

# MARKETING AND SPONSORSHIP OPPORTUNITIES



**WE CLIMB** FOR } *those who can't breathe on their own.*

# 2014 FIGHT FOR AIR CLIMB

1001 fannin • houston, texas

† AMERICAN LUNG ASSOCIATION®

**1001 Fannin  
Houston, Texas  
May 31, 2014**

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**WE CLIMB** BECAUSE } *no one deserves to die of lung cancer*

*Every step and every dollar raised by our participants, sponsors and volunteers in the Fight for Air Climb helps the millions of people who are affected by lung disease in the U.S.*

*Lung disease affects all of us. Whether you have a sister with lung cancer, a best friend with COPD, a child with asthma, or just someone who enjoys smokefree public spaces – **healthy lungs and clean air are priorities for everyone.***

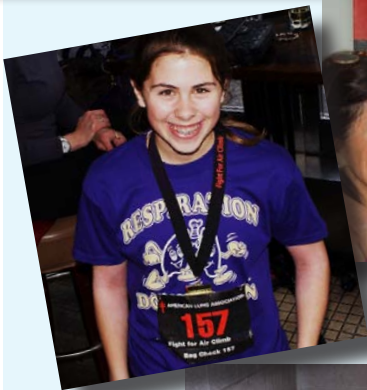
# WE CLIMB FOR

- ...research that will cure lung disease.
- ...those who can't quit smoking and those who shouldn't start.
- ...lungs that burn from exercise, not ozone pollution.
- ...asthma education to stop fatal attacks in children.
- ...laws that improve air quality, both indoors and out.
- ...all those who can't.



**READY, SET CLIMB!** The Fight for Air Climb is a unique athletic and fundraising challenge that is open to all fitness levels. The American Lung Association is proud to have led the way developing fundraising stair climb events throughout the country.

**WHO CLIMBS?** Fight for Air Climbs attract a desirable demographic: elite runners looking for a new challenge; families seeking a fun and community-minded activity; corporate teams looking to build camaraderie and teamwork; and teams of firefighters who compete in our special Firefighter Challenge.





# Your Partnership with the American Lung Association

*When you join the American Lung Association in the fight for healthy lungs and clean air, you help save lives today and keep America healthy tomorrow. Throughout our long history of dedicated service to healthy air and lungs, the American Lung Association has earned the support and dedication of those committed to overall health and wellness. Consumers demonstrate loyalty to a brand that partners with their charity of choice. We are that charity. This is your chance to be that brand.*

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## **ENHANCE YOUR IMAGE**

Consumers are more likely to view your brand positively when associated with an established and well-respected charity.

## **GET NOTICED**

Sponsoring an American Lung Association event allows you to extend your reach to families, individuals and businesses across the region.

## **DIFFERENTIATE**

Set yourself above your competitors and build employee and company morale by contributing to an important cause.

## **GROW YOUR GREEN SIDE**

Clean air affects everyone; work with us toward a better future. Clean air means healthy lungs.

## **STRETCH YOUR ADVERTISING DOLLAR**

The estimated value of each sponsorship level will far exceed your initial investment.

## **WHY SPONSOR?**

Non-profit event marketing is an excellent way to reach customers. With a sponsorship at an American Lung Association event, a corporation engages in customer-experience marketing that targets exactly the desired consumer base. The face-to-face exposure that comes with sponsoring an American Lung Association event provides a company with a hands-on, entertaining, and compelling branding experience that is unmatched by traditional marketing methods.

The programs and events that the American Lung Association offers allows you, as a sponsor, to hone in on your target audience.

## **OUR PARTICIPANTS, YOUR CUSTOMERS**

American Lung Association event participants and donors are upper-income, well-educated, health-conscious, and civic-minded consumers.

- Surveys\* say 69% of consumers are more likely to buy a product associated with a well-respected charity.
- 86% of respondents recognize the American Lung Association as a source of health information.
- By partnering with us, purchaser intent nearly tripled for major brands that featured the American Lung Association logo.

