

MARKETING AND SPONSORSHIP OPPORTUNITIES



WE CLIMB FOR } *healthy lungs and clean air.*

2013 FIGHT FOR AIR CLIMB

experience the climb of your life

† AMERICAN LUNG ASSOCIATION®

Rhodes Tower, Columbus, OH

February 2, 2013

Carew Tower, Cincinnati, OH

February 17, 2013

Terminal Tower, Cleveland, OH

March 2, 2013

Renaissance Center, Detroit, MI

March 3, 2013

Snodgrass Tennessee Tower, Nashville, TN

March 9, 2013

Contact:

Liza Aromas-Janosik

ljanosik@midlandlung.org

| 513-985-3990



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.***

CAREW TOWER, CINCINNATI OH
441 Vine Street, Cincinnati, OH 45202

Sunday, February 17, 2013

725+ Participants

45 floors, 804 steps

Participant Demographics – ages range from 7 – 81, majority of climbers are in their 30's and 40's, 53% female, 47% male

Climb Options:

- Competitive Climb: Race against the clock and other climbers in the competitive climb.
- Climb at Your Own Pace: No pressure, no stress. Can you make it to the top? We'll still time you, just for fun.
- Vertical Mile: It's the race of a lifetime, and hard to find. Challenge the clock and other participants as you climb and descend the 45 flights to achieve one full vertical mile up, and one full vertical mile down.
- Firefighter Challenge: Firefighter Teams of 3 or more will be timed on their vertical climb to the top of the Carew Tower. Must wear full structural firefighting personal protective equipment.

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.

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.

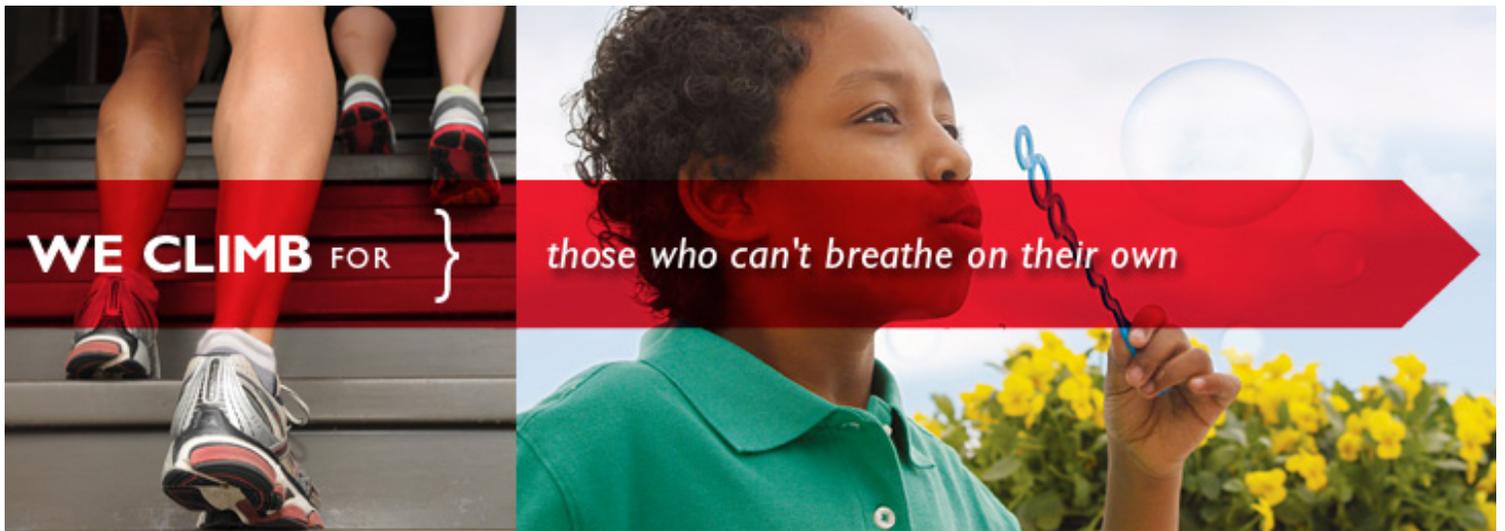
The programs and events that the American Lung Association offers allows you, as a sponsor, to hone in on your target audience.

