



# 2023 Sponsor Report

**STAIR  
=HEROES**

## Thank-You Sponsors

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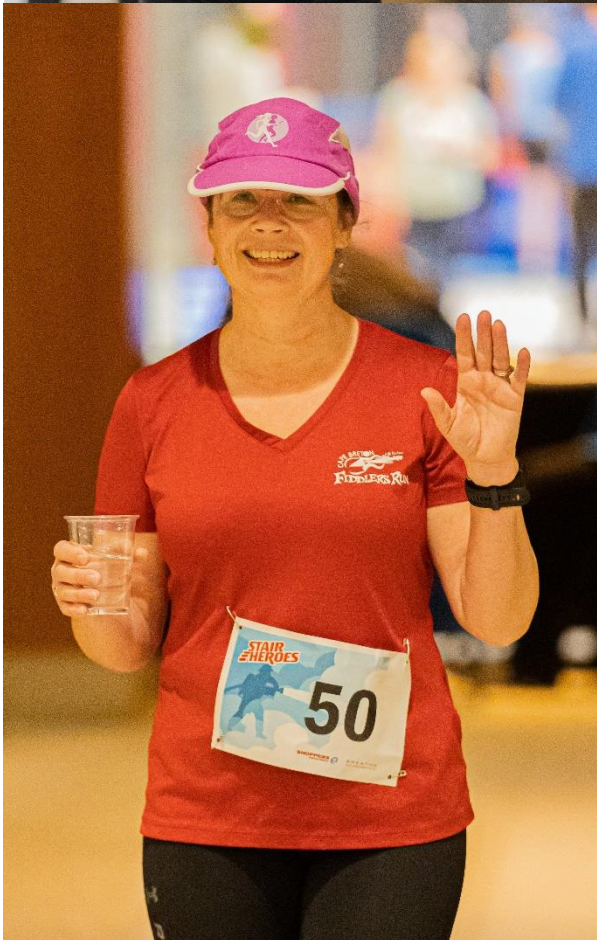
Our sincere thanks to you for being a valued partner and integral sponsor of Stair Heroes.

Your participation and partnership is vital to helping people right here at home who are living with lung disease and to promote lung health in our communities.

We have designed this report to display the exposure we were able to create for our sponsors. Our priority is to create excellent return on investment that exceed benefits gained from traditional advertising while publicly showcasing your commitment healthy communities and lung health.

We hope we can count on your continued support as we grow this event and do event more to support those who need our help, **the one in five living with lung disease.**





## Introduction

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On Sunday February 19<sup>th</sup>, LungNSPEI in partnership with Halifax Regional Fire and Emergency Service hosted the second ever Stair Heroes Event. The COVID-19 pandemic, a respiratory virus, meant a long delay in hosting our second event.

Stair Heroes is a professionally timed stair climb that is hosted at Scotia Square Mall in Halifax, NS. The event features special waves of stair climbers, with our largest contingent being firefighters from all over the province. Our partnership with firefighters signifies their commitment to protecting their lungs in the line of duty.

Stair Heroes is LungNSPEI's annual signature event fundraiser that supports the many vital programs and services that people with compromised lung health and other breathing issues have come to depend on.



Our Participants

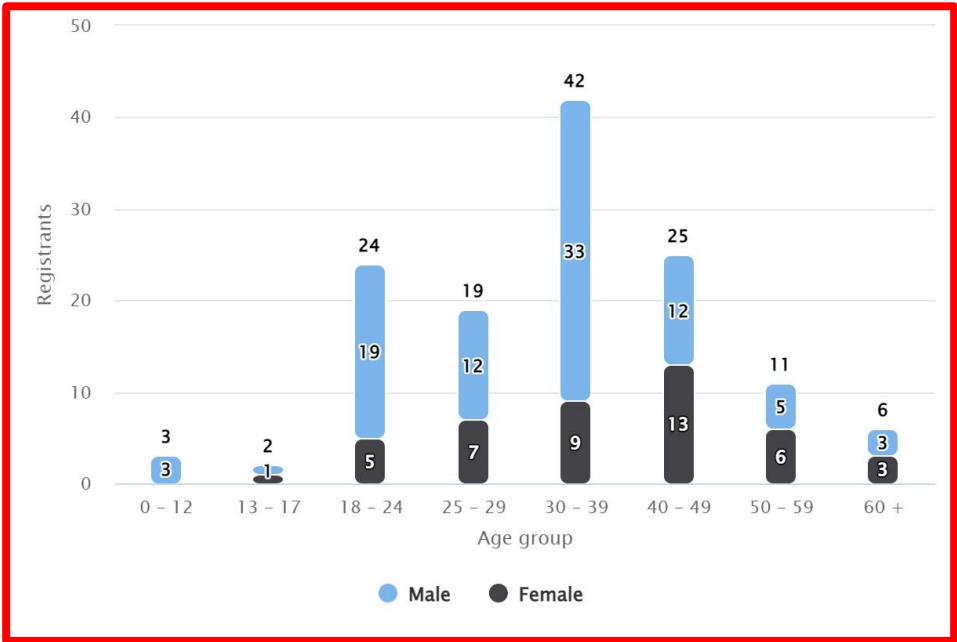
In total 149 participants climbed the stairs in Barrington Tower (Scotia Square Mall) and raised donations in support LungNSPEI programs and services.

