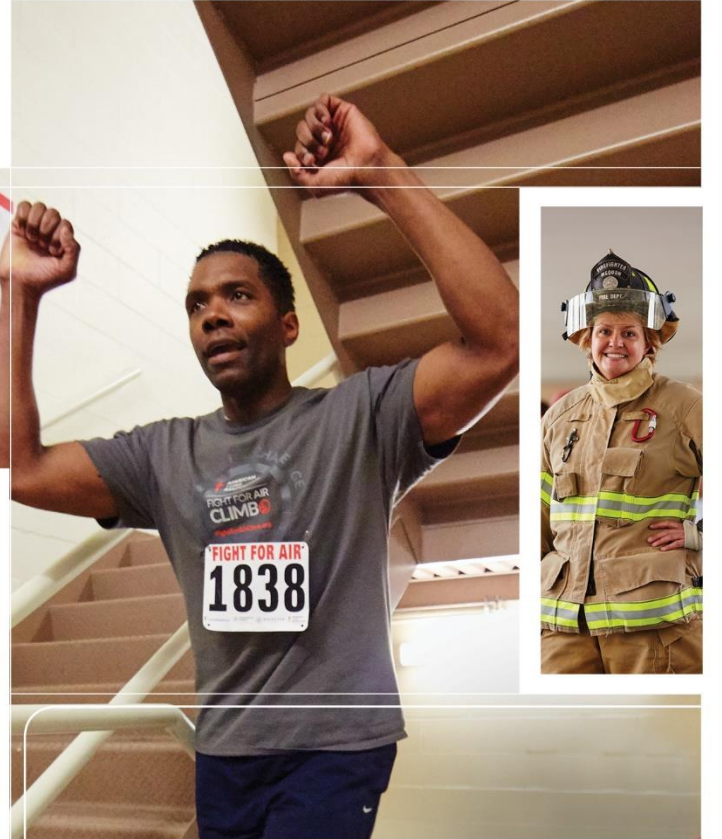


# Fight For Air Climb- Baltimore Saturday, March 10, 2018



# A Public Health Leader

## OUR BRAND



### MISSION

To save lives by improving lung health and preventing lung disease – **the #3 killer in the U.S.**



### 100+ year

history of improvements in lung health

**96%**

**NAME RECOGNITION**  
among consumers

## OUR REACH



**300,000+**

staff, volunteers and advocates across the country

**21M+**  
People annually



**\$150M** \$  
organization

## OUR REPUTATION

**98%** of people in the U.S. see lung health as an important health cause

**A FIRST SOURCE** for lung health information

**#1 ORGANIZATION**  
associated with the fight against lung cancer

## OUR IMPACT



**Critical Education**



**Game-Changing Advocacy**



**\$86M**  
**Landmark Research**

# Why Partner with the American Lung Association in Baltimore?

## YOUR CUSTOMERS



**72%**  
of consumers would  
**recommend a brand**  
that supports a good cause  
over one that doesn't



**98%**  
of consumers see  
**lung health** as an  
important cause

## YOUR EMPLOYEES



**57%**  
of employees want to  
work for a company that  
**actively supports a  
good cause**



Employees with the  
opportunity to make a  
positive social impact  
are **twice** as likely to  
report higher job  
satisfaction levels than  
those who don't

# American Lung Association Programs



**Lung Helpline** (1-800-LUNGUSA)  
Hotline for all detection, prevention and treatment questions related to lung disease and lung health



**LUNG FORCE** Expos  
Educational series for patients and healthcare professionals on lung health research and trends



**Asthma Basics**  
Online learning platform to help adults cope with asthma



**Freedom From Smoking** Face-to-face, online, phone, email and chat-enabled adult cessation support



**Better Breathers Club**  
Support group for patients and caregivers with lung diseases





# What is the Fight for Air Climb?

Fight for Air Climb is a signature fundraising event of the American Lung Association. The Climbs are held in prominent skyscrapers across the country, giving participants the opportunity to join together with friends, family and co-workers as they climb the stairs of the building to the top. It is a unique athletic and fundraising challenge that is open to all fitness levels. The American Lung Association has led the way in developing fundraising stair climb events throughout the country.



