



Partnership Proposal



2023 Great Dam Ride
Saturday, November 4, 2023
Heritage Park, Henderson, NV

AMERICAN LUNG ASSOCIATION PARTNERSHIP PROPOSAL

About the American Lung Association

Because when you can't breathe, nothing else matters®.

For more than 116 years, Americans have trusted us to protect their lungs, whether it's researching treatments and cures for lung diseases, keeping kids off tobacco, including e-cigarettes, or advocating for laws that protect the air we all breathe.

Our Mission: To save lives by improving lung health and preventing lung disease

Our Vision: A world free of lung disease

Our Strategic Imperatives:



Defeat lung cancer



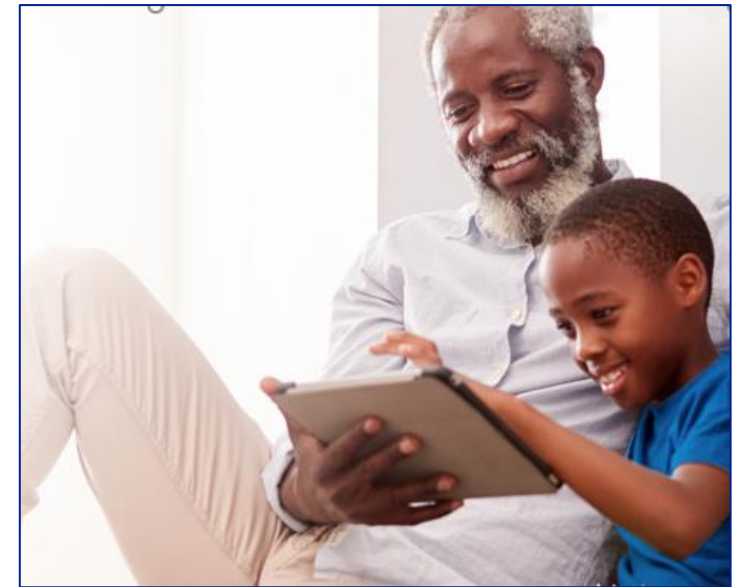
Champion clean air for all



Improve the quality of life for those with lung disease and their families



Create a tobacco-free future



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Saving Lives Through Education, Advocacy and Research

Supporting Efforts to Find
Better Treatment & Cures

Funding
\$175 MILLION
in lung health
research



Leading the Way
for Clean Air For All

Advocating
for everyone's right to
breathe clean air for
more than
50 YEARS



Helping All Americans
Breathe Easier

Serving
36.6 MILLION
Americans with
lung disease



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The Need is Urgent. Now More than Ever.



Lung Cancer

Lung cancer is the #1 cancer killer of men and women in the U.S.



Tobacco

Tobacco use is the leading preventable cause of death in the U.S. The Surgeon General warns youth vaping is an epidemic.



Air Pollution

More than 4 in 10 people live where pollution levels are dangerous.



Asthma

Children ages 5-17 missed 13.8 MILLION days of school due to asthma.



COPD

COPD is the third leading cause of disease-related deaths.



COVID-19

Created a \$25M initiative to address the pandemic and future health concerns.

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2023 Great Dam Ride

Celebrating our 1st annual American Lung Association in Nevada **Great Dam Ride**. This unique bike challenge combines breathtaking scenery and a rock 'n roll vibe for this fun and unique fundraising event.

We have three routes you can take through the amazing Nevada desert (well, technically 4 if you want to create your own). You can attempt the metric century loop, the 40-mile loop, and a family ride that tops out at 25 miles. All routes start and finish in the same location so you and your friends, family or team members can celebrate completion together. If you would like to ride with your kids, you can do the family ride and adjust the length to suit your families' abilities.

