

2025
BE A SPONSOR
2025 SPONSORSHIP OPPORTUNITIES

LUNGE FORWARD

CHARLOTTE 5K RUN, WALK AND CELEBRATION
BENEFITING LUNG CANCER INITIATIVE



Saturday
May 17, 2025
McAlpine Creek Park
8711 Monroe Road,
Charlotte, NC 28212



ABOUT LUNG CANCER INITIATIVE

Lung cancer claims more lives than any other cancer—as many as breast, colon, and prostate cancers combined. In 2025, an estimated 226,650 people in the U.S. will be diagnosed with lung cancer, with 8,810 new cases expected in North Carolina alone. Although lung cancer has the highest mortality rate of all cancer types, it receives far less federal funding than other cancers. Research dollars for lung cancer trail behind those allocated for breast, prostate, and colon cancers, even though it causes more deaths than any of them. In light of the tremendous need for more research funding as well as programs to assist the many thousands of people affected by lung cancer, Lung Cancer Initiative (LCI) has developed impactful programs that provide vital resources, education and awareness, and financial assistance for patients in need.

Lung Cancer Initiative seeks to address the tremendous need for more research funding as well as programs to support the many thousands of people in our community impacted by lung cancer. Our mission is to advance survivorship and provide support to those affected by lung cancer through research, education and access programs. As the state's leading non-profit organization supporting lung cancer research and education, LCI specializes in connecting patients, survivors and loved ones with the medical and research communities. Our goal is to fuel medical discovery, increase survival, and provide a network of hope and action for those facing lung cancer. We have a high standard of fiscal responsibility for the funds we raise, and we pledge to maintain that standard while increasing advocacy across our state.

WHERE THE MONEY GOES

RESEARCH: Lung cancer research is a key priority for LCI as it is making a tremendous difference in extending lung cancer survival and giving hope to people facing this disease. We are also committed to providing opportunities for researchers earlier in their careers to encourage their continued growth and involvement in the field of lung cancer. **Since our founding in 2008, LCI has funded \$3.4 million in lung cancer research!**

SURVIVOR SUPPORT AND ACCESS TO CARE PROGRAMS: LCI offers a variety of programs and resources designed to support lung cancer survivors and their caregivers at all stages of their journey, from diagnosis to long-term survivorship. Our **Survivor Engagement Program** includes monthly survivor lunches, an annual Survivor Wellness Retreat, and other survivor networking events. LCI also assists lung cancer patients in need through the **Tomma Hargraves Gas Card Program** and the **Patient Emergency Fund**, which help patients access their treatment and meet their basic needs during treatment.

EDUCATION AND AWARENESS PROGRAMS: Together with our partners at cancer centers and local organizations, LCI offers a wide variety of educational opportunities for everyone in our community!

- **Our Community Education programs** allow members of the community to come together to hear the latest information about lung cancer screening, research, treatment options, and related topics.
- **Patient Education** is also a priority. We distribute free print and online materials to patients and physician offices, which provides patients with vital information to help them and their caregivers better understand a diagnosis of lung cancer and make well-informed decisions about their care and treatment.
- **We also offer Provider Education** opportunities, which offer health care professionals information on how to improve lung cancer screening rates, keep up with research advancements, and increase awareness of LCI's patient support programs so that they can share them with their patients.



LUNGE FORWARD FOR LUNG CANCER!

Lung Cancer Initiative's four LUNGE Forward Run, Walk and Celebration events unite hundreds of people in cities across North Carolina to make a difference for those impacted by lung cancer!

Each event is a day of celebration and remembrance, as well as an opportunity to take action and provide hope to those facing a lung cancer diagnosis. We invite you to join with other corporate and individual leaders in making a contribution. The more money raised, the closer we come to finding a cure!



WAYS TO GET INVOLVED!

- *Sponsor a LUNGE Forward event!*
- *Make an in-kind donation*
- *Register to participate*
- *Form a team and fundraise*
- *Volunteer*

2025 LUNGE FORWARD EVENTS

Triangle LUNGE Forward 5K Walk, Run & Celebration

DATE: Saturday, March 22, 2025
 TIME: 8:30 AM – 11:00 AM
 LOCATION: Koka Booth Amphitheatre
 8003 Regency Parkway, Cary, NC 27518

Greenville LUNGE Forward 5K Walk, Run & Celebration

DATE: Saturday, September 13, 2025
 TIME: 8:30 AM – 11:00 AM
 LOCATION: H. Boyd Lee Park
 5184 Corey Rd, Greenville, NC 27834

Charlotte LUNGE Forward 5K Walk, Run & Celebration

DATE: Saturday, May 17, 2025
 TIME: 8:30 AM – 11:00 AM
 LOCATION: McAlpine Creek Park
 8711 Monroe Road, Charlotte, NC 28212

Triad LUNGE Forward 5K Walk, Run & Celebration

DATE: Saturday, October 4, 2025
 TIME: 8:30 AM – 11:00 AM
 LOCATION: Country Park
 2905 Nathanael Green Dr, Greensboro, NC 27455