## 2017 Fight for Air Climb Statistics

- 47 Climbs nationwide
- More than 30,000 participants and volunteers
- Major teams include
  - Corporate
  - Firefighters and First Responders
  - Friends & Family
- Climbs raised more than \$8 million in 2017

Since its inception in 2006, Fight for Air Climbs have raised more than **\$45 million** to support the mission of the American Lung

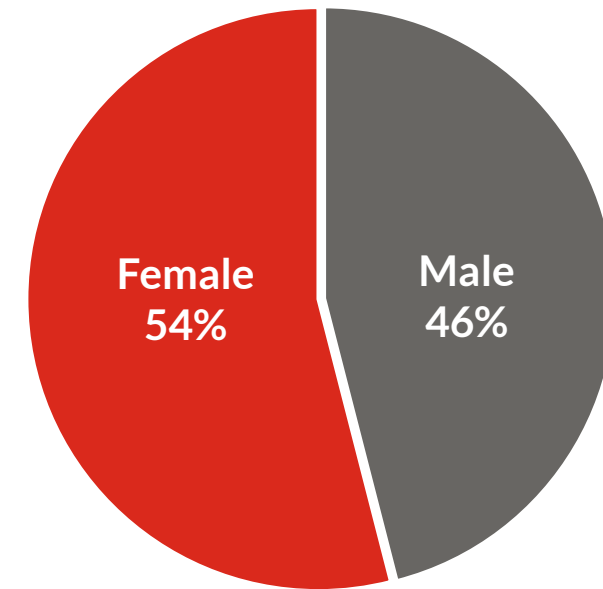


## Who Climbs?

Fight For Air Climbs attract people who are motivated and passionate about the cause, as well as those who enjoy new and challenging athletic events. Climbers with or affected by lung disease unite with friends, family and co-workers for a memorable experience and an opportunity to fundraise for a cause meaningful to them. There is also a special challenge for Firefighters and First Responders to recognize and engage all those who have served and protected our communities.

- 86% of participants climb as a part of a team
- Gender
  - Female - 54%
  - Male - 46%
- Participant Age
  - 20-29 - 19%
  - 30-39 - 30%
  - 40-49 - 23%
  - 50-59 - 16%
  - 60+- 6%
- 89% of U.S. consumers is likely to switch brands to one associated with a cause, given comparable price and quality.\*

*\*2013 Cone Communications Social Impact Study*





# Facts and Benefits of Stair Climbing

- People who walk up stairs, even at a slower pace, burn calories three times faster than when walking at a faster speed on a normal surface\*
- If you can walk a mile, you can participate in a stair climb!
- Rewards and accolades are given for all age groups
- No special gear is necessary to climb – just a set of stairs!
- The average time to climb a 56 story building is 15-20 minutes
- Training can be as simple as climbing the stairs during your lunch hour at the office, in your apartment complex or an outdoor public stairway

