



2012 FIGHT FOR AIR **CLIMB**

experience the climb of your life

† AMERICAN LUNG ASSOCIATION®

**MARKETING AND SPONSORSHIP OPPORTUNITIES**

FightForAirClimb.org • 1-800-LUNG-USA

# 2012 FIGHT FOR AIR CLIMB

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## **COLUMBUS, OHIO**

January 28, 2012

Rhodes Tower

## **CINCINNATI, OHIO**

February 19, 2012

Carew Tower

## **CLEVELAND, OHIO**

March 3, 2012

Terminal Tower

## **DETROIT, MICHIGAN**

March 4, 2012

Renaissance Center



# 2012 FIGHT FOR AIR CLIMB

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It's time for the climb of your life! Across the country people are stepping up and tackling stairclimbs.

The American Lung Association has led the way in developing these one-of-a-kind events. If you want to have fun and challenge yourself, join the Fight for Air Climb today! Create a team of friends, family or co-workers and compete together. Whether your goal is just to reach the top or to be the first to cross the finish line – you will walk away with a newfound respect for your lungs.

## WHAT ARE YOU WAITING FOR?

It's your legs versus the stairs, so breathe in, step up and get ready to experience the climb of your life.



# Marketing and Sponsorship Opportunities

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## **YOUR PARTNERSHIP**

When you join the American Lung Association in the fight for healthy lungs and clean air, you help save lives today and keep America healthy tomorrow. Throughout our long history of dedicated service to healthy air and lungs, the American Lung Association has garnered the support and dedication of those committed to overall health and wellness. Consumers demonstrate loyalty to a brand that has partnered with their charity of choice. We are that charity; this is your chance to be that brand.

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## **ENHANCE YOUR IMAGE**

Consumers are more likely to view your brand positively when associated with an established and well-respected charity.

## **GET NOTICED**

Sponsoring the American Lung Association of New England allows you to extend your reach to families, individuals, and businesses across the region.

## **DIFFERENTIATE**

Set yourself above your competitors and build employee and company morale by contributing to an important cause.

## **GROW YOUR GREEN SIDE**

Clean air affects everyone; work with us toward a better future. Clean air means healthy lungs.

## **STRETCH YOUR ADVERTISING DOLLAR**

The estimated value of each sponsorship level will far exceed your initial investment.

## **WHY SPONSOR?**

Non-profit event marketing is an excellent way to reach customers. With a sponsorship of an American Lung Association event, a corporation engages in customer-experience marketing that targets exactly the desired consumer base. The face-to-face exposure that comes with sponsoring an American Lung Association event provides a company with a hands-on, entertaining, and compelling branding experience that is unmatched by traditional marketing methods.

The programs and events that the American Lung Association offers allow you, as a sponsor, to hone in on your target audience.

## **OUR PARTICIPANTS, YOUR CUSTOMERS**

American Lung Association event participants and donors are upper-income, well-educated, health-conscious, and civic-minded consumers.

- Surveys\* say 69% of consumers are more likely to buy a product associated with a well-respected charity.
- 86% of respondents recognize the American Lung Association as a source of health information.
- By partnering with us, purchaser intent nearly tripled for 3M and Lysol brands that featured the American Lung Association logo.

\*Source: Cone; ORC Macro

# Join the Fight.

- Lung disease is growing at a rate faster than other major diseases.  
**Help support research to find a cure.**
- Asthma is the number one chronic disease of children.  
**Help support community- and school-based programs.**
- Big tobacco spends billions of dollars each year to lure kids to smoke.  
**Help us keep our children healthy.**

## HOW YOUR SUPPORT HELPS.

Your support helps in the Fight for Air. With lung disease on the rise, we are fighting for research that will find a cure for tomorrow. We are fighting for those who can't quit smoking and those who shouldn't start. We are fighting for lungs that burn from exercise rather than from ozone. We are fighting for asthma education to stop children from dying from asthma attacks. We are fighting for laws that improve air quality both inside and out. And we won't breathe easy until we win the fight.

**80 cents** of every dollar go to programs and services, research, advocacy, and public health education. The initiatives and projects described in this piece are essential to the American Lung Association's mission to save lives by improving lung health and preventing lung disease.

**20 cents** of every dollar go to fundraising and administration. In order to provide lung health resources, the American Lung Association reaches out to the community and businesses to keep us all breathing easier. And of course, the American Lung Association could not do the work it does without the dedicated service of employees and volunteers.



We will breathe easier when the air in every American community is clean and healthy.

We will breathe easier when people are free from the addictive grip of cigarettes and the debilitating effects of lung disease.

We will breathe easier when the air in our public spaces and workplaces is clear of secondhand smoke.

We will breathe easier when children no longer battle airborne poisons or fear an asthma attack.

*Until then, we are fighting for air.*

## Contact one of the following offices for additional Stairclimb information:

### **CINCINNATI, OHIO**

4050 Executive Park Drive #402  
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Tel: 513-985-3990  
Fax: 513-985-3995

### **COLUMBUS, OHIO**

1950 Arlingate Lane  
Columbus, OH 43228  
Tel: 614-279-1700  
Fax: 614-279-4940

### **CLEVELAND, OHIO**

6100 Rockside Woods Blvd. #260  
Independence, OH 44131  
Tel: 216-524-5864  
Fax: 216-524-7647

### **MICHIGAN**

25900 Greenfield Road, Suite 610  
Oak Park, MI 48237  
Tel: 248-784-2000  
Fax: 248-784-2008