



LUNG CANCER INITIATIVE

WHITE RIBBON
REGATTA

BE A SPONSOR!

SPONSORSHIP/PARTICIPATION
OPPORTUNITIES



May 31, 2024

Wrightsville Beach, NC



ABOUT US



LUNG CANCER INITIATIVE
A NETWORK OF HOPE AND ACTION

ABOUT LUNG CANCER INITIATIVE

As the state’s leading non-profit organization supporting lung cancer research and education, Lung Cancer Initiative specializes in connecting patients, survivors and loved ones with the medical and research community. Our goal is to fuel medical discovery, increase survival and provide a network of hope and action for those affected. 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.



OUR MISSION

Our mission is to advance survivorship and provide support to those affected by lung cancer through research, education and access programs.



Join us at beautiful Wrightsville Beach on Friday, May 31 for the first annual Lung Cancer Initiative White Ribbon Regatta! On-water enthusiasts of all skill levels are invited to come together for a fun-filled afternoon of competition and camaraderie all while benefiting lung cancer research and education through Lung Cancer Initiative (LCI). Regatta sailing teams will help raise support and funds for those impacted by lung cancer.

Additional opportunities to celebrate and support will be made available at the White Ribbon Regatta auxiliary events: Community Social and Kick-Off Celebration on Friday, May 30, 2024 at Wrightsville Beach Brewery and Wake-Up With Us Breakfast Social at Holiday Inn Lumina Resort on May 31, 2024.

Ways to Get Involved:

- > **Sponsor** the event (sign up using the form provided in this package)
- > **Sail the Regatta!** Register to participate/form a team in the Regatta (use link at the bottom of this page)
- > **Come celebrate and socialize** by attending an auxiliary event (visit the “Event Details” page in the link below)
- > **Donate:** Make a donation using the form provided in this package or online at link below
- > **Volunteer:** Contact Alisha Patel at APatel@lungcancerinitiative.org or 919-794-4390





WHERE THE MONEY GOES

RESEARCH

Since 2008, Lung Cancer Initiative has funded more than \$3 million in lung cancer research. This research is playing an important part in expanding our knowledge about lung cancer and bringing us closer to a cure!

AWARENESS

Lung Cancer Initiative is committed to increasing public awareness about lung cancer. We do so through our events, education and outreach initiatives as well as other grassroots opportunities.

EDUCATION

- > **Community Education Series:** Through partnerships with North Carolina's leading cancer centers, community education allows for patients and their families to come together to hear from experts on topics related to lung cancer and research.
- Physician Education:** We provide educational opportunities for health care professionals throughout North Carolina in order to improve diagnosis, referral and treatment.

PATIENT SUPPORT & ACCESS TO CARE

- > **Patient Access to Care Gas Card** - This program provides assistance to lung cancer patients who are seeking treatment, including clinical trials. The goal of the program is to lessen the financial burden for patients to receive appropriate lung cancer treatment by providing gas cards. Nearly 500 lung cancer patients received support through the Gas Card and Patient Emergency Fund programs in 2022.
- > Lung Cancer Initiative is currently awarding three **REACH Community Access Grants** up to \$10,000 each to assist institutions with improving access to lung cancer screening, treatment, clinical trials, comprehensive biomarker testing or precision medicine for uninsured or underinsured individuals.



SPONSORSHIP OPPORTUNITIES

PRESENTING SPONSOR: \$10,000

- Sponsorship recognition in the naming of the event: Lung Cancer Initiative White Ribbon Regatta presented by [Sponsor Name] for use on all materials
- Opportunity to speak at the Community Social Kick-Off event (May 30), Wake-Up With Us Breakfast (May 31) and the post-race award ceremony (May 31)
- Two exclusive social media posts highlighting sponsorship level
- Social media mentions in all LCI White Ribbon Regatta promotions
- Exhibit space including a tent, table and two chairs at all events
- Invitation to attend all events
- Logo on all event marketing materials including eblasts, flyers and banner displayed the day of the event
- Logo on event swag
- Logo and link to company page on event website

PLATINUM SPONSOR: \$7,500

- One exclusive social media posts highlighting sponsorship level
- Social media mentions in all LCI White Ribbon Regatta promotions
- Exhibit space including a tent, table and two chairs at all events
- Invitation to attend all events
- Logo on all event marketing materials including eblasts, flyers and banner displayed the day of the event
- Logo on event t-shirt
- Logo and link to company page on event website

GOLD SPONSOR: \$5,000

- Social media mentions in all LCI White Ribbon Regatta promotions
- Exhibit space including a tent, table and two chairs at all events
- Invitation to attend all events
- Logo on all event marketing materials including eblasts, flyers and banner displayed the day of the event
- Logo on event swag
- Logo and link to company page on event website

