

BOOTS & BLING

Evening
of Hope

2025 SPONSORSHIP OPPORTUNITIES

NOVEMBER 8, 2025

THE ANGUS BARN PAVILION

9401 Glenwood Ave., Raleigh



LUNG CANCER INITIATIVE
A NETWORK OF HOPE AND ACTION

Evening of Hope



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.

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BOOTS & BLING

JOIN US FOR A NIGHT TO REMEMBER!

The 17th Annual Evening of Hope Celebration will bring together individuals and communities to make a lasting impact on those affected by lung cancer. This unforgettable event will take place at the elegant **Angus Barn Pavilion** on Saturday, November 8, 2025, and will feature both silent and live auctions, a gourmet dinner, and engaging entertainment. All net proceeds will benefit the Lung Cancer Initiative.

With up to 300 guests expected, this celebration will rally support for LCI's mission. We invite you to join other corporate and community leaders in contributing to this important cause. Every dollar raised brings us one step closer to finding a cure!

HOW TO GET INVOLVED

- > **Sponsor the Evening of Hope Celebration** and support those impacted by lung cancer in our community
- > **Donate in-kind products or services** for our live or silent auction
- > **Donate vacation home stays or experiences** for our live or silent auction
- > **Participate in corporate volunteer programs** at one or more of our community events
- > **Schedule an awareness event** at your company



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2025 EVENING OF HOPE SPONSORSHIPS



Evening of Hope Presenting Sponsor: \$20,000

- **Table for ten plus two additional seats with premier seating**, which can be used for sponsor staff, patients, vendors, etc. and/or as part of promotional packages
- **Sponsor name included in event title** as Evening of Hope Celebration Presented by [YOUR COMPANY NAME]
- **Right of first refusal** for 2026 Presenting Sponsorship
- **Opportunity to speak** during the event
- **Complimentary Angus Barn Chocolate Chess Pie** as a take-home gift for each sponsor guest
- **Invitation to VIP Bourbon Tasting** experience during Cocktail Reception
- **Promotion as exclusive Sponsor of the Survivor Ceremony** during the program, with logo displayed on the event screen during survivor recognition and moment of silence
- **Special Presenting Sponsor exhibitor area** at the event
- **One dedicated social media post** to highlight the Presenting sponsor's support and business link on LCI's Facebook and LinkedIn accounts
- **Presenting Sponsor participation in all event press conferences** and mentioned in all press releases
- **Inclusion of sponsor brochures or promotional items** at the event (materials provided by the sponsor)
- **Right to use event name in promotion** and advertising
- **Name/logo featured on signage at event** and standard sponsor locations using sponsor name in the event title
- **Name/logo prominently included on all event collateral materials** including print advertising, event invitation, flyers, eblasts, social media, LCI e-newsletter and event website
- **Name/logo on signage at reserved table**
- **Full page ad** in the Evening of Hope event program
- **Name/logo included on the event program front cover**, back cover, and in the program
- **Name/logo included on landing page of all OneCause bidding devices**

Rodeo Royalty Sponsor: \$15,000

- **Table for ten with premier seating**, which can be used for sponsor staff, patients, vendors, etc. and/or as part of promotional packages
- **Complimentary Angus Barn Chocolate Chess Pie** as a take-home gift for each sponsor table guest
- **Invitation to VIP Bourbon Tasting** experience during Cocktail Reception
- **Recognition as a Sponsor of the Silent Auction** with signage in the designated area of the event space
- **One dedicated social media post** to highlight the Rodeo Royalty Sponsor's support and business link on LCI's Facebook and LinkedIn accounts
- **Exhibit space at the event**, which will include a table and chairs
- **Inclusion of sponsor's promotional items** at the event (materials provided by the sponsor)
- **Name/logo included on all event collateral materials** including print advertising, event invitation, flyers, eblasts, social media, LCI e-newsletter and event website
- **Name/logo on signage at reserved table**
- **Full page ad** in the Evening of Hope event program
- **Name/logo included on the event program back cover** and in the program
- **Name/logo included on all OneCause bidding devices**

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2025 EVENING OF HOPE SPONSORSHIPS

