

10th Annual  
**LUNG  
FORCE**  
**RUN/  
WALK**

American Lung Association.

Presented By:   
**AdventHealth**

# LUNG FORCE Run/Walk Orlando

Saturday, May 4, 2024

Baldwin Park | 8:00 AM – 12:00 PM

**Small Steps, Bold Strides**



# Thank you for your Consideration to Become a Trusted Community Partner...

Since 1904, the American Lung Association has been the trusted champion for lung health. As the oldest voluntary health organization in the country, we pioneered the model of using education, advocacy and research to virtually eradicate tuberculosis in the United States. We have applied those same principles to ensure our nation can address today's pressing lung health issues including clean air, COVID-19, and the youth vaping epidemic and we are positioned to meet the challenges of the future.

Our mission has never been more critical. As we move forward into the 2024 event season, we do so with an intensified level of purpose, resilience and commitment to creating meaningful community events in support of our vital mission work. The American Lung Association thoughtfully strives to innovate sponsor activations to meet the needs of our attendees, while maximizing the unique branding opportunities available to our partners.

We are incredibly thankful for the opportunity to present this proposal to show that, together, we are all in and going all out against lung disease. We look forward to partnering with you and your company.

Sincerely,

***Your Central Florida American Lung Association Leadership Board, Staff, and Planning Committees***





# Event Details

## LUNG FORCE Run/Walk Orlando



**Date: May 4, 2024**  
**Location: Baldwin Park's Harbor View Park**  
**Event Goal: \$169,000**  
**Number of Participants: 750**



### 10th Annual **LUNG FORCE RUN/WALK**

Presented By:  **Advent Health**  
American Lung Association.

Join us as we celebrate our 10<sup>th</sup> Anniversary of the LUNG FORCE Run/Walk Orlando!

Returning to Baldwin Park, all are welcome to join us for a 5K run, walk, or stroll through the lakefront tranquil park. Our incredible community will show up and show out as they rally together to raise their voices against lung cancer and lung disease, all while making a significant difference in the lives of so many that desperately need it.

This year, we will host a special community celebration marking a decade of this event's history of providing critical funds for lifesaving research, early detection initiatives, and awareness outreach. It will be an inspiring day as patients, caregivers, families, friends, and co-workers all come together and celebrate how far we've come, and how much more we can accomplish together.

When you join LUNG FORCE, you will be celebrating survivors and bringing hope to lung cancer patients and their families.





# Partnership Perks

## LUNG FORCE Run/Walk Orlando

## 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.

Help us take this event to the next level by becoming a sponsor!

Your sponsorship dollars go straight to work providing funding for lifesaving research, education and advocacy. By becoming a sponsor, you are not only joining the fight against lung cancer and lung disease, but you are aligning your company/brand with a 120-year trusted organization.

## Your Trusted Lung Health Champion



**90 cents**  
of every dollar goes to support our mission



**#1 advocate**  
for lung health issues



**96%**  
brand awareness



**120 years+**  
trusted by consumers

## LUNG FORCE Impact



**\$175 Million funding**  
in lung cancer & lung disease research



**Provided over \$15 million** in lung cancer research funding since LUNG FORCE launched in 2014



Helped increase the 5-year lung cancer survival rate to **21.7%**, up 13% from 5 years ago



**Over 40 new lung cancer treatments** since 2016 have been approved

## Consumer Statistics



**98%**  
of consumers see lung health as an important cause



**67%**  
globally would prefer to work for a socially responsible company



**90%**  
are likely to trust a brand when a company supports a social or environmental issue



**62%**  
of consumers will not buy if a brand fails to meet obligations

## American Lung Association Constituents

**7x**

More socially influential than average nonprofit consumers

**\$**

Spend more across all major categories

**3**

Participate in at least 3 social networks

**7x**

Higher purchasing behavior in outdoor sports and health & wellness than other nonprofit audiences

**1.7x**

More likely to work in health-related occupations

**58%**

Have an affinity for premium brands

**2 Million + Media Impressions**

for the 2023 LUNG FORCE Run/Walk Orlando

# Presenting Sponsor | \$15,000

LUNG FORCE Run/Walk Orlando

Thank you,  
AdventHealth

## FEATURED

- Event Promoted as “LUNG FORCE Run/Walk Orlando Presented by Your Company”
- Opportunity to provide Opening Remarks at Event
- Featured Recognition and State of Florida in event-related Press Kits and Media Outreach
- Full-page Advertisement in Welcome Packet with Premier Placement sent to all Participants (approx. 750)
- Exclusive Naming Opportunity  
*\*see page 11*
- (6) Posts on Event Facebook & Instagram Pages
- Featured Story in Event Email Newsletter
- Premier Logo Placement on Marketing Materials (including Website)
- Written Report on Event
- E-Communication to all Participants

## ONSITE RECOGNITION

- Premier Exhibit Space
- Verbal Recognition during Opening Remarks
- Prominent Logo on Official Event T-Shirt
- Company Banner at the Event
- Company Signage at the Event
- Cross Promotion

**SOLD**

American Lung Association.

