

STAIR HEROES

Step Up For the 1 in 5

Nova Scotians & Islanders Living With Lung Disease



B R E A T H E
the lung association



LUNG ASSOCIATION OF NOVA SCOTIA & PRINCE EDWARD ISLAND

PARTNERSHIP OPPORTUNITIES

Step-Up for the 1 in 5 Nova Scotians and Islanders living with lung disease.

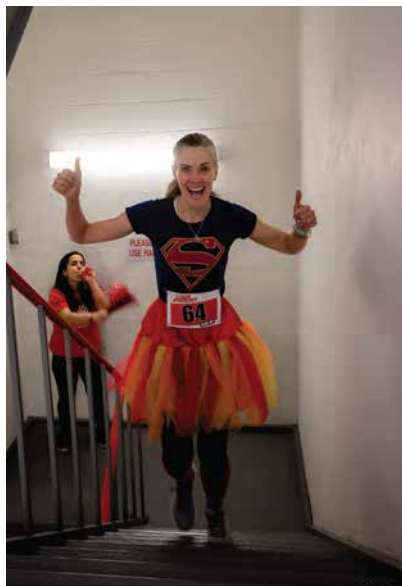
On Sunday February 19th, 2023 we will host the second annual Stair Heroes fundraiser at Scotia Square Mall in Halifax.

Stair Heroes is a chip-timed stair climb – the only race of its kind in the Maritimes

Firefighters from Nova Scotia and Prince Edward Island, the general public, and devoted supporters of lung health will race up the 36-flights of stairs in Barrington Tower at Scotia Square. Our event features both recreational and competitive climbs, so there's lots of fun for everyone!

We also make this event all about bringing the entire family. Fun activities for the kids and special guests will ensure everyone has a great time for a great cause.

With your partnership, our goal is to raise \$30,000 and engage 250 participants. All proceeds will support the local programs and services of the Lung Association of NS & PEI.



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YOUR SUPPORT IS NEEDED NOW MORE THAN EVER

Like many other events, the **COVID-19 pandemic** has delayed our second annual Stair Heroes. Now more than ever before we need to do even more to help those living with lung disease.

Please consider sponsoring this one of a kind event and showcasing your support for lung health.



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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



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LEVELS OF SUPPORT

PARTNER WITH STAIR HEROES TODAY

WE NEED YOU!

Exclusive Platinum Hero, Event Naming Rights

SOLD:



Brand Exposure Benefits:

- Event naming rights – company representative to present awards at ceremony
- Highest rank logo & link on The Lung Association of NS & PEI 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.

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Gold Hero

Your Investment: \$2500

Brand Exposure Benefits:

- Gold Hero logo placement & link on the Lung Association of NS & PEI 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



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Flight Hero

Your Investment: \$1500

Brand Exposure Benefits:

- Flight Hero logo placement & link on the Lung Association of NS & PEI 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



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STAIR HEROES

We are also eager to partner with local businesses that can help us by donating products and/or services to help us reduce costs while showcasing your brand to our amazing audience:

- Media Partner/s
- Water Station Partner
- Healthy Snacks Partner
- Kids Entertainment Partner
- Volunteer T-Shirt Partner
- Signage Partner
- Print Partner
- Music Partner



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Contact Us

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