As a result of this amazing unique fundraiser, participants can be confident that ***every mile makes an impact on lung health and clean air in Nevada. Come join us!***



2023 Great Dam Ride Partnership Benefits	PRESENTING \$25,000	PLATINUM \$15,000	GOLD \$10,000	SILVER \$7,500	BRONZE \$5,000	SUPPORTING \$2,500
Inclusion in local press releases and media alerts; event recognition: "Great Dam Ride presented by"	X					
Logo on large Start Line banner <i>(provided by company)</i>	X					
Logo on event bib	X					
Logo recognition in all elements of media/marketing plan	X					
Logo recognition on exclusive Thank You post on social media <i>(example on next page)</i>	X	X				
Company logo on event promotional brochures & posters	X	X	X			
Start line barrier branded with banner <i>(provided by company)</i>	X	X	X			
Exhibitor space at event	Premium	Priority	Priority	Priority		
Thank you post on our Facebook & Instagram accounts <i>(example on next page)</i>	3	2	1	1		
Logo and link on 2023 Great Dam Ride website	X	X	X	X	X	
Logo on event t-shirt <i>(example on next page)</i>	X	X	X	X	X	
Logo recognition in Great Dam Ride – Ride Guide	X	X	X	X	X	
VIP post ride area passes	20	10	8	6	4	2
Logo recognition on Thank You banner at event <i>(example on next page)</i>	X	X	X	X	X	X
Verbal recognition at event	X	X	X	X	X	X
Complimentary registrations (minimum fundraising still required)	75	50	25	15	10	5

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Partnership Benefit Examples*

American Lung Association. Colorado Run the Rocks

October 9, 2022
Red Rocks Park and Amphitheatre
RuntheRocks.org

Thank you!

Presenting Partner

ROCKY MOUNTAIN™
CANCER CENTERS

Platinum Partner

Xcel Energy®

Gold Partner

PIMA MEDICAL INSTITUTE

Bronze Partners

Carrier MERCK TIVOLI uchealth

T-shirt

American Lung Association. Colorado Run the Rocks

THANK YOU TO OUR AMAZING CORPORATE PARTNERS!

As we prepare for our big day on [Sunday, October 9](#), we want to pause to say "thank you" to all our incredible corporate partners whose support makes our work here in Colorado possible!

Presenting Partner

ROCKY MOUNTAIN™
CANCER CENTERS

Platinum Partner

Xcel Energy®

Gold Partners

Genentech

Bronze Partners

Carrier MERCK

Run the Rocks has something for everyone:
5K, 10K, & 1.3-mile Family Fun Walk

[REGISTER NOW >](#)

Social Media Thank You Post

American Lung Association. Colorado Run the Rocks

Thank You to our Corporate Partners!

Presenting Partner

Platinum Partner

Gold Partners

Bronze Partners

ROCKY MOUNTAIN™
CANCER CENTERS

Xcel Energy®

Genentech

PIMA MEDICAL INSTITUTE

Carrier MERCK

Thank You Banner at event

American Lung Association. Colorado Run the Rocks

THANK YOU XCEL ENERGY!

Platinum Partner

Xcel Energy®

Exclusive Thank You Post on Social Media

PARTNERSHIP COMMITMENT FORM

Yes, we want to be a Partner for the 2023 Great Dam Ride at the following level (please check one):

- \$25,000 Presenting Partner* \$15,000 Platinum Partner* \$10,000 Gold Partner* \$7,500 Silver Partner*
- \$ 5,000 Bronze Partner* \$ 2,500 Supporting Partner

Company:	
Contact Name:	
Address:	
City, State, ZIP:	
Phone:	
Email:	
Social Media Handles:	
Signature:	

- Our logo is also attached. Please submit both color and black/white logos in high resolution .jpg and .eps formats. Thank you!

**For your logo to appear on our event t-shirts, this form or payment is due by Friday, October 13.*

Payment Information:

- Our check is enclosed. *Please make checks payable to **American Lung Association**.*
- Please invoice me.
- I would like your ACH information.
- Please contact me for credit card payment.

Please send checks to: American Lung Association in Nevada
Attn: Shannon Proctor, Executive Director
3552 W. Cheyenne Ave. Ste. 130
North Las Vegas, NV 89032

In addition to our financial partnership, we would like to support in the following ways:

- We would like more information about serving on the Great Dam Ride Committee.
- We have employees who would like to volunteer.

Questions?
Contact Dawn Creech at
702-431-6333 or
NevadaEvents@Lung.org