SILVER SPONSOR: \$2,500

- Exhibit space including a tent, table and two chairs at all events
- Invitation to attend all events
- Logo on all event marketing materials including eblasts, flyers and banner displayed the day of the event
- Logo on event swag
- Logo and link to company page on event website

BRONZE SPONSOR: \$1,000

- Invitation to attend all events
- Logo on all event marketing materials including eblasts, flyers and banner displayed the day of the event
- Logo on event swag
- Logo and link to company page on event website

COPPER SPONSOR: \$500

- Name on all event marketing materials including eblasts, flyers and banner displayed the day of the event
- Logo on event swag
- Logo and link to company page on event website



SPONSORSHIP & PARTICIPATION OPPORTUNITIES

COMMUNITY SOCIAL/KICK-OFF CELEBRATION: \$5,000

- Large banner with name and logo at the entrance to the event
- One exclusive social media post highlighting sponsorship level
- Social media mentions in all LCI White Ribbon Regatta promotions
- Exhibit space including a tent, table and two chairs at the event
- Invitation to attend all events
- Logo on all event marketing materials including eblasts, flyers and banner displayed the day of the event
- Logo on event swag
- Logo and link to company page on event website

WAKE UP BREAKFAST SOCIAL: \$3,000

- Signage with your name and logo at the event
- Exhibit space including a tent, table and two chairs at the event
- Invitation to attend all events
- Logo on all event marketing materials including eblasts, flyers and banner displayed the day of the event
- Logo on event swag
- Logo and link to company page on event website

POST RACE MEAL SPONSOR: \$2,500

- Exhibit space including a tent, table and two chairs at the event
- Invitation to attend all events
- Logo on all event marketing materials including eblasts, flyers and banner displayed the day of the event
- Logo on event swag
- Logo and link to company page on event website

RACE SPONSORS (SIX AVAILABLE): \$2,500

- Regatta race sponsorship options: *Laser Race Sponsor, Sunfish Race Sponsor, Lightning Race Sponsor, Melges 15 Race Sponsor, 420 Race sponsor and Larger Cruising Class Race Sponsor*
- Recognition on signage at the event
- Social media mentions in all LCI White Ribbon Regatta promotions
- Invitation to attend all events
- Logo on all event marketing materials including eblasts, flyers and banner displayed the day of the event
- Logo on event swag
- Logo and link to company page on event website

IN-KIND SPONSORS NEEDED FOR REGATTA SIGNAGE, PRINTING, BEVERAGES, SNACKS, SWAG BAGS AND RAFFLE ITEMS

- Monetary value of in-kind donations can be counted toward sponsorships
- Sponsor benefits based on a level corresponding with the value of your in-kind donation

REGATTA BOAT/TEAM REGISTRATION

- Registering a boat and sailing team is free with a recommended \$75 (high school/collegiate-level) or \$250 minimum team fundraising commitment
- Sign up at Regatta.LungCancerInitiative.org.



SPONSOR COMMITMENT FORM

SPONSORSHIP/PARTICIPATION LEVEL:

- Presenting Sponsor \$10,000 Platinum Sponsor \$7,500 Gold Sponsor \$5,000 Silver Sponsor \$2,500 Bronze Sponsor \$1,000 Copper Sponsor \$500
- Community Social Sponsor: \$5,000 Wake Up Breakfast Social Sponsor \$3,000 Post Race Meal Sponsor \$2,500 Race Sponsor - Class Name: _____ \$2,500
- In-Kind Donation (provide donation details below) Donation: \$ _____

Sponsor Name (list name exactly as it should appear in promotional materials)

Mailing Address (including city, state and zip):

Contact Person	Title
Email	Website
Phone	Fax

METHOD OF PAYMENT: (check one)

- Send Invoice
- Full Payment Enclosed
 - > Check made payable to: **Lung Cancer Initiative** (include **Regatta** 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 Susank@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

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 your completed form to Lung Cancer Initiative, 5171 Glenwood Avenue, Suite 401, Raleigh, NC 27612; fax: 919-784-0416; email: info@lungcancerinitiativenc.org. If paying with credit card, please submit this form by mail, fax or phone only. Do not email credit card information. LCI Phone: 919-784-0410.

Signature	Date
------------------	-------------



WHY SPONSOR AN LCI EVENT?

Sponsoring a Lung Cancer Initiative event, such as the LCI White Ribbon Regatta, 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.

Platinum
Transparency
2024

Candid.

GUIDESTAR HIGHEST LEVEL

Lung Cancer Initiative has earned the 2024 Platinum Seal of Transparency, the highest level of recognition offered by GuideStar, the world's largest source of nonprofit information. More info on GuideStar.



LUNG CANCER INITIATIVE
A NETWORK OF HOPE AND ACTION