure its inclusion on materials, welcome kit, gear and in the event program. 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 Heather Doran at **hdoran@LUNgevity.org** or **202-695-9115**.