Family members also came out to enjoy all sorts of activities for the kids and to cheer on the climbers. Our event is truly a family fun day!

An additional 60 volunteers came out to help in all areas of our event execution. In total, approximately **250 people were onsite to be a special part of Stair Heroes and to support lung health.**

The breakdown of our stair climbers and fundraisers was:

Participant Type	# of Participants
General Public	37
General Public Teams	6
Honourary Registrations	4
Firefighters	81
Gym Members	15
Councillors and MLA's	6
Total =	149



## Funds Raised

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Together, we successfully raised \$33,500 in net proceeds, thanks to cash donations and sponsorship support. An additional \$19,300 was secured in in-kind support, helping to offset costs and create exposure for the event, our partners, and our mission.

**All funds will stay local in our communities to help people right here at home.** A total of 644 individual donations were made in support of Stair Heroes.



### Our Partners

Sponsors	Committee Members	Other Event Contributors
<p><b><i>Presenting Sponsor</i></b> Shoppers Drug Mart</p> <p><b><i>Gold Sponsor Heroes</i></b> Island Fox Tail Technology Gerbecert Technology Boehringer Ingelheim</p> <p><b><i>Flight Heroes</i></b> believeco: HBA Chartered Professional Accountants</p> <p><b><i>Venue Hero</i></b> Scotia Square</p> <p><b><i>Radio Hero</i></b> 89.9 The Wave</p> <p><b><i>Water Hero</i></b> Culligan Water</p> <p><b><i>Awards Hero</i></b> Nova Trophy</p> <p><b><i>Gym Hero</i></b> Blended Athletics</p>	<p>Gail Dechman Myles McCormick Joe Fulton Kevin Dean Rose-Marie MacArthur Tracy White Michelle Donaldson Maria Caines Abbey McRoberts Robert MacDonlad</p>	<p>Real Estate Muscle, Exit Real Estate Professionals – Angela Cowan Innergy Corporate Yoga Geebo Freeman’s Little New York Rodan &amp; Fields Maritime Beauty Supplies Popeyes Museum of Natural History Discovery Centre Goodlife Fitness Halifax Hotel Sobeys Atlantic Super Store</p>

Presenting Platinum Sponsor		Partner Hero		Gold Heroes		
				 		
Flight Heroes		Venue Hero	Radio Hero	Awards Hero	Gym Hero	Water Hero
 						

## Exposure and Marketing Benefits for Stair Heroes Sponsors

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### *Stair Heroes Website*

A micro-site was designed and launched to promote Stair Heroes:

[www.stairheroes.ca](http://www.stairheroes.ca)

3,764 unique visits.

### *LungNSPEI Website*

Our main webpage also featured Stair Heroes:

[www.lungnspei.ca](http://www.lungnspei.ca)

27,416 unique visits.



### *Mailings/Emails*

Hundreds of invitations via traditional mail and email, featuring sponsor logos, were directly sent to:

- Fire Departments in NS & PEI
- Halifax Regional Municipality Gyms
- Halifax Regional Municipality MLA's and Councillors
- Past Stair Heroes Participants

### *LANSPEI Database*

6,000 emails were sent to our LANSPEI database with an open rate of 41%.

### *Scotia Square Mall Posters*

Our Venue Sponsor, Scotia Square Mall, displayed large, back lit posters promoting the event in the main mall area, as well as posters in the pedway over Barrington Street.



### *Radio Ads*

Our Radio Hero, 89.9 The Wave, produced ad's featuring all sponsors that were aired to their weekly audience of 65,000 listeners over a two week period.

Jamie Paterson also hosted our event as our amazing announcer and our CEO, Robert MacDonald was interviewed on air.

***Social Media***

Facebook Promotion: 143,740 (reach)

<http://www.facebook.com/lungNsPei/>

Twitter: 33,035 (impressions)

<http://www.twitter.com/lungNsPei/>

Instagram: 7,131 (reach)

[http://www.instagram.com/NsPei\\_lung/](http://www.instagram.com/NsPei_lung/)

***Earned Media***

Stair Heroes was promoted via the following via print articles, online and on TV:

Global News Morning

Southwest Wire

89.9 The Wave

99.3 CJQC Queens Community Radio

CKBW (98.1 Bridgewater, 94.5 Liverpool, 93.1 Shelburne)

CKCQ Radio

101.5 The Hawk

Waterfront Media

*Pre-Event Cross-Promotion:*

msn.com

Canada Games Centre

stayhappening.com

Run Nova Scotia

*Post Event Media:*

Halifax Media

Waterfront Media

CBC Broadcast

*Other Signage:*

Glow Promotion Sign on Lady Hammond Road, Halifax



Thank-You for Partnering with Stair Heroes

**Your Support is Appreciated**

**2024 Date to be Announced Soon!**

**Contact:**

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