\* *Harvard Medical School report*



# About the Baltimore Fight For Air Climb

## Inaugural Baltimore Fight For Air Climb

**Date:** Saturday, March 10, 2018

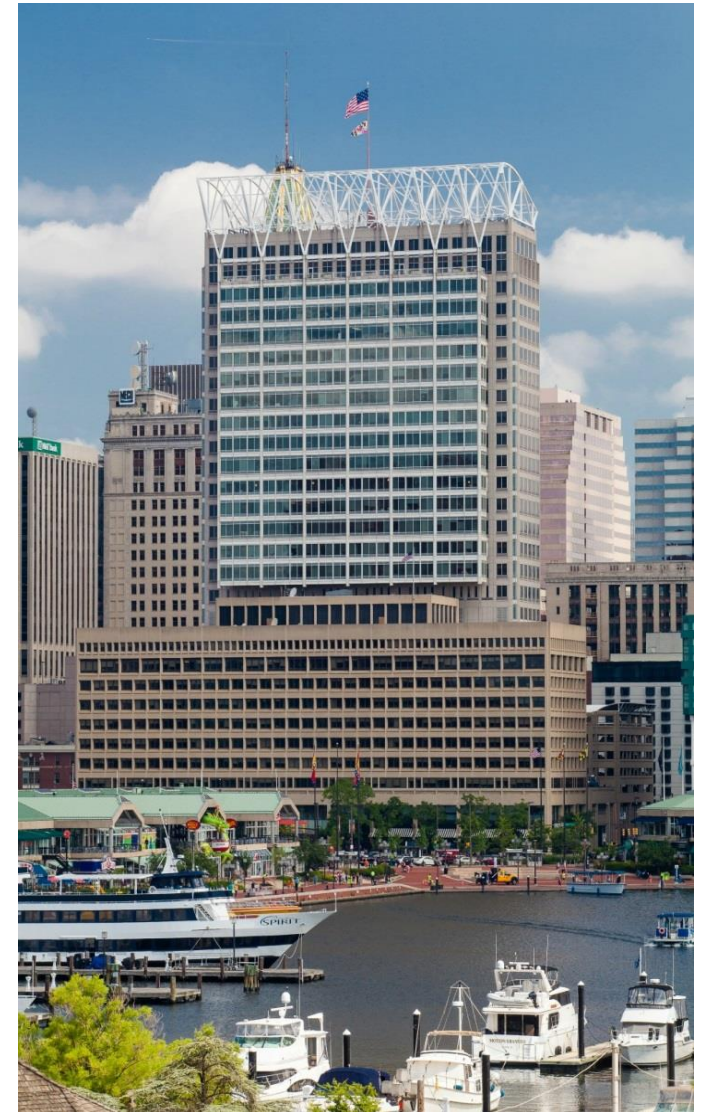
**Event Goal:** \$85,000

**Expecting:** 300-400 Participants

**Location:** 100 East Pratt Street Baltimore

### Rolling Registration:

- \$15 Early Bird Registration: Ends November 30
- \$25 Registration: December 1 – January 31
- \$35 Registration: February 1 – March 1
- \$40 Late Registration: March 2-10



## Potential Partnership Benefits May Include

- Logo Placement
  - On-Air Commercial
  - Fight for Air Climb Website
  - Participant T-Shirts
  - Marketing Materials
- Complementary Event Registrations
- Recognition on Fight For Air Facebook event pages and Twitter
- Name recognition in Fight for Air Climb press kits and related news releases
- Recognition throughout event on public address system
- Featured on Fight for Air Climb E-Communications sent to all registrants
- Internal company kick off facilitated by American Lung Association staff to encourage employee participation and information sharing

## WE CLIMB FOR

- ...research that will cure lung disease.
- ...those who can't quit smoking and those who shouldn't start.
- ...lungs that burn from exercise, not ozone pollution.
- ...asthma education to stop fatal attacks in children.
- ...laws that improve air quality, both indoors and out.
- ...all those who can't.



# Airways Clinical Research Center

The American Lung Association Airways Clinical Research Centers (ACRC) Network, formerly known as the Asthma Clinical Research Centers, is the nation's largest not-for-profit network of clinical research centers dedicated to asthma and chronic obstructive pulmonary disease (COPD) treatment research, attracting some of the best investigators nationwide. The ACRC Network conducts large clinical trials that will directly impact patient care for COPD and asthma.

## Our Centers and Investigators

The ACRC Network consists of 17 clinical research centers throughout the country and a Data Coordinating Center managed by a team at Johns Hopkins University. See where our centers are located and the Principal Investigators.

<https://youtu.be/eQXbwLfZ3kE?t=1s>



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thank you!