

# Creating Hope

ONE STEP  
AT A TIME

## LUNGE FORWARD

GREENVILLE 5K WALK, RUN AND CELEBRATION  
BENEFITING LUNG CANCER INITIATIVE

### BE A SPONSOR!

SPONSORSHIP OPPORTUNITIES



**Saturday,  
October 28, 2023**  
Boyd Lee Park  
Greenville, NC



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As the state's leading non-profit organization supporting lung cancer research and education, Lung Cancer Initiative specializes in connecting patients, survivors and loved ones with the medical and research community. Our goal is to fuel medical discovery, increase survival and provide a network of hope and action for those affected. We have a high standard of fiscal responsibility for the funds we raise, and we pledge to maintain that standard while increasing advocacy across our state.

## Our Mission

Our mission is to advance survivorship and provide support to those affected by lung cancer through research, education and access programs.



**The first annual Greenville LUNGe Forward** event will unite up to 500 people to make a difference for lung cancer across North Carolina. The event will be held at Boyd Lee Park on Saturday, October 28, 2023.

It will be a day of celebration and remembrance, as well as a day to take action and provide hope to those impacted by lung cancer. **And with Halloween around the corner, we welcome all participants to LUNGE in costume! Pets also welcome to join in the Halloween costume fun!** There will be prizes for all kinds of costumes, so get creative! We invite you to join with other corporate and individual leaders in making a contribution. The more money raised, the closer we come to finding a cure!

## How to Get Involved

- > Sponsor the Event
- > In-kind donation
- > Volunteer
- > Register
- > Form a Team





## WHERE THE MONEY GOES

### Research

Since 2008, Lung Cancer Initiative has funded more than \$3 million in lung cancer research. This research is playing an important part in expanding our knowledge about lung cancer and bringing us closer to a cure!

### Awareness

**Lung Cancer Initiative is committed to increasing public awareness about lung cancer.** We do so through our events, education and outreach initiatives as well as other grassroots opportunities.

### Education

- > **Community Education Series** - Through partnerships with North Carolina's leading cancer centers, community education allows for patients and their families to come together to hear from experts on topics related to lung cancer and research.
- > **Physician Education** - We provide educational opportunities for health care professionals throughout North Carolina in order to improve diagnosis, referral and treatment.

### Patient Support and Access to Care

- > **Patient Access to Care Gas Card** - This program provides assistance to lung cancer patients who are seeking treatment, including clinical trials. The goal of the program is to lessen the financial burden for patients to receive appropriate lung cancer treatment by providing gas cards. LCI distributed 500 \$50 gas cards and gave 50 patients a \$200 stipend in 2021.
- > Lung Cancer Initiative is currently awarding three **REACH Community Access Grants** up to \$10,000 each to assist institutions with improving access to lung cancer screening, treatment, clinical trials, comprehensive biomarker testing or precision medicine for uninsured or underinsured individuals.

# 2023 SPONSORSHIP OPPORTUNITIES



Benefits	Presenting	Platinum	Gold	Silver	Bronze
	\$10,000	\$7,500	\$5,000	\$2,500	\$1,000
Event Area Sponsored	Presenting Tent & Finish Line	Survivor Tent	Registration Tent	Refreshment Tent	Water Stops or Mile Markers
Sponsor's logo included on event webpage, eblasts, social media, and recognition in Lung Cancer Initiative's e-newsletter	●	●	●	●	●
Sponsor's logo displayed on the participant event shirts	●	●	●	●	●
Exhibit space with table & chairs on event day (Presenting includes a tent)	●	●	●	●	●
Opportunity to include promotional products in survivors' bags	●	●	●	●	●
Complimentary registrations for any of the 2023 LUNGe Forward series	15	10	5	3	1
Logo (or name) prominently included on event collateral materials – brochures, and event day sponsor banner	●	●	●	●	NAME ONLY
Two social media mentions highlighting sponsorship	●	●	●	●	●
Two exclusive social media posts highlighting sponsorship	●				
Participation in all event press conferences and mentioned in all press releases	●				
Option to speak from stage during celebration and in media opportunities leading up to event	●				
Presenting Sponsor company included in event name as the "Greenville 5K Run and Walk Presented by [COMPANY NAME]"	●				
Promotion of sponsor as Presenting Sponsor in all event press releases, press conferences & on event day	●				
Right of First Refusal for the 2024 LUNGe Forward Presenting Sponsor	●				



## GREENVILLE 5K WALK, RUN AND CELEBRATION BENEFITING LUNG CANCER INITIATIVE

# OTHER 2023 SPONSORSHIP OPPORTUNITIES

### Printing Sponsor (in-kind print)

- Sponsor's logo on all materials printed by sponsor, including brochures, flyers, yard signs, and banners
- Logo on participant t-shirts
- Sponsor's logo on the sponsor banner at the event
- Sponsor's banner prominently displayed at the event
- Exhibit space at the event
- Sponsor's logo included on event webpage

### Media Sponsor

- Sponsor's logo on all materials printed by sponsor, including brochures, flyers, yard signs, and banners
- Logo on participant t-shirts
- Sponsor's logo on the sponsor banner at the event
- Sponsor's banner prominently displayed at the event
- Exhibit space at the event
- Sponsor's logo included on event webpage

Monetary value of in-kind donations can be counted toward sponsorships.



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## WHY SPONSOR AN LCI EVENT?

Sponsoring a Lung Cancer Initiative event, such as the Greenville LUNGe Forward Run, Walk and Celebration, benefits companies in a variety of ways:

- Demonstrates your company's interest in **supporting and sustaining important advocacy work** that furthers lung cancer research and survivorship programming.
- Builds employee morale and company pride while representing your organization's **commitment to social responsibility and the community**.
- **Enhances your organization's image**, prestige and credibility through supporting a cause that your target market finds attractive.
- Serves as an effective marketing tool and can be a means of **accessing a wide range of audiences** such as decision makers in business, government and, of course, patients or customers.
- Builds **recognition for your company as a civic leader** by partnering with a respected advocacy organization that directly funds lung cancer research and awareness programs.



## GUIDESTAR HIGHEST LEVEL

Lung Cancer Initiative has earned the 2023 Platinum Seal of Transparency, the highest level of recognition offered by GuideStar, the world's largest source of nonprofit information. More info on GuideStar.



**LUNG CANCER INITIATIVE**  
A NETWORK OF HOPE AND ACTION