“I was really moved by the warmth and kindness from all that were a part of this event. The volunteers, the organizers, the walkers/runners and I was especially touched by seeing the survivors.

- 2013 Participant
As the state’s leading non-profit organization supporting lung cancer research and education, the Lung Cancer Initiative of North Carolina specializes in connecting patients, survivors and loved ones with the medical and research community.

Our mission is to decrease deaths and provide support to those affected by lung cancer through research, awareness, education and access programs across North Carolina.

For more information about the Lung Cancer Initiative of North Carolina, our events and programs, please visit our website: www.LungCancerInitiativeNC.org

Lung cancer takes more lives than the next top three cancers combined; it represents 27% of all cancer deaths, with over 430 lives lost to this deadly disease each day. Despite these facts, lung cancer remains drastically underfunded and largely overlooked.

Because of this lack of research funding and attention, the five-year survival rate for lung cancer remains at a dismal 17%, a number which has only changed by 2% in the last 20 years.

For other cancers, improvements in diagnostic practice, screening guidelines and treatment options has caused a direct increase in survival; these changes have led to better and longer lives for patients. Now is the time for lung cancer! Together we can improve these statistics through dedication to research, awareness, access and education. This type of focus has been proven to work – to save lives – and we can create a future where lung cancer patients have the same opportunity to live a life beyond diagnosis.

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Your Support, Making a Difference

Research - Since 2008 the Lung Cancer Initiative of North Carolina has funded more than $700,000 in lung cancer research. Our support has jump-started the careers of researchers who have gone on to receive continued funding for their work from the National Institute of Health, Department of Defense, and the American Cancer Society. In 2015 we will fund lung cancer research fellows from 4 institutions across the state.

Awareness - Lung Cancer Initiative of North Carolina is committed to increasing public awareness about lung cancer. We do so through our Events, Education & Outreach Initiatives as well as other grassroots opportunities, such as the Raleigh 5K.

Education – Expert Speaker Series - Through partnerships with North Carolina’s leading cancer centers, Our Expert Speaker Series allows for patients and their families to come together to hear from experts on topics related to lung cancer and research.

Physician Education - We provide educational opportunities for health care professionals throughout North Carolina in order to improve diagnosis, referral and treatment. In 2015, educational events will focus on educating primary care on lung cancer screening and community oncologists on the need for molecular testing.

Access – The Patient Access to Care Gas Card Program provides assistance to lung cancer patients seeking treatment including clinical trials. The goal of the program is to lessen the financial burden for patients to receive appropriate lung cancer treatment.

Becoming a Sponsor

Your support of the Raleigh LUNGe Forward 5K will significantly contribute to changing the statistics about lung cancer and transform the definition of a lung cancer diagnosis for patients and their families. Your gift is one of hope and life.

Over the last seven years, the Raleigh 5K has engaged over 10,000 survivors, family members, friends, neighbors, coworkers in the fight against lung cancer. Supporters like you have helped to raise over $1,170,000 with this race alone.

Sponsorship Benefits

- High visibility before the event and on event day
- Reach a local, target audience
- Demonstrate your company’s commitment to the community
- Gain media exposure for your company in a local market
- Event day recognition
- Speaking opportunities for Presenting Sponsor
- Partner with an event that directly funds lung cancer research

Event support comes in many varieties and every contribution helps our mission. Please select the sponsorship level that provides the benefits you prefer, meets your budget and maximizes your return on investment. Thank you again for your commitment to the fight against lung cancer!
## Sponsorship Levels & Benefits

### Raleigh Presenting Sponsor - $30,000
- Exclusive right to use “The Sponsor Name Raleigh LUNGe Forward 5K” as well as logo in promotion & advertising
- Promotion of sponsor as Presenting Sponsor in all event press releases, press conferences, & at the event
- Sponsor’s logo on the sponsor banner at the event, on printed event materials including advertising & event brochures*
- Sponsor banner prominently displayed at Start/Finish Line
- Option to speak onstage during the rally & in media opportunities before the event
- 15 complimentary registrations for any event in our 5K series PLUS 40% off on up to 15 additional registrations
- Sponsor’s logo prominently displayed on the participant event shirts*
- Prominent Exhibit space on event day
- Sponsor of the photo area, with sponsor’s logo in every team picture of the event
- Sponsor’s logo on participant bibs
- Sponsor’s logo with link included on event webpage – YEAR ROUND

### Raleigh Diamond Sponsor - $15,000
- Exclusive Sponsor of the Survivor Tent & the 1-Mile Walk at the event, & exhibit space inside the Survivor Tent
- Representation in the survivor ceremony onstage at the event
- Sponsor’s logo on the sponsor banner at the event & on event brochures and fliers*
- Inclusion of sponsor’s logo on the back of participant event shirts*
- 10 complimentary registrations for any event in our 5K PLUS 35% off on up to 10 additional registrations
- Sponsor’s logo with link included on event webpage – YEAR ROUND

### Raleigh Platinum Sponsor - $10,000
- Exclusive Day-Of Registration Sponsor
- Community Outreach opportunity for employees to staff the registration tent
- Highlighted in pre-event e-blast; e.g. “Check in at the Sponsor Name Registration Tent”
- Sponsor’s logo on the sponsor banner at the event & on event brochures and fliers*
- 8 complimentary registrations for the event PLUS 30% off on up to 8 additional registrations
- Inclusion of sponsor’s logo on the back of participant event shirts*
- Exhibit space on event day
- Sponsor’s logo with link included on event webpage – YEAR ROUND

