

2025 SPONSORSHIP OPPORTUNITIES

JODI 5K RUN & WALK

PRESENTED BY



BENEFITING



LUNG CANCER INITIATIVE

A NETWORK OF HOPE AND ACTION



SUN 9 A.M.
11/9 FOREST HILLS PARK
2025 DURHAM, NC

IN MEMORY OF JODI KOVIACH

In September of 2019, Jodi was diagnosed with non-small cell lung cancer (NSCLC). For a young mother of two children, an active member of her community, and an avid runner, the diagnosis was an understandable and relatable disturbance in the Force. Once the initial shock dissipated, Jodi approached the illness and subsequent treatments with grace and grit. As with most cases of lung cancer in younger, non-smoking women, it went undiagnosed for quite a while because of course she couldn't have that! Maybe it was early menopause, or GI issues, or even depression.



When we finally got the diagnosis, it had spread to her brain, bones, and the sac around the heart. It made more sense then why she couldn't run as well! However, with advances in the science and the efforts and experiences of so many people who came before us, we found that Jodi's cancer was adenocarcinoma. It had a targetable mutation, EGFR Exon 20, and there were some options for Jodi beyond traditional chemotherapy.

The short version is that we tried a lot of things over 2 years, many experimental, but nothing worked. Exon 20 is a notoriously hard sub-type of EGFR to treat currently, and the reality is that cancer's course is different for every patient. In between the various systemic therapies, she had several radiation treatments to her brain and bones. She also had surgery to drain fluid around her heart early in treatment and on her left femur in December of 2020. Things took a more drastic turn at the end of September 2021 and the cancer had spread to the lining of her brain and spinal fluid. She was hospitalized at Duke and we realized that there really wasn't much else to do except try and make a peaceful transition from a life well-lived to a dignified passing. We came home on hospice on a Saturday and she died Monday morning, October 4th, 2021. We were really blessed throughout the journey with an amazing community and great care at Duke Cancer Center and beyond. So as with these things, there was a lot of sadness, but also some joy and peace in being together with a lot of friends and family.





HONORING JODI AND GIVING BACK

One of Jodi's passions was running, and she did that with so many members of our community. Cancer took that away from Jodi, which was one of the hardest aspects of it for her initially. Running is an individual act, and provided an escape, solace, and was even a form of therapy for Jodi. But it also was something that was shared, and it was always best on relay races packed in a van, joint runs through the neighborhood, and in particular local races that brought the community together for a cause. We talked near the end about things that Jodi might be okay with for her memorial or even after. For Jodi and all young people faced with their mortality, I think one thing that is a challenge is considering one's legacy, and what that should be. What does one's time on this Earth really mean and have we done enough things to leave a mark? The answer is that everyone has, but there are some things that add to that even after one is gone.

One idea that brought together Jodi's love for running and the community's love for her was having a run. We also recognized that we benefited so much from all the research, advocacy, and educational efforts of lung cancer organizations. We also wanted to have an opportunity for our community to show their love and support by donating to Lung Cancer Initiative (LCI) and help with that mission of making sure that Jodi's journey can help others who will be diagnosed with lung cancer. We preferred to act locally with an organization that helps our North Carolina community more directly. With the help of her running group (the Forehead Flyers) and Kim Page of Bull City Running, we were able to have 220+ folks run about 3 miles in Forest Hills. Through the run and other donations, we raised almost \$25,000 for LCI (enough for a fellowship for a young physician researcher).

After that first memorial run, Kim and I talked and she felt that with the turnout we had with just our community, we could have a successful race that may be a more regular event. With the help of LCI, Bull City Running, the Forehead Flyers and other volunteers, we held the First Annual Jodi 5K Run & Walk benefitting Lung Cancer Initiative on November 6, 2022. This was a timed 5K with age group awards, and the event raised over \$60,000 for LCI. The sense of community and the enthusiasm to help those facing a lung cancer diagnosis was palpable.

We have continued to hold the Jodi 5K at the beginning of Lung Cancer Awareness month (November) annually since then. With the generous support and donations of sponsors and participants, we have increased the numbers and scope of the event every year. I am so proud to be part of a team that has raised nearly \$250,000 to help LCI with its mission to fund survivors, programs and research to help patients and families manage their cancer journeys.

In 2025, we aim to continue to broaden our network and spread awareness and education about lung cancer—still the leading cause of cancer death in the United States. We hope to secure your help for the Fourth Running of the Jodi 5K on November 9, 2025, and make this disease more bearable for all affected.



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WHERE THE MONEY GOES



LUNG CANCER INITIATIVE
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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.



2025 SPONSORSHIP OPPORTUNITIES

Benefits	Presenting	Platinum	Gold	Silver	Bronze	Copper
	\$7,500	\$5,000	\$2,500	\$1,500	\$1,000	\$500
Complimentary registrations for the Jodi 5K	15	10	5	3	1	--
Presenting Sponsor company included in event name as "The Jodi 5K Run and Walk Presented by [COMPANY NAME]"	●					
Right of First Refusal for the 2026 Jodi 5K Run/Walk as Presenting Sponsor	●					
Option to speak during celebration and in media opportunities leading up to the event	●					
Participation in all event press conferences & mentioned in all press releases	●					
Sponsor's logo included on event webpage, eblasts, social media, and recognition in Lung Cancer Initiative's e-newsletter	●	●	●	●	●	●
Sponsor's logo displayed on the participant event shirts under sponsor level	●	●	●	●	●	●
Exhibit space with table and chairs on event day	●	●	●	●	●	●
Logo (or name) included on event flyers under sponsor level	●	●	●	●	NAME ONLY	NAME ONLY



2025 OTHER SPONSORSHIP OPPORTUNITIES

In-Kind Sponsorships

- **In-kind sponsorships are welcome, and their monetary value can be counted toward a sponsorship if you wish!**

Examples of in-kind donations that are most needed include:

- Race shirts
- 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)

Printing and Media Sponsorships

- **Printing and media sponsorship** packages are customizable based on items/services donated and their value.
- **Contact Sandy Oehler** at 919-784-0410 or soehler@lungcancerinitiative.org for more information.



Thank you for your support!



2025 SPONSOR COMMITMENT FORM

MY LEVEL: ☐ **Presenting** \$7,500 ☐ **Platinum** \$5,000 ☐ **Gold** \$2,500 ☐ **Silver** \$1,500 ☐ **Bronze** \$1,000 ☐ **Copper** \$500

Sponsor Name (list name exactly as it 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 **Jodi 5K** in the memo)

> ☐ VISA ☐ MASTERCARD ☐ AMEX

Name on card

Card #

CVC Code

Expiration Date

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.

In-Kind Donation (In-kind donations valued at \$1,000+ can be applied to a sponsorship if you wish.)

Value: \$ _____

Description of product or services donated:

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 / email: SOehler@LungCancerInitiativeNC.org / phone: 919-784-0410, fax: 919-784-0416

Signature

Date



SPONSORSHIP MATTERS!

Sponsoring an event such as the Jodi 5K Run & Walk benefits companies and their communities 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 demonstrating your organization's **commitment to social responsibility and the community**.
- 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 potential 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 CHARITY RATINGS

Lung Cancer Initiative has earned the **2025 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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