\*Source: Cone; ORC Macro



**WE CLIMB** FOR } *lungs that burn from exercise not air pollution.*

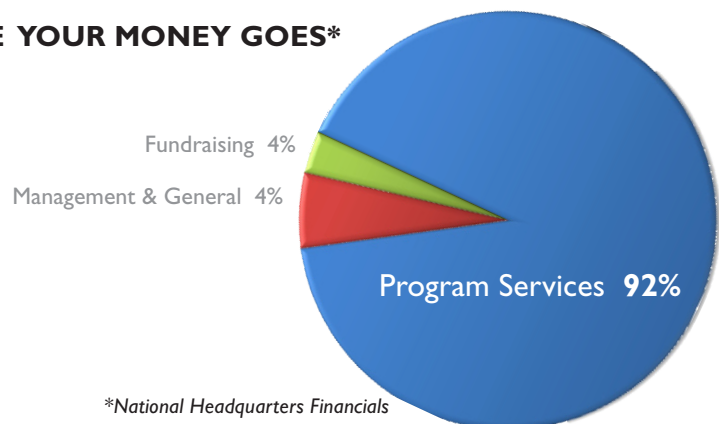
## How Your Support Helps

At the American Lung Association, we believe healthy lungs and healthy air are worth fighting for. Whether it's searching for cures, keeping kids off tobacco or fighting for laws that protect the air we all breathe, the work of the American Lung Association saves lives every day.

*Our vision is simple, but expansive: a world free of lung disease. Our mission to save lives by improving lung health and preventing lung disease is advanced through research, education and advocacy.*

- } Lung disease is growing at a rate faster than other major diseases.  
} **Help support research to find a cure.**
- } Asthma is the number one chronic disease of children.  
} **Help support community- and school-based programs.**
- } Big tobacco spends billions of dollars each year to lure kids to smoke.  
} **Help us keep our kids healthy and tobacco-free.**

### WHERE YOUR MONEY GOES\*



# Marketing and Sponsorship Opportunities

CITYWIDE SPONSORSHIP OPPORTUNITIES	Platinum	Gold	Silver	Bronze	General	Floor
	\$25,000	\$15,000	\$10,000	\$5,000	\$2,500	\$1,000
Exclusive Level	•					
Limited to Two Companies		•				
Signage on Designated Floor/s in the Stairwell	•	•	•	•	•	•
Highest Logo Placement on Promotional Materials	•					
Logo on Event Fliers	•					
Logo on Event Poster	•	•	•	•	•	
Logo on Event Signage	•	•	•	•	•	
Logo on Event T-shirts	•	•	•	•	•	
Company Logo and Link from Event Website	•	•	•			
Company Logo on Sponsor Page of Event Website				•		
Company Name Listed on Sponsor Page of Event Website					•	•
Opportunity to Have Company Display at Event	•	•	•	•		
Opportunity for Distribution of Promotional Items at Event	•	•	•	•		
Free Lung Health Lunch and Learn Educational Program Offered to Employees	•					
Recognition as a Sponsor in Post-event Materials	•	•	•	•	•	
First Right of Refusal to be next year's Platinum Sponsor	•					
Opportunity to Do Wrap-Around Marketing	•	•	•			

If you don't see what you are looking for, let us know and we will work with you to create a customized sponsorship package that meets your needs.

## SPONSORSHIP ENROLLMENT FORM

### PLEASE INDICATE YOUR SPONSORSHIP LEVEL:

#### Citywide Sponsor Levels

- Platinum Sponsor
- Gold Sponsor
- Silver Sponsor
- Bronze Sponsor
- General Sponsor
- Supporter

In-Kind Sponsor (Our company will provide: \_\_\_\_\_)

Please review these great marketing opportunities and select the one that best suits your company's need. Please consider this package as a starting point. If you prefer, we can customize a package to better accommodate your company.

### COMPANY INFORMATION

Name \_\_\_\_\_

Company \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ ZIP \_\_\_\_\_

Phone (\_\_\_\_) \_\_\_\_\_ Fax (\_\_\_\_) \_\_\_\_\_ E-mail \_\_\_\_\_

Signature \_\_\_\_\_

### PAYMENT INFORMATION

- Our check is enclosed.  
(checks payable to American Lung Association)
- Our check will follow.
- We will pay by credit card. \_\_Visa \_\_MasterCard \_\_American Express \_\_Discover \_\_Diners Club

CARD NUMBER

EXPIRATION DATE

NAME ON CARD

SIGNATURE

### IN ADDITION TO OUR FINANCIAL SPONSORSHIP, WE WOULD LIKE TO SUPPORT THE EVENT IN THE FOLLOWING WAYS:

- Our company/group will have one or more teams participate in the Climb.
- We would like a member of our staff to serve on the Climb planning committee.