2025 SPONSORSHIP OPPORTUNITIES



	Benefits	Presenting	Platinum	Gold	Silver	Bronze	Copper
	Charlotte LUNGe	\$20,000	\$10,000	\$7,500	\$5,000	\$2,500	\$1,000
EXCLUSIVE	Complimentary registrations	20	15	10	5	2	1
	Exclusive Right to use "[COMPANY NAME] - Presenting Sponsor of the Charlotte LUNGe Forward" with logo in promotions/ads	●					
WEB/SOCIAL/EMAIL	Individual thank you on social media	●	●				
	Logo and link on event home page	●	●	●	●	●	●
	Logo and link in email blasts	●	●	●	●	●	●
	Logo and link on website sponsor page	●	●	●	●	●	●
	Thank you in social media caption	●	●	●	●	●	●
PRINT & SIGNAGE	Promotion of top tier sponsors in all event press releases, press conferences & on event day	●					
	Sponsor's logo displayed on the participant event shirts	●	●	●	●	●	NAME ONLY
	Sponsor logo displayed on participant bibs	●					
	Company name/logo included on event printed materials including promo flyers and event day sponsor banner	●	●	●	●	●	NAME ONLY
OUTREACH	Option to speak from stage during celebration and in media opportunities leading up to event	●					
	Exhibit space with tent, table, and chairs on event day	●					
	Exhibit space with table & chairs on event day	●	●	●	●	●	●
	Opportunity to include promotional products in survivor swag bags	●	●	●	●	●	●



OTHER SPONSORSHIP & SUPPORT OPPORTUNITIES

SURVIVOR TENT SPONSOR - \$12,000

- Platinum Level sponsor benefits PLUS your name/logo displayed on banner at the tent as “Survivor Tent Sponsored by [SPONSOR NAME].”

REGISTRATION SPONSOR - \$12,000

- Platinum Level sponsor benefits PLUS your name/logo displayed prominently on signage at registration as “Registration Sponsored by [SPONSOR NAME].”

FINISH LINE SPONSOR - \$12,000

- Platinum Level sponsor benefits PLUS your name/logo displayed prominently at the finish line as “Finish Line Sponsored by [SPONSOR NAME].”

MEDIA SPONSOR

- Media sponsors promote the LUNGE event(s) they are sponsoring prior to or at the event. Custom packages will be created based on media type.

RACE SHIRT SPONSOR - \$4,000

- Silver Level sponsor benefits PLUS your name/logo displayed prominently on race shirt worn by all participants at the LUNGE event you select.
- In-kind donations of race shirts are accepted for this sponsorship!

SMALL BUSINESS SPONSOR - \$500 (For companies with ten or fewer employees)

- One six-foot table and two chairs provided.
- One complimentary registration included.
- Logo and link on website and sponsor page.
- Recognition in social media captions.
- Sponsor’s name listed on the participant event shirts.
- Sponsor’s name included on event printed materials including promo flyers and event day sponsor banner.
- NOTE: No sale of merchandise or services without prior authorization from LCI.

IN-KIND DONATIONS ALSO APPRECIATED!

- **In-kind sponsorships are welcome, and their monetary value can be counted toward sponsorship levels!**
- **Examples of in-kind donations that are most needed include:**
 - Race shirts (see “Race Shirt Sponsor” above)
 - Flyer printing
 - Postcard printing
 - Signage printing
 - Food/snacks/beverages, including bottled water, coffee, tea, sports drinks, energy bars, fruit, vegetables, bagels, ice cream, cupcakes, pizza, donuts, trail mix, etc.
 - Portable toilets
 - Awards/medals
 - Hotel accommodations
 - DJ/sound services
 - Swag bag items given to all participants (minimum quantity of 20 per event)



2025 SPONSOR COMMITMENT FORM

- SPONSOR LEVEL:** **Presenting \$20,000** **Platinum \$10,000** **Gold \$7,500** **Silver \$5,000** **Bronze \$2,500** **Copper \$1,000**

OTHER SPONSORSHIP OPPORTUNITY _____

Company Name (list exactly as should appear in promotional materials)

Mailing Address (including city, state and zip):

Contact Person

Title

Email

Phone

Fax

Website

Method of Payment (check one)

- Send Invoice
- Full Payment Enclosed (NOTE: Check payments are encouraged to avoid credit card charges)
 - > Check made payable to: **Lung Cancer Initiative**
 - > VISA MASTERCARD AMEX
 - > ADD 4% TO COVER CREDIT CARD FEE (ONLY IF PAYING BY CREDIT CARD)

Name on card

Amount to charge

Card #

CVC Code

Expiration Date

In-Kind Donation (For in-kind donations valued at \$1,000+, we will match your sponsorship level to the value of your gift.)

Value: \$ _____

Description of product, services or survivor swag bag items donated : _____

Logo/Promotions

Please submit **high-resolution logo in .EPS or .PNG formats** to soehler@lungcancerinitiative.org

Please provide **social media handles** here:

Facebook: _____ Instagram: _____

X: _____ TikTok: _____

Event Day Exhibition

Do you plan to exhibit at the event? yes no

Please mail, email or fax completed form and payment to: Lung Cancer Initiative, 5171 Glenwood Avenue, Suite 401, Raleigh, NC 27612, fax: 919-784-0416, email: soehler@lungcancerinitiative.org

Signature

Date



SPONSORSHIP MATTERS!

Sponsoring a Lung Cancer Initiative event, such as the a **LUNGe Forward Run, Walk and Celebration**, benefits companies in a variety of ways:

- Demonstrates your company's interest in **supporting and sustaining important advocacy work** that furthers lung cancer research and survivorship programming.
- Builds employee morale and company pride while representing your organization's **commitment to social responsibility and the community**.
- **Enhances your organization's image**, prestige and credibility through supporting a cause that your target market finds attractive.
- Serves as an effective marketing tool and can be a means of **accessing a wide range of audiences** such as decision makers in business, government and, of course, patients or customers.
- Builds **recognition for your company as a civic leader** by partnering with a respected advocacy organization that directly funds lung cancer research and awareness programs.

Lung Cancer Initiative has earned **2025 Platinum Seal of Transparency**, the highest level of recognition offered by **Candid/GuideStar**, as well as a **Four Star rating by Charity Navigator**.



LUNG CANCER INITIATIVE
A NETWORK OF HOPE AND ACTION