Diamond Dust Sponsor: \$10,000

- **Eight complimentary tickets for the Evening of Hope Celebration with premium seating**, which can be used for sponsor staff, patients, vendors, etc. and as part of promotional packages
- **Invitation to VIP Bourbon Tasting** experience during Cocktail Reception
- **Recognition as a Sponsor of the Live Auction**, with signage in the designated area of the event space
- **One dedicated social media post** to highlight the Diamond Dust sponsor's support and business link on LCI's Facebook and LinkedIn accounts
- **Exhibit space at the event**, which will include table and chairs
- **Name/logo included on all event collateral materials** including print advertising, event invitation, flyers, eblasts, social media, LCI e-newsletter and event website
- **Name/logo on signage at reserved table**
- **Full page ad** in the Evening of Hope event program
- **Name/logo included on the event program back cover** and in the program
- **Name/logo included on all OneCause bidding devices**

Gilded Boots Sponsor: \$7,500

- **Six complimentary tickets for the Evening of Hope Celebration with premium seating**, which can be used for sponsor staff, patients, vendors, etc. and as part of promotional packages
- **Recognition as Sponsor of the Boots & Bling Cocktail Reception** with signage to indicate such
- **Exhibit space at the event**, which will include table and chairs
- **Inclusion of sponsor's promotional items** at the event (materials provided by the sponsor)
- **Name/logo included on all event collateral materials** including print advertising, event invitation, program, flyers, eblasts, social media, LCI e-newsletter and event website
- **Full page ad** in the Evening of Hope event program
- **Name/logo included in the event program**
- **Name/logo included on all OneCause bidding devices**

Silver Spurs Sponsor: \$5,000

- **Four complimentary tickets for the Evening of Hope Celebration with preferred seating**, which can be used for sponsor staff, patients, vendors, etc. and as part of promotional packages
- **Recognition as Sponsor of the Boots & Bling Photo Booth** with signage to indicate such
- **Name/logo included on all event collateral materials including print advertising**, event invitation, flyers, eblasts, social media, LCI e-newsletter and event website
- **Half-page ad** in the Evening of Hope event program
- **Name/logo included in the event program**
- **Name/logo included on all OneCause bidding devices**

Sundance Circle Sponsor: \$3,000

- **Two complimentary tickets for the Evening of Hope Celebration with preferred seating**, which can be used for sponsor staff, patients, vendors, etc. and as part of promotional packages
- **Recognition as Sponsor of the Angus Barn Pavilion Firepit** with signage to indicate such
- **Name/logo included on all event collateral materials** including print advertising, event invitation, flyers, eblasts, social media, LCI e-newsletter and event website
- **Half-page ad** in the Evening of Hope event program
- **Name/logo included in the event program**

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2025 SPONSOR COMMITMENT FORM

MY LEVEL: **Presenting Sponsor** \$20,000 **Rodeo Royalty** \$15,000 **Diamond Dust** \$10,000 **Gilded Boots** \$7,500 **Silver Spurs** \$5,000 **Sundance Circle** \$3,000

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

> Check made payable to: **Lung Cancer Initiative** (include "Evening of Hope" in the memo)

> VISA MASTERCARD AMEX

Name on card

Card #

CVC Code

Expiration Date

In-Kind Donation

Value: \$ _____

Description of product or services donated:

Logo

Submit a high-resolution logo in .EPS or .PNG formats to SOehler@LungCancerInitiativeNC.org. Inclusion of logos on printed event materials is dependent upon sponsorship level and procurement date in relation to printing deadlines.

Please mail or fax completed form and payment to Lung Cancer Initiative, 5171 Glenwood Avenue, Suite 401, Raleigh, NC 27612, phone: 919-784-0410, fax: 919-784-0416

Signature

Date

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SPONSORSHIPS MAKE A DIFFERENCE!



Sponsoring a Lung Cancer Initiative event such as the Evening of Hope gala 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.

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THANK YOU!

Many thanks to our current and past Evening of Hope sponsors. Your support is making a big difference for those impacted by lung cancer in our community and beyond!

GUIDESTAR & CHARITY NAVIGATOR RATINGS

Lung Cancer Initiative has earned the 2024 Platinum Seal of Transparency, the highest level of recognition offered by Candid/GuideStar, as well as a Four Star rating by Charity Navigator.



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