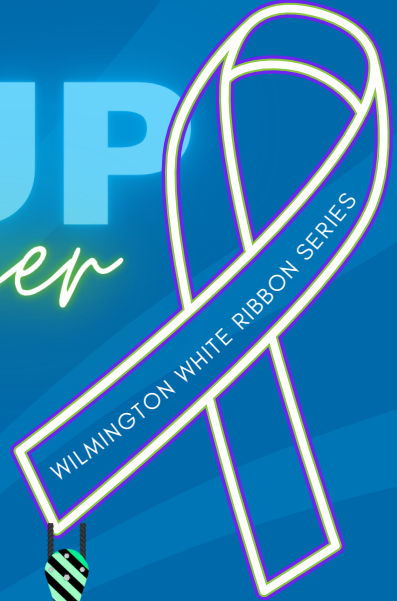


CREATE HOPE | TAKE ACTION | END LUNG CANCER

LEVEL UP *for lung cancer*



1 AFTERNOON.
3 CARGO DISTRICT
HOT SPOTS



01

AZALEA
STATION



02

CARGO DISTRICT
FOOD COURT



03

CARGO CADE



**SPONSORSHIP
PACKAGE**

levelup.lungcancerinitiative.org



LUNG CANCER INITIATIVE
A NETWORK OF HOPE AND ACTION



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ABOUT LUNG CANCER INITIATIVE

Lung cancer claims more lives than any other cancer—nearly as many as breast, colon, and prostate cancers combined. In 2024, it is estimated that 234,580 people in the U.S. were diagnosed with lung cancer, with 8,920 new cases in North Carolina alone. Although lung cancer has the highest mortality rate, 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.

At Lung Cancer Initiative (LCI), 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, 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.

WHERE THE MONEY GOES

RESEARCH: Lung cancer research is a key priority for Lung Cancer Initiative 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 **Physician Education** opportunities, which provide health care professionals with 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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LEVEL UP FOR LUNG CANCER AT WILMINGTON'S NEWEST HOT SPOT

Join us for an afternoon event that extends into the evening at three of the Cargo District's newest hot spots, as we come together to raise awareness and support those impacted by lung cancer!

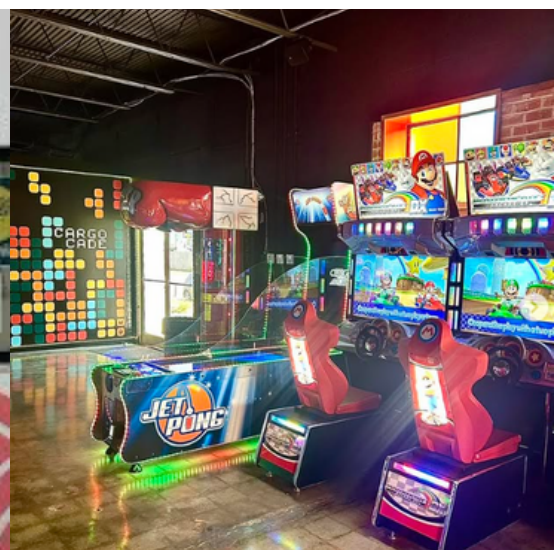
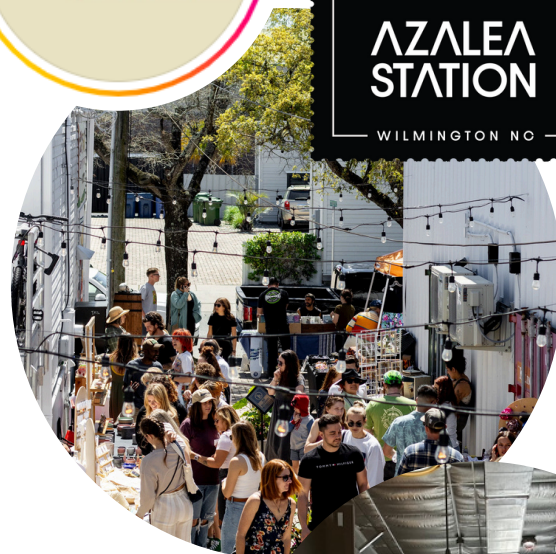
Azalea Station: Kick off the event with a lung cancer awareness session featuring insights from experts, advocates, and survivors. This is a great opportunity to connect with others and learn more about the cause in a welcoming, casual meet-and-mingle atmosphere.

