

# 2026

## Corporate Sponsorship Opportunities



LUNG CANCER INITIATIVE  
A NETWORK OF HOPE AND ACTION



# LUNG CANCER INITIATIVE MISSION AND PROGRAMS



## 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. were diagnosed with lung cancer, with 8,810 new cases 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 \$4.2 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.



## 2026 LCI SPONSORSHIP OPPORTUNITIES

*Lung Cancer Initiative offers a variety of sponsorship opportunities throughout the year, including the Evening of Hope celebration, five 5K events, a golf tournament, the Advocacy Summit, and more. There's truly something for everyone! All events are open to the public, with the exception of our Provider Education events, which are reserved for health care professionals.*



### **Annual Update and Awards Celebration** **March 5, 2026, Raleigh, NC**

This annual dinner event provides updates to our network on progress made over the past year, advocacy goals for 2026, updates in lung cancer research funded by LCI and an awards celebration highlighting the work of lung cancer advocates from across the state.

**Annual Update and Awards Celebration Sponsorship: \$5,000.**



### **LUNGe Forward 5K Run, Walk & Celebration Series:**

- **Triangle LUNGe (March 21, 2026, Koka Booth Amphitheatre, Cary, NC)**
- **Charlotte LUNGe (May 16, 2026, McAlpine Creek Park, Charlotte, NC)**
- **Greenville LUNGe (September 19, 2026, Boyd Lee Park, Greenville, NC)**
- **Triad LUNGe (October 3, 2026, Country Park, Greensboro, NC)**

The annual LUNGe Forward events unite individuals in communities across NC to make a difference for those impacted by lung cancer. These are days of celebration, remembrance as well as opportunities to take action and provide hope to those impacted by lung cancer. The run/walks also include exhibitor areas, celebration rallies as well as kids' zones—fun for the whole family!

**Sponsorships range from \$1,000 to \$20,000 per event or \$40,000 for the Series.**



### **Wilmington White Ribbon Series** **April 9, 2026, Wilmington, NC**

The Wilmington White Ribbon Series is an annual grassroots fundraiser in the Wilmington, NC area. The series launched in 2024 with the **White Ribbon Regatta**. The 2025 event, **Level Up for Lung Cancer**, highlighted Wilmington's Cargo District, and featured a presentation at Azalea Station followed by a "game night" at Cargo Cade.

**Sponsorships range from \$500 to \$5,000.**



### **Provider Education Series (available to current Corporate Sponsors only)**

- **Updates After ASCO (June 2026, Charlotte, NC)**
- **Multidisciplinary Approach to Treating Lung Cancer (August 2026, Virtual)**
- **Updates After World Lung (November 2026, Angus Barn, Raleigh, NC)**

LCI's Provider Education Series is designed to further education that ultimately provides treatment and care of lung cancer patients. Programs are geared toward medical oncologists, pathologists, thoracic surgeons, pulmonologists, fellows, residents, physician assistants, nurse practitioners and others interested in the treatment of patients with lung cancer.

**Provider Education Series Sponsorship: \$15,000.**

# 2026 LCI SPONSORSHIP OPPORTUNITIES



## **LCI Advocacy Summit** **August 20-21, 2026, Raleigh, NC**

This important event empowers individuals affected by lung cancer—including survivors, caregivers, those who have lost loved ones, and dedicated healthcare professionals—by providing them with the training and tools they need to confidently advocate for increased awareness and research.

***Sponsorships range from \$5,000 to \$25,000.***



## **LCI Giving Hope Society VIP Reception** **Thursday, October 8, 2026, The Umstead Hotel and Spa, Cary, NC**

LCI's Giving Hope Society VIP Reception brings together LCI's most generous and engaged supporters, providing a unique opportunity to connect with these philanthropic individuals in a meaningful and celebratory setting.

***Sponsorships range from \$500 - \$5,000.***



## **Lung Cancer Initiative Fall Golf Classic** **Monday October 5, 2026, Raleigh, NC**

LCI's Golf Classic events are an opportunity to play for a purpose as well as help fund programs that support lung cancer survivors. It is a day of remembrance and a great way to take action and provide hope to all those impacted by lung cancer.

***Sponsorships range from \$2,500 to \$10,000.***



## **Evening of Hope Celebration** **Saturday, November 7, 2026, Angus Barn Pavilion, Raleigh, NC**

The 19th Annual Evening of Hope Celebration will unite up to 300 guests to make a difference for those impacted by lung cancer across North Carolina. The 2026 event will be held at the beautiful **Angus Barn Pavilion** in Raleigh, NC, and will feature a silent and live auction, dinner and entertainment. All proceeds benefit lung cancer research and education.