LUNG FORCE  
American Lung Association.



# Inaugural LUNG FORCE Block Party Sponsor | \$12,000

## LUNG FORCE Run/Walk Orlando

### FEATURED

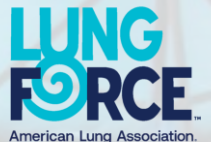
- Inaugural LUNG FORCE Block Party Sponsor
- Exclusive Logo Placement on LUNG FORCE Block Party Welcome Arch
- Opportunity to display Company Branded Materials throughout Block Party
- Full-page Advertisement in Welcome Packet with Premier Logo Placement sent to all Registrants (approx. 750)
- Allotment of Discounted or Free Registrations  
*\*amount dependent on preferred selection*

### ONSITE RECOGNITION

- Premier Exhibit Space
- Verbal Recognition during Opening Remarks
- Prominent Logo on Official Event T-Shirts
- Company Banner at the Event
- Company Signage at the Event
- Cross Promotion

### MARKETING

- Name and Partnership Level included in (1) Press Release
- Company Name & Logo included in Day-Of Event Emails  
*\*minimum of (2) specific LUNG FORCE Block Party Emails*
- (4) Posts on Event Facebook & Instagram Pages
- Featured Story in Event E-newsletter
- Premier Logo Placement on:
  - ALL Marketing Materials
  - Event Website (including Link) + Day-Of Event Details
  - Event Wrap-up Report
  - Event E-Communications to all Participants



# Principal Sponsor | \$10,000

## LUNG FORCE Run/Walk Orlando

### FEATURED

- Exclusive Naming Opportunity  
*\*see page 11*
- Placement in event-related Press Kits and Media Outreach
- Company Banner at the Event (provided by company)
- Half-page Advertisement in Welcome Packet with Logo Placement sent to all Registrants (approx. 750)
- Story in Event E-newsletter
- Allotment of Discounted or Free Registrations  
*\*amount dependent on preferred selection*

### ONSITE RECOGNITION

- Prominent Position in Exhibit Space
- Verbal Recognition during Opening Remarks
- Logo Inclusion on Official Event T-Shirts
- Company Signage at the Event
- Cross Promotion

### MARKETING

- (4) Posts on Event Facebook & Instagram Pages
- Story in Event E-newsletter
- Logo Inclusion on:
  - Marketing Materials
  - Event Website (including Link)
  - Event Wrap-up Report
  - Event E-Communications to all Participants





# Major Sponsor | \$5,000

## LUNG FORCE Run/Walk Orlando

### FEATURED

- Exclusive Naming Opportunity  
*\*see page 11*
- Logo featured in Welcome Packet with Logo Placement sent to all Registrants (approx. 750)
- Allotment of Discounted Registrations  
*\*per discussion*

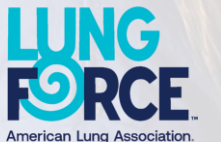
### ONSITE RECOGNITION

- Exhibit Space
- Verbal Recognition during Opening Remarks
- Logo Inclusion on Official Event T-Shirts
- Company Signage at the Event
- Cross Promotion

### MARKETING

- (3) Posts on Event Facebook & Instagram Pages
- Logo Inclusion on:
  - Marketing Materials
  - Event Website (including Link)
  - Event Wrap-up Report
  - Event E-Communications to all Participants

WE ARE  
FORCE  
TO BE RECKONED WITH





# Hero Sponsor | \$2,500

LUNG FORCE Run/Walk Orlando

## FEATURED

- Sponsor Logo Recognition throughout the Event
- Logo Inclusion on Official Event T-Shirts

## ONSITE RECOGNITION

- Exhibit Space
- Company Signage at the Event
- Cross Promotion

## MARKETING

- (2) Posts on Event Facebook & Instagram Pages
- Logo Inclusion on:
  - Select Marketing Materials
  - Event Website
  - Event Wrap-up Report

# Turquoise Sponsor | \$1,500

LUNG FORCE Run/Walk Orlando

## FEATURED

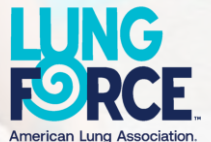
- Sponsor Name Recognition throughout the Event
- Cross Promotion (ability to provide participants with a printed benefit and/or product)