### Raleigh Gold Sponsor - $5,000
- Choice of Sponsorship of the Refreshments Tent or the course Water Stops based on a first come, first serve basis. Banner with logo will be placed in area of choice.
- Community Outreach opportunity for employees to staff the refreshment area or water stops.
- Opportunity to provide bottled water with sponsor’s logo/name
- Sponsor’s logo on the sponsor banner at the event & on event brochures and fliers*
- 5 complimentary registrations for the event PLUS 25% off on up to 5 additional registrations
- Inclusion of sponsor’s logo on the back of participant event shirts*
- Exhibit space on event day
- Sponsor’s logo with link included on event webpage – YEAR ROUND
### Raleigh Silver Sponsor - $2,500
- One of the Tree of Hope Sponsors and sponsor’s name on the front of each participant’s leaf to be hung on the Tree of Hope
- Sponsor’s logo on the sponsor banner at the event and on event brochures and fliers*
- 3 complimentary registrations for the event PLUS 20% off on up to 3 additional registrations
- Inclusion of sponsor’s logo on the back of participant event shirts*
- Exhibit space on event day
- Sponsor’s logo with link included on event webpage – YEAR ROUND

### Raleigh Bronze Sponsor - $1,000
- One of the sponsors of the Kids’ Area at the event & logo displayed in that area.
- Sponsor’s name in text on the sponsor banner at the event*
- 1 complimentary registration for any event in our 5K series PLUS 15% off on 1 additional registration
- Inclusion of sponsor’s name in text on the back of participant event shirts*
- Exhibit space on event day – in Kid’s Area if applicable
- Sponsor’s logo with link included on event webpage – YEAR ROUND

### Raleigh Copper Sponsor - $500
- Sponsor’s name in text on the sponsor banner at the event*
- Inclusion of sponsor’s name in text on the back of participant event shirts*
- Sponsor’s logo with link included on event webpage – YEAR ROUND

### Exhibit Table - $150
- Exhibit table at the event

### Raleigh In-Kind Sponsor
- Inclusion of sponsor’s name in text on back of participant event shirts
  (For contributions valued at $75+)*
- Sponsor’s logo with link included on event webpage – YEAR ROUND

### Raleigh Print Sponsor – requires $5,000 in printing done
- Sponsor’s logo on all materials printed by sponsor – brochures, flyers, yard signs, banners
- Logo on participant t-shirts
- Sponsor’s logo on the sponsor banner at the event
- Sponsor’s banner prominently displayed at the event
- Exhibit space at the event
- Sponsor’s logo with link included on event webpage – YEAR ROUND

### Raleigh Media Sponsor
- Opportunity to emcee the event
- Sponsor’s logo on the sponsor banner at the event*
- Inclusion of sponsor’s logo on the back of participant event shirts*
- Sponsor’s logo included on printed event materials including advertising & event brochures*
- Sponsor’s logo with link included on event webpage – YEAR ROUND

*Inclusion dependent on printing deadline
Thank you for joining our network of hope and action! Your partnership will make an impact on all those affected by lung cancer in North Carolina!

**Sponsor/Company Name** (list exactly as should appear in promotional materials):
______________________________________________________________________

**Mailing Address** (including city, state and zip):
______________________________________________________________________

**Contact Person**:  
Name: OMr. OMs. OMrs. ODr. ________________________________ Title: _____________
Email: _______________________________________________________________
Phone: __________________________________ Fax: ________________________
Website: __________________________________

Please indicate which **LEVEL OF SPONSORSHIP** you are interested in:

- o PRESENTING - $30,000  
- o DIAMOND - $15,000  
- o PLATINUM - $10,000  
- o GOLD - $5,000  
- o SILVER - $2,500  
- o BRONZE - $1,000  
- o COPPER - $500  
- o EXHIBITOR TABLE - $150

- o IN-KIND/MEDIA – Description of items/services donated and quantity as well as fair market value OR description of media coverage:_____________________________
______________________________________________________________________
______________________________________________________________________

TOTAL SPONSORSHIP CONTRIBUTION: $____________________
O Full Payment Enclosed  
O Please Send Invoice  
O Charge My Credit Card (see below)

Please make checks payable to: **Lung Cancer Initiative of N.C.**. (include **Raleigh 5K** in the memo)  
http://www.lungcancerinitiativenc.org/distribute-information

Credit Card Details: (VISA / MASTERCARD / AMEX) circle one

Name on card: __________________________________________________________________________________
Card#: ___________________________________ CVC Code: ___________ Expiration Date: __________

Please mail or fax completed form and payment to:
Lung Cancer Initiative of North Carolina  
4000 Blue Ridge Road, Suite 170  
Raleigh, NC 27612  
Phone: 919-784-0410 Fax: 919-784-0416

Once the completed form is received we will contact you to discuss, confirm and implement your sponsorship. Your support is sincerely appreciated.

_________________________________________________________________________
**Signature** _______________________________ **Date** __________________