***Sponsorships range from \$3,000 to \$25,000.***



## **Jodi 5K Run & Walk** **Sunday, November 8, 2026, Forest Hills Park, Durham, NC**

The Jodi 5K Run & Walk is held each year in memory of Jodi Lynn Koviach, who passed away from lung cancer in October 2021. The event honors Jodi's love of running and the strong sense of community it inspires. Drawing more than 500 participants annually, this meaningful tribute raises awareness and support for those affected by lung cancer.

***Sponsorships range from \$1,000 to \$7,500.***



**Scan or Click for more information about LCI events.**  
**You may also visit <https://lungcancerinitiative.org/events/>**

*Individual event sponsorship packets available upon request. Contact Paige Humble at 919-784-0410 or [phumble@lungcancerinitiative.org](mailto:phumble@lungcancerinitiative.org) for more information.*



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# 2026 CORPORATE SPONSORSHIP LEVELS



*Companies are invited to sponsor Lung Cancer Initiative events offering sponsorship opportunities. Those whose combined sponsorships total \$25,000 or more in a calendar year will receive both the benefits associated with each individual sponsorship and the additional benefits outlined below.*

<b>Benefits</b>	<b>Founder's Circle</b>	<b>Benefactor</b>	<b>Partner</b>
<b>Cumulative total of annual sponsorships</b>	<b>\$50,000</b>	<b>\$40,000</b>	<b>\$25,000</b>
Partner Level Corporate Sponsors and higher receive first priority to participate as sponsors of LCI's exclusive Provider Education Series (at an additional cost), which includes three provider education events per year.*	●	●	●
Company logo displayed on Lung Cancer Initiative's (LCI) website for 12 months as a Corporate Sponsor with a link to your website	●	●	●
Logo displayed as a Corporate Sponsor in the 2026 LCI Annual Report available to all constituents online in Q4	●	●	●
Recognition of Corporate Sponsorship in the presentation at LCI's Annual Meeting	●	●	
Membership on LCI's Industry Advisory Board	●		

*\*Due to space limitations, sponsorship for the LCI Provider Series is reserved for current Corporate Sponsors. Non-Corporate Sponsors may be invited to participate if space remains after current Corporate Sponsors have been given the opportunity, but availability cannot be guaranteed.*

**Contact us to request a custom sponsorship package tailored to your company.**  
 For more details, contact Paige Humble at 919-784-0410 or [phumble@lungcancerinitiative.org](mailto:phumble@lungcancerinitiative.org).

# SAMPLE CORPORATE SPONSORSHIP PACKAGE

*The following is a **sample corporate sponsorship package**. If your company is interested in sponsoring, please let us know which opportunities appeal to you, and we will be glad to create a customized package tailored to your goals and budget.*

## SAMPLE CORPORATE SPONSORSHIP PACKAGE: \$50,000

### Triangle LUNGe Forward Run and Walk Presenting Sponsor: \$20,000

- Twenty complimentary registrations
- Option to speak from stage during celebration and in media opportunities leading up to event
- Sponsor company highlighted in all promotional materials, registration page, LCI website, sponsor page on registration website, race shirt, signage, and event day banner
- Sponsor logo printed on participant bibs at timed events
- Individual thank you on social media
- Logo and link on event home page and website sponsor page
- Logo recognition in email blasts
- Thank you in social media captions
- Recognition in all event press releases, press conferences, and on event day
- Exhibit space in prominent location with tent, table, and chairs at event
- Opportunity to include promotional products in survivor swag bags

### Evening of Hope Diamond Sponsor: \$15,000

- Table for ten with premier seating
- Dedicated social media post with website link to highlight your company's Diamond Sponsorship on LCI's Facebook and LinkedIn accounts
- Exhibit space at the event, which will include a table and chairs in prominent location
- 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 posts, LCI e-newsletter and event website
- Name/logo on signage at reserved table
- Full-page ad on the back cover of the Evening of Hope event program
- Name included on the Evening of Hope event program sponsor list in the program
- Name/logo included on all OneCause bidding devices

### LCI Advocacy Summit Sponsor: \$10,000

- Logo inclusion on the Summit event site on LCI's website and printed program
- Exhibit table at the Summit on day one of the Summit from 5:30 p.m. -8:00 p.m. and on day two from 8:00 a.m. - 4:00 p.m.
- 2 registrations for representatives to attend the Summit in person

### LCI Fall Golf Classic Eagle Sponsor: \$5,000

- Two foursomes in the Classic
- Includes Pin Flag with company logo or name of loved one
- Logo included on all event collateral materials including print advertising, event brochures, event banner, website and recognition in Lung Cancer Initiative e-newsletter
- Logo prominently displayed on sponsor banner at the event as Eagle Sponsor
- A table provided at event to promote your business
- Tournament gift for each player

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*For more details, contact Paige Humble at 919-784-0410 or [phumble@lungcancerinitiative.org](mailto:phumble@lungcancerinitiative.org).*



## SPONSORSHIP MATTERS!

Becoming a Corporate Sponsor of Lung Cancer Initiative can benefit 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**.



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