BETTER BREATHING... JUST A STEP AWAY.

Join the Fight for Air

MARKETING AND SPONSORSHIP OPPORTUNITIES
2010 LUNG WALK Locations

KENTUCKY
LEXINGTON
LOUISVILLE

OHIO
ANNA
AKRON/CANTON
CLEVELAND
CINCINNATI
COLUMBUS
DAYTON
OBERLIN
SANDUSKY
TOLEDO

TENNESSEE
CHATTANOOGA
KNOXVILLE
MEMPHIS
NASHVILLE

www.MidlandLung.org/Walk
YOUR PARTNERSHIP
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 garnered the support and dedication of those committed to overall health and wellness. Consumers demonstrate loyalty to a brand that has partnered with their charity of choice. We are that charity; this is your chance to be that brand.

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

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.

GET NOTICED
Sponsoring the American Lung Association 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.

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 3M and Lysol brands that featured the American Lung Association logo.

*Source: Cone; ORC Macro

Marketing and Sponsorship Opportunities
American Lung Association 2010 LUNG WALK
JOIN THE FIGHT FOR AIR!

Since 1904, the American Lung Association® has been preventing lung disease and improving the quality of life through research, education and advocacy.

To continue our fight, we need your support. More than 35 million Americans suffer from lung disease. A disease that is responsible for one in six deaths and ranks as America’s #3 killer. The statistics are staggering:

- Asthma affects more than 22 million Americans and nearly 4,000 lives are cut short by this disease each year
- 11 Americans die every day from asthma
- Tobacco-related diseases kill 438,000 Americans every year
- Every day nearly 4,000 children under 18 start smoking
- Lung cancer caused over 160,000 deaths in 2007 alone, and over 213,380 new cases were diagnosed
- Six out of 10 lung cancer patients die within one year of diagnosis
- Emphysema and chronic bronchitis, also known as Chronic Obstructive Pulmonary Disease (COPD) is the fourth leading cause of death in America.

By supporting the Lung Walk you will help improve the quality of life for those who struggle to breathe and ultimately save lives.

www.MidlandLung.org/Walk
Join the Fight.

• 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 children healthy.

HOW YOUR SUPPORT HELPS.
Your support helps in the Fight for Air. With lung disease on the rise, we are fighting for research that will find a cure for tomorrow. We are fighting for those who can’t quit smoking and those who shouldn’t start. We are fighting for lungs that burn from exercise rather than from ozone. We are fighting for asthma education to stop children from dying from asthma attacks. We are fighting for laws that improve air quality both inside and out. And we won’t breathe easy until we win the fight.

80 cents of every dollar go to programs and services, research, advocacy, and public health education. The initiatives and projects described in this piece are essential to the American Lung Association’s mission to save lives by improving lung health and preventing lung disease.

20 cents of every dollar go to fundraising and administration. In order to provide lung health resources, the American Lung Association reaches out to the community and business to keep us all breathing easier. And of course, the American Lung Association could not do the work it does without the dedicated service of employees and volunteers.

www.MidlandLung.org/Walk
We will breathe easier when the air in every American community is clean and healthy.

We will breathe easier when people are free from the addictive grip of cigarettes and the debilitating effects of lung disease.

We will breathe easier when the air in our public spaces and workplaces is clear of secondhand smoke.

We will breathe easier when children no longer battle airborne poisons or fear an asthma attack.

**Until then, we are fighting for air.**

Contact one of the following offices for additional Lung Walk information.

**KENTUCKY**
LungWalk@kylung.org
Tel: 502-363-2652
Fax: 502-363-0222

**TENNESSEE**
LungWalk@alatn.org
Tel: 615-329-1151
Fax: 615-329-1723

**OHIO**
LungWalk@ohiolung.org
Tel: 800-232-LUNG
Fax: 614-279-4940