

B R E A T H E
the lung association

**STAIR
HEROES**

Sponsor Report

Sponsor Report 2020

Introduction

On behalf of the Lung Association of Nova Scotia and the 1 in 5 Nova Scotians living with lung disease, thank you for your outstanding support of our first ever stair climb, Stair Heroes.

With your continued partnership we are confident we can grow Stair Heroes into our annual, premiere fundraising and awareness event – all in support of lung health.



This report has been designed to showcase the branding, marketing and advertising value we were able to return to you, in our inaugural year, for your investment.

It is our goal to grow exposure year over year as the event develops. We are excited to work with you, our valued partners, to expand support and do even more in the areas of lung research, education, outreach, programs and services – all of which serve local Nova Scotians.

Our event branding and awareness, 100+ year history in Nova Scotia and our reputation as a trusted and vibrant health charity will showcase to you the intrinsic value we can lend your brand and the return we can offer your organization. Our goal is to return five times in value for every dollar you invested in us and this amazing event.

We are happy you chose to partner with Stair Heroes and show your clients and customers you care about the communities you serve. Your alignment with the event was showcased through the mediums we used to

promote the event, your brand and the The Lung Association of Nova Scotia.



©TravisDevonportPhoto



©TravisDevonportPhoto



About the Event

Stair Heroes was the first ever stair climb event to be hosted in Nova Scotia. The Lung Association of Nova Scotia officially partnered with Halifax Fire and Emergency Services and the Halifax Professional Firefighters Association (our community Heroes).

Participants could choose one of three waves to climb the stairs at Scotia Square Mall, recreational, competitive or firefighters.

Participants and teams raised critical donations using our cutting edge on-line fundraising platform and by collecting in-person pledges.

The event awarded our top male and female stair climbers in each of our categories as well as participants in a special event called GEAR-UP whereby we challenged firefighters to race the clock to dress in full gear. Our top three fundraisers also received prizes.

The event was professionally timed and all Stair Climbers received official results, a swag bag and a participation medal.

The day was centered around families so that all could come out and enjoy; face painting, healthy refreshments, a kids cheer sign making station, visits from Halifax Princesses, a bouncy house and games.