Cargo District Food Court: Take a stroll through the food court and sample delicious offerings from some of Wilmington's hottest new food vendors, all while connecting with our community partners.

Cargo Cade: Level up for lung cancer at Cargo Cade with a fun-filled experience that includes throwback games, prizes, drinks, and much more!

WAYS TO GET INVOLVED:

- > **Sponsor** the event using the event sponsorship form provided on page 5.
- > **Donate:** Make an in-kind or cash donation using the sponsorship form provided.
- > **Volunteer:** Contact Alisha Patel at APatel@lungcancerinitiativenc.org or 919-784-0410.



LEVEL UP *for lung cancer*



SPONSORSHIP OPPORTUNITIES

HIGH SCORE PRESENTING SPONSOR – \$5,000

- Credit for 10 participants for the Level Up Package which includes a drink ticket, food passport, \$5 game card, event goodie bag and entry to the arcade competition.
- Logo included on the event webpage, eblasts, social media, and recognition in Lung Cancer Initiative's e-newsletter.
- Exhibit space with table & chairs on event day.
- Logo prominently included on event collateral materials and event day sponsor banner.
- Social media mentions highlighting sponsorship.
- Participation in all event press conferences and mention in all press releases.
- Option to speak during the event and in media opportunities leading up to the event.
- Option to be included in the event name as "Level Up for Lung Cancer presented by X" in all event press releases, press conferences, and on event day
- Sponsor of Skee Ball competition in Cargo Cade with branded first place prize
- Right of first refusal for the 2026 Wilmington White Ribbon Event.

GAME ON SPONSOR – \$2,500

- Credit for 6 participants for the Level Up Package which includes a drink ticket, food passport, \$5 game card, event goodie bag and entry to the arcade competition. Logo included on the event webpage, eblasts, social media, and recognition in Lung Cancer Initiative's e-newsletter.
- Exhibit space with table & chairs on event day.
- Logo prominently included on event collateral materials and event day sponsor banner.
- Social media mentions highlighting sponsorship.
- Sponsor of basketball arcade competition in Cargo Cade with branded first place prize

POWER UP SPONSOR – \$1,000

- Credit for 2 participants for the Level Up Package which includes a drink ticket, food passport, \$5 game card, event goodie bag and entry to the arcade competition. Logo included on the event webpage, eblasts, social media, and recognition in Lung Cancer Initiative's e-newsletter.
- Exhibit space with table & chairs on event day.
- Logo prominently included on event collateral materials and event day sponsor banner.
- Social media mentions highlighting sponsorship.
- Sponsor of pinball arcade competition in Cargo Cade with branded first place prize

BONUS ROUND SPONSOR – \$500

- Logo included on the event webpage, eblasts, social media, and recognition in Lung Cancer Initiative's e-newsletter.
- Exhibit space with table & chairs on event day.
- Logo prominently included on event collateral materials and event day sponsor banner.
- Social media mentions highlighting sponsorship.

SPONSOR COMMITMENT FORM

MY LEVEL: ☐ **High Score Presenting**
\$5,000 ☐ **Game On**
\$2,500 ☐ **Power Up**
\$1,000 ☐ **Bonus Round**
\$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 **Level Up for Hope** 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 or Cash Donation (Note that in-kind donation values can be applied to sponsorships if you wish.)

Value or Amount: \$_____

Description of in-kind 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 Level Up for Lung Cancer 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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