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 }

those who can't breathe on their own

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 Does Your Dollar Go?



Marketing and Sponsorship Opportunities

SPONSORSHIP OPPORTUNITIES	Presenting	Platinum	Gold	Silver	Bronze
CITYWIDE (CINCINNATI OR DETROIT)	\$15,000	\$10,000	\$7,500	\$5,000	\$2,500
REGIONAL (INCLUDES CINCINNATI, DETROIT, CLEVELAND, COLUMBUS, NASHVILLE)	\$50,000	\$35,000	\$25,000	\$15,000	\$10,000
Company name included in all references to the event	•				
Company remarks day of the event	•				
Sponsor plaque presentation day of the event	•				
Acknowledgement in annual report	•				
Sponsor logo featured on all event webpages	•				
Quote from sponsor's CEO posted on event website	•				
Logo listed <i>prominently</i> on all event print materials*	•	•			
Check presentation photo and/or partnership announcement distributed to media	•	•			
Sponsor recognition during day of event program	•	•	•		
Opportunity to display corporate banner/signage at event	•	•	•		
Number of complimentary registration entries to event	10	6	4	2	
Corporate name/logo on signage in stairwell	•	•	•	•	
Inclusion in event press releases	•	•	•	•	
Corporate name/logo on event print materials*	LOGO	LOGO	NAME	NAME	NAME
Logo/name inclusion in event email communications	LOGO	LOGO	NAME	NAME	NAME
Corporate logo on sponsor thank-you sign	•	•	•	•	•
Company logo on back of event t-shirts*	•	•	•	•	•
Opportunity to have a display table at event	•	•	•	•	•
Opportunity to distribute corporate promotional item at event	•	•	•	•	•
Corporate name or logo with link on event website	•	•	•	•	•
Follow/like by event Facebook and Twitter accounts	•	•	•	•	•

Contact us for statewide, exhibitor and in-kind sponsorship details.

* Print deadlines apply

SPONSORSHIP ENROLLMENT FORM

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.

Please indicate which event(s) in which city/cities you will sponsor:

<input type="radio"/> Cincinnati, OH	<input type="radio"/> Cleveland, OH	<input type="radio"/> Columbus, OH	<input type="radio"/> Detroit, MI	<input type="radio"/> Nashville, TN
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PLEASE INDICATE YOUR SPONSORSHIP LEVEL:

WE WOULD LIKE TO PARTNER AT THE DESIGNATED LEVEL FOR:

- Presenting Sponsor
- Platinum Sponsor
- Gold Sponsor
- Silver Sponsor
- Bronze Sponsor
- Please contact me about an exhibitor and/or in-kind sponsorship opportunities.

- 1 year
- 2 years
- 3 years

Name _____

Company _____

Address _____

City _____ State _____ ZIP _____

Phone (____) _____ Fax (____) _____ E-mail _____

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

CARD NUMBER _____ EXPIRATION DATE _____ CVV2 SECURITY CODE _____

NAME ON CARD _____ SIGNATURE _____

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

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

Team Captain/Committee Member:

Name _____

Email _____

Phone _____

Authorized Signature:

Please reply to:

Liza Aromas-Janosik
 Development Manager
 American Lung Association in Ohio
 4050 Executive Park Drive, Suite 402
 Cincinnati, OH 45241
 (513) 985-3990 - Phone
 (513) 985-3995 - Fax
 ljanosik@midlandlung.org

IN-KIND SPONSORSHIP ENROLLMENT FORM

Please indicate which event(s) in which city/cities you will sponsor:

<input type="radio"/> Cincinnati, OH	<input type="radio"/> Cleveland, OH	<input type="radio"/> Columbus, OH	<input type="radio"/> Detroit, MI	<input type="radio"/> Nashville, TN
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PLEASE PROVIDE DETAILS OF YOUR IN-KIND SPONSORSHIP:

Fair Market Value: _____

In-kind sponsorship benefits will be awarded in accordance with the sponsorship level at half the fair market value.

Product/services description: _____

Quantity: _____

Delivery Options (goods/gift certificates only):

Enclosed To be mailed by _____ Will need to be picked up by _____

Name _____

Company _____

Address _____

City _____ State _____ ZIP _____

Phone (____) _____ Fax (____) _____ E-mail _____

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Email _____

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Please reply to:

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Authorized Signature:
