



B R E A T H E
the lung association

**STAIR
HEROES**

Rise Up for 1 in 5 Nova Scotian's Living with Lung Disease



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Stair Heroes is a unique first ever stair climb to be held in Halifax. We want to partner with you as we Rise Up for 1 in 5 Nova Scotians living with lung disease!

Our hero theme is based on our partnership with Halifax Regional Fire and Emergency Services. Our community heroes will be climbing the 18 flight stair-well in full duty gear at Scotia Square to show their support of lung health!

The event will also invite other fire departments, emergency responders, sports teams, sport organizations, competitive runners and the general public with a focus on a morning of fun filled activities for the entire family. Teams and individuals will raise funds to participate, all in support of the Lung Association of Nova Scotia.

Event Date: Sunday February 16th, 2020

Event Location: Scotia Square Mall (Official Venue Sponsor)

SCOTIA  SQUARE



For over 100 years, the Lung Association of Nova Scotia has been working in our community to prevent lung disease and helping people living with lung disease.

Our caring volunteers and team-members deliver urgent programs, advocate for lung health, deliver patient services, educate and conduct life saving research.

Our programs and patient services evolve with need and currently include:

- “Camp Treasure Chest” a sponsored week-long camp for children with asthma and other lung related diseases.
- Over 30,000 Nova Scotians suffer from sleep apnea. We help those that cannot afford CPap and BiPap machines by providing this equipment free of charge (equipment runs from \$1500-\$5000).
- Radon gas is the 2nd leading cause of lung cancer. We are changing this by providing Nova Scotians with radon detection kits, education and awareness.
- We help patients requiring a lung transplant with travel assistance and have successfully advocated on behalf of patients for increased government assistance.
- We help people quit smoking. Nova Scotia still has among the highest smoking rates in the country at 20%.
- We conduct and fund critical research on lung health (tobacco, COPD & IPF) with a current focus area on the youth vaping epidemic.
- We run educational awareness campaigns on leading lung health issues.

With your support we can continue and expand our vital programs and services.

Rise Up for 1 in 5 Nova Scotians Living with Lung Disease



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Platinum Hero, Event Naming Rights

Your Investment: \$5000 (Cash Only)

Brand Exposure Benefits

- Event naming rights – company representative to present awards at ceremony
- Highest rank logo & link on the Lung Association of NS website and on the Stair Heroes event website
- Highest rank logo on event volunteer t-shirts
- Only logo on participant numbers and opportunity to provide a promotional product in our participant swag bags
- Signage in start and finish areas and at water station
- 10 complimentary registrations
- Opportunity to have an on-site company booth
- Opportunity to provide a promotional item at the Lung Association of NS booth at Scotia Square in the weeks leading up to the event
- Prominent inclusion on all social media, media advisories and press releases
- Highest rank logo included on or sponsor mention in any donated in-kind media campaigns; TV, Radio and/or Print
- *We believe in highly tailored benefits and are happy to discuss other individualized benefits we can offer you*



Rise Up for 1 in 5 Nova Scotians Living with Lung Disease



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Gold Hero

Your Investment: \$2500

Brand Exposure Benefits

- Gold Hero logo placement & link on the Lung Association of NS website and Stair Heroes event website
- Gold Hero logo placement on volunteer t-shirts
- Signage at the event
- Opportunity to provide a promotional product in our participant swag bags
- 5 complimentary registrations
- Opportunity to have an on-site company booth
- Inclusion in select social media, media advisories and press releases
- Gold Hero logo included on or sponsor mention in any donated in-kind media campaigns; TV, Radio and/or Print
- *We believe in highly tailored benefits and are happy to discuss other individualized benefits we can offer you*



Rise Up for 1 in 5 Nova Scotians Living with Lung Disease



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Flight Hero

Your Investment: \$1000

Brand Exposure

- Flight Hero logo placement & link on the Lung Association of NS website and Stair Heroes event website
- Flight Hero logo placement on volunteer t-shirts
- Signage at the event
- Opportunity to provide a promotional product in our participant swag bags
- Select social media mentions
- Your logo included on or sponsor mention in any donated in-kind media campaigns; TV, Radio and/or Print
- *We believe in highly tailored benefits and are happy to discuss other individualized benefits we can offer you*



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Ready to Rise for 1 in 5 Nova Scotians living with lung disease? Contact us today!

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SCOTIA  SQUARE

Venue Hero

You could give your people

Culligan Water

Water Hero



Hunter Tellier Belgrave Adamson
CHARTERED PROFESSIONAL ACCOUNTANTS

Flight Hero

CHESTERCO

Design Hero



Rise Up for 1 in 5 Nova Scotians Living with Lung Disease