

# LUNGEVITY FOUNDATION

## A National Celebration of Hope

### ABOUT THE CELEBRATION OF HOPE

LUNgevity's National Celebration of Hope is an extraordinary evening of hope, progress and inspiration for the lung cancer community from coast to coast. For the first time the event will be **virtual**, allowing our audience to grow exponentially while honoring the health and safety of our guests. The past several months have presented unprecedented challenges, which has illuminated the strength and resiliency found within the lung cancer community. Together we will honor and celebrate the progress that continues to be made in the lung cancer sphere and the hope that is shared for the future.

### CHAIRS

Brent Barnhart, Vice President, UBS Private Management

Nancy Cohen, Lung Cancer Patient and Advocate

Andre Owens, Partner, WilmerHale

Natalie Cohen Smith, Senior Vice President, Consero

### EVENT INFORMATION

The event will be live-streamed on Wednesday, October 21, 2020, from 4:30 to 5:30 pm EDT. Details to come.

### FACE OF HOPE AWARD FOR CORPORATE LEADERSHIP

AstraZeneca

### FACE OF HOPE AWARD RECIPIENTS

Jill Feldman

Lung Cancer Survivor and Advocate

Frederick P. Smith, MD, FACP

Attending Medical Oncologist, Sibley Memorial Hospital

Clinical Associate Professor, Georgetown University, School of Medicine

Clinical Assistant Professor, Johns Hopkins School of Medicine

### ABOUT LUNG CANCER

Lung cancer can affect anyone, regardless of gender, ethnicity, or smoking history. About 60% of all new diagnoses are among people who have never smoked or are former smokers. Lung cancer takes more lives than colorectal, breast, and prostate cancers combined.

# ABOUT LUNGEVITY

LUNgevity Foundation is firmly committed to making an immediate impact on increasing quality of life and survivorship of people with lung cancer by accelerating research into early detection and more effective treatments. LUNgevity provides community, support, and education to all those affected by the disease.

## SPONSORSHIP BENEFITS

### HOPE PRESENTING SPONSOR - \$100,000

- Recognition as the presenting sponsor of the Celebration of Hope
- Opportunity to pre-tape a message for a national audience
- Hosting sponsor of the Wall of Hope with invitation to provide a message
- Full page in the virtual program book
- Logo and link on the event webpage
- Virtual signage throughout the show
- Acknowledgement in LUNgevity's print, electronic newsletters and social media platforms

### DIAMOND SPONSOR - \$50,000

- Recognition as a lead sponsor of the Celebration of Hope
- Opportunity to sponsor the Celebrity Spotlight
- Invitation to provide a message for the Wall of Hope
- Full page ad in the virtual program book
- Logo and link on the event webpage
- Virtual signage throughout the show
- Acknowledgement in LUNgevity's print, electronic newsletters and social media platforms

### PLATINUM SPONSOR - \$25,000

- Recognition as a platinum sponsor of the Celebration of Hope
- Opportunity to sponsor the entertainment segment of the evening
- Invitation to provide a message for the Wall of Hope
- Full page ad in the virtual program book
- Logo and link on the event webpage
- Virtual signage throughout the show
- Acknowledgement in LUNgevity's print, electronic newsletters and social media platforms

### GOLD SPONSOR - \$15,000

- Recognition as a gold sponsor of the Celebration of Hope
- Opportunity to sponsor a segment of the show
- Invitation to provide a message for the Wall of Hope
- Full page ad in the virtual program book
- Logo and link on the event webpage
- Virtual signage throughout the show
- Acknowledgement in LUNgevity's print, electronic newsletters and social media platforms

### SILVER SPONSOR - \$10,000

- Recognition as a silver sponsor of the Celebration of Hope
- Invitation to provide a message for the Wall of Hope
- Half page ad in the virtual program book
- Logo and link on the event webpage
- Name or virtual signage in show credits
- Acknowledgement in LUNgevity's print, electronic newsletters and social media platforms

# SPONSORSHIP BENEFITS

## **BRONZE SPONSOR-\$5,000**

- Invitation to provide a message for the Wall of Hope
- Half-page ad in the virtual program book
- Name included on the event webpage
- Name or virtual signage featured in the event's closing credits

## **PATRON SPONSOR- \$2,500**

- Invitation to provide a message for the Wall of Hope
- Name listed in the virtual program book
- Name featured in the event's closing credits

## **LEADERSHIP SPONSOR- \$1,250**

- Invitation to provide a message for the Wall of Hope
- Name listed in the virtual program book

## **Special Message for Face of Hope Honoree**

A personalized message of appreciation and congratulations to Jill Feldman or Dr. Frederick Smith.

Suggested Donation - \$50, \$100, \$200

- Message shown on the National Celebration of Hope website
- Message included in the virtual program book

*Please note that sponsorship packages can be tailored to best meet your objectives.*