## ONSITE RECOGNITION

- Exhibit Space to interact with Participants and Public on Event Day
- Name Inclusion on Official Event T-Shirts

## MARKETING

- Name on LUNG FORCE Run/Walk Website



# 2024 Sponsorship Level Overview

## LUNG FORCE Sponsorship Packages

Event promoted as: LUNG FORCE Run/Walk Orlando Presented by "Your Company"

Opportunity for a Corporate Spokesperson to provide Opening Remarks at Run/Walk

Company Banner at the Event (provided by company)

Story in Event E-newsletter

Featured Recognition in event-related Press Kits and Media Outreach

Advertisement in Participant Welcome Packet sent to all Registrants (approx. 750)

Logo featured in Participant Welcome Packet sent to all Registrants (approx. 750)

Naming Opportunity for one Area on Event Day (materials provided by company)

Verbal Recognition during Opening Remarks

Featured on LUNG FORCE Run/Walk E-Communications to all Participants

Logo Inclusion on Marketing Materials

Company Signage at the Event

Recognition on LUNG FORCE Run/Walk Facebook Event Pages and Instagram

Recognition on Event Wrap-up Report

Cross Promotion (ability to provide participants with a printed benefit and/or product)

Exhibit Space to interact with Participants and Public on Event Day

Recognition on LUNG FORCE Run/Walk Website

Recognition on Official Event T-Shirts

	<b>SOLD</b> Presenting \$25,000	<b>Principal</b> \$10,000	<b>Major</b> \$5,000	<b>Hero</b> \$2,500	<b>Turquoise</b> \$1,500
	X				
	X				
	X	X			
<b>FEATURED</b>		X			
<b>STATEMENT</b>		X			
<b>FULL-PAGE</b>		<b>HALF-PAGE</b>			
X	X	X	X		
X	X	X	X		
X	X	X	X		
X	X	X	X		
<b>PREMIER</b>	X	X	X	<b>SELECT</b>	
X	X	X	X	X	
6	4	3	2		
X	X	X	X	X	
X	X	X	X	X	X
<b>PREMIER</b>	<b>PROMINENT</b>	X	X	X	X
<b>LOGO + LINK</b>	<b>LOGO + LINK</b>	<b>LOGO + LINK</b>	<b>LOGO + LINK</b>	<b>LOGO</b>	<b>NAME</b>
<b>PROMINENT</b>	<b>LOGO</b>	<b>LOGO</b>	<b>LOGO</b>	<b>LOGO</b>	<b>NAME</b>



# Custom Branding Opportunities

Looking to showcase your brand in a unique way? Have ideas outside of the opportunities listed below? We are open to exploring any sponsorship opportunities that align with your company's goals and vision. We value your partnership and look forward to creating a tailored package that suits your needs and brings mutual benefits to your company.



- 🏠 Warm Up Zone
- 🏠 Start/Finish Line
- 🏠 Block Party *\*see page 6*
- 🏠 Kid Zone
- 🏠 Mile Marker
- 🏠 LUNG FORCE Leader Tent
- 🏠 Registration
- 🏠 VIP
- 🏠 Hydration Station
- 🏠 Photo Booth
- 🏠 Packet Pick Up
- 🏠 LUNG FORCE Hero Tent Space
- 🏠 Bib Sponsor

To discuss custom opportunities, please reach out to Amanda Henry  
Development Director | [Amanda.Henry@lung.org](mailto:Amanda.Henry@lung.org) | 407-650-5975

# Sponsorship Agreement Form

I would like to support the American Lung Association with an investment of \$\_\_\_\_\_.



Representing  
(\$15,000)

Principal  
(\$10,000)

Major  
(\$5,000)

Hero  
(\$2,500)

Turquoise  
(\$1,500)

Contact me about Custom Opportunities!

Name: \_\_\_\_\_ Title: \_\_\_\_\_

Company Name: \_\_\_\_\_

Company Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

Sponsor's Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Payment Information:  Our check is enclosed  Please invoice me

Checks made payable to:  
American Lung Association | Orlando  
851 Outer Road  
Orlando, FL 32814

**American Lung Association Development Staff Contact**  
Amanda Henry | Development Director | Amanda.Henry@lung.org | 407-650-5975  
Sponsorship payment requested before **April 1, 2024**  
The American Lung Association is a not-for-profit organization with 501(c)(3) number 13-1632524

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

- We have employees who would like to become day-of-event volunteers for the LUNG FORCE Run/Walk.
- We have employees who would like to learn more about joining the LUNG FORCE Run/Walk Committee.
- We will have one or more teams participate in the LUNG FORCE Run/Walk.