

**STAIR
=HEROES**

Step Up For the 1 in 5

Nova Scotians Living With Lung Disease



B R E A T H E
the lung association



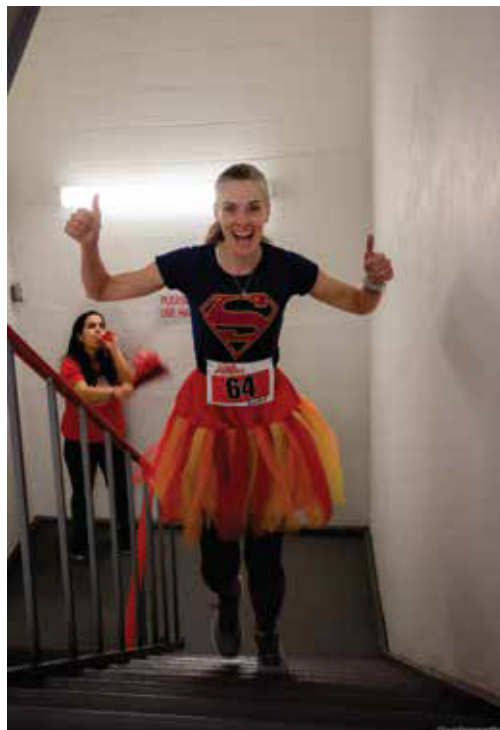
LUNG ASSOCIATION OF NOVA SCOTIA PARTNERSHIP OPPORTUNITIES

We want to partner with you as Nova Scotians **Step-Up for the 1 in 5 Nova Scotians living with lung disease.**

On November 21, 2021, we will host the second annual Stair Heroes fundraiser at Scotia Square Mall.

Stair Heroes is a chip-timed **stair climb** – the only race of its kind in Halifax. Firefighters from across the province, and public supporters will race up the 36-flights of stairs in Barrington Tower at Scotia Square.

With your help, our goal is to raise \$30,000 and engage 250 stair heroes. **All proceeds support the local programs and services of The Lung Association of Nova Scotia.**



B R E A T H E
the lung association



YOUR SUPPORT IS NEEDED NOW MORE THAN EVER

The **COVID-19 pandemic** has negatively impacted our vital fundraising efforts. We need to do even more in 2021 to help those with lung disease and to continue our education, research and advocacy efforts in support of lung health.

The 1 in 5 Nova Scotians living with lung disease are particularly vulnerable to respiratory viruses like COVID-19.

We need your help now more than ever to continue our work.



B R E A T H E
the lung association



OUR PROMISE TO YOU EXCELLENT RETURN ON YOUR INVESTMENT

Click Here to Check Out Our **2020 Sponsor Report** & Discover All the Amazing Marketing and Advertising Value We Returned to our Supporters in 2020

WATCH THE ACTION THAT HAPPENED IN 2020



B R E A T H E
the lung association



LEVELS OF SUPPORT

PARNTER WITH STAIR HEROES TODAY

WE NEED YOU!

Exclusive 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, Stair Heroes event website and registration platform.
- Highest rank logo on event volunteer t-shirts
- Only logo on participant bibs and opportunity to provide a promotional product in our participant swag bags
- Signage in start and finish areas and at water stations
- Highest rank logo on all purchased signage (signage at Scotia Square leading up to event and main stage at the event)
- Highest rank logo on all posters (distributed to all partners and displayed at Scotia Square)
- 10 complimentary registrations
- Opportunity to have an on-site company booth
- 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



Gold Hero

Your Investment: \$2500

Brand Exposure Benefits:

- Gold Hero logo placement & link on the Lung Association of NS website, Stair Heroes event website and registration platform
- 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
- Logo on all purchased signage (signage at Scotia Square leading up to event and main stage at the event)
- Logo on all posters (distributed to all partners and displayed at Scotia Square)
- 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



B R E A T H E
the lung association



Flight Hero

Your Investment: \$1000

Brand Exposure Benefits:

- 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
- Logo on all purchased signage (signage at Scotia Square leading up to event and main stage at the event)
- Logo on all posters (distributed to all partners and displayed at Scotia Square)
- Select social media mentions
- Your logo included on or sponsor mention in any donated in-kind media campaigns; TV, Radio and/or Print



B R E A T H E
the lung association

STAIR HEROES



B R E A T H E
the lung association

B R E A T H E

the lung association

Contact Us

The Lung Association of Nova Scotia
200-6331 Lady Hammond Road
Halifax, N.S.
B3K 2S2

**Tracy White, Manager of Fund
Development**

Phone: 902-443-8141 X25
Email: tracywhite@ns.lung.ca

**Jamie Bender Kerbel, Fund Development
Assistant**

Phone: 902-443-8141 x37
Email: funddevassistant@ns.lung.ca

ns.lung.ca |  @LungNS |  @NSlung |