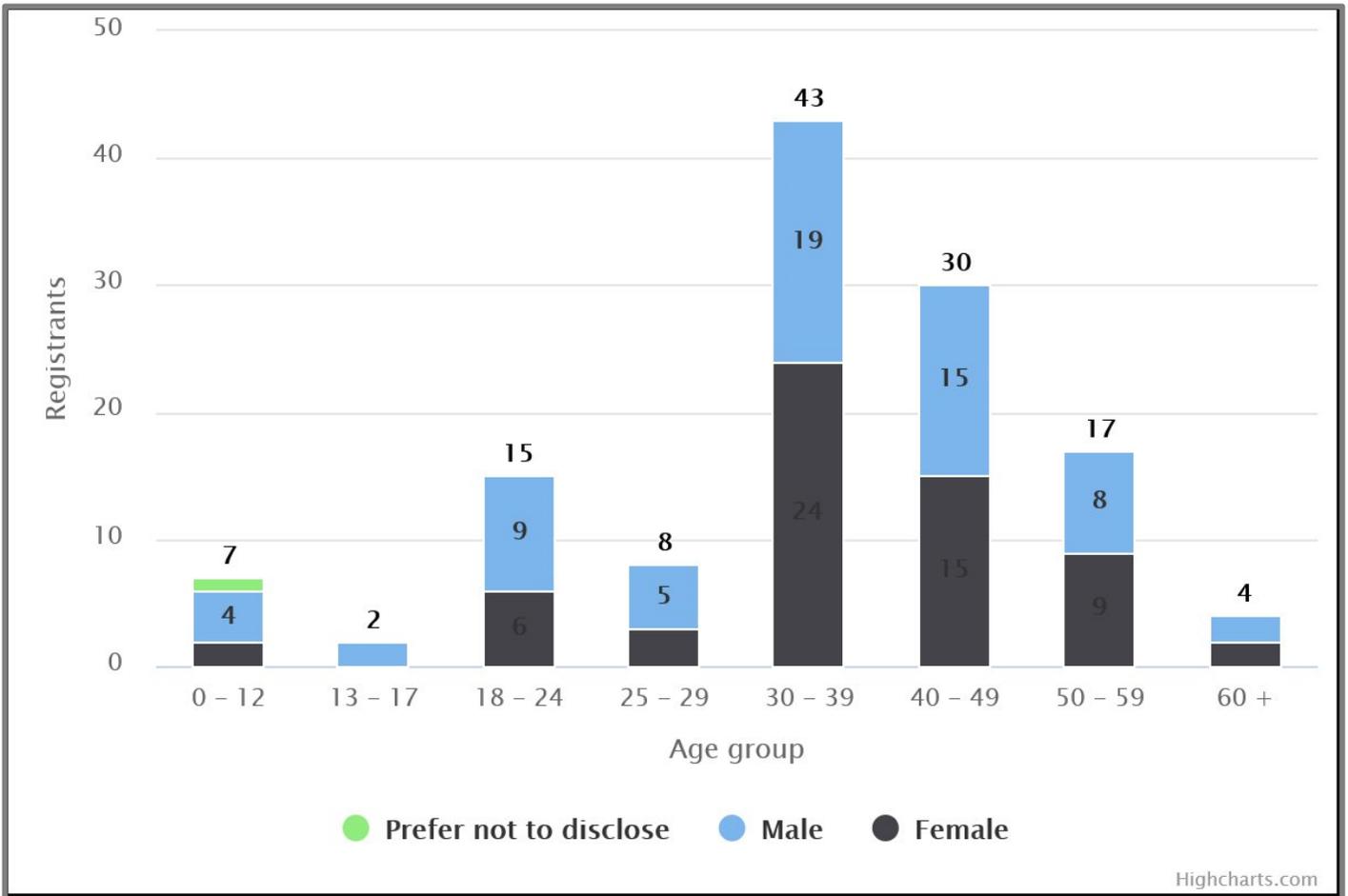
Participant Breakdown

- Competitive: 10**
- Firefighters: 40**
- Recreational: 73**
- Honorary: 3**
- Total = 126 Participants**
(inclusive of 15 teams)
- + Spectators & Volunteers (70+)**

Demographics

All participants were from Nova Scotia and the majority from the Halifax Regional Municipality - although we did have teams from as far away as Cape Breton.

Here is a look at the age and gender of our Stair Hero participants:



Your partnership is directly reaching a sought-after demographic aged 30-59 (approx. even male/female) who are well educated and embrace a healthy and active lifestyle.

Web Presence

Stair Heroes incorporated two micro-sites to effectively market and run the event. Our main event website (housing all information) as well as our registration and donation platform powered by Race Roster.

The Lung Association of Nova Scotia website was also used to direct traffic and share important event information.

Each site proudly displayed our event sponsors.

Main event website: www.stairheroes.ca

Registration site: <https://raceroster.com/events/2020/27702/stair-heroes>

**LANS Website:
22,850 unique visits**

**Stair Heroes
Website:
4,380 unique visits**

Earned Media – The Best Kind

As a trusted non-profit, we enjoy excellent media coverage and are *the organization* media turns to for reliable information on lung health issues.

Exposure generated through third-party, non-paid coverage gives our audience the confidence that the event is for a reputable cause, their participation is needed and welcomed, and, as they seek further details realizing your support creating further brand exposure.

In our first year, we were pleased to have Stair Heroes featured in the following:

Pre-Event:

City Voice, Global TV, CTV Morning, Bell Media Radio.

Post-Event:

CKBW Radio, Global TV, CTV, Cape Breton Post.



Check out our TV coverage here:

Pre-Event:

Click here for a video of our CTV Atlantic TV coverage

Click here for a video of our Global News TV coverage

Post Event:

Click here for a video of our Global News TV coverage

Click here for a video of our CTV Atlantic TV coverage

Scotchtown Fire Department Article – The Cape Breton Post February 26th, 2020

Scotchtown volunteer firefighters top provincewide competition

Sharon Montgomery (sharon.montgomery@cbpost.com)

Members of the Scotchtown Volunteer Fire Department, from left, Evan Boudreau, Brett Binder and Adam Woods received awards at the Stair Heroes event in Halifax, a fundraiser for the Lung Association of Nova Scotia. Boudreau won the stairs competition and Woods the gear up challenge, the only two events for firefighters. Binder was acknowledged for his fundraising efforts.
CONTRIBUTED

SCOTCHTOWN, N.S. —

Small but mighty and on fire.

The Scotchtown Volunteer Fire Department might be a rural department located in a tiny community in Cape Breton but there is obviously nothing small about their abilities.



In the Stair Heroes firefighter's competition at Scotia Square in Halifax on Feb. 16, members of the Scotchtown department took on 36 firefighters from across the province and won both competitions.

Stair Heroes was a fundraiser for the Lung Association of Nova Scotia which partnered with the Halifax Fire Department and Emergency Services to raise awareness and money.

Scotchtown firefighter Evan Boudreau raced 18 stories of stairs — 36 flights — in full bunker gear to win the main event in three minutes and 23 seconds.

Boudreau said he and his fellow firefighters were determined to do their best but being up against career firefighters who do their job Monday to Friday, day in and out, knew it would be a challenge.

"We're only volunteers and we all have jobs and other commitments in our lives," said Boudreau. "We're not involved in it to the extent the career guys are, as they're at the hall practicing hours a day."

Firefighter Adam Woods, lieutenant of hose at the Scotchtown department, spearheaded their involvement after learning about the event on social media and he along with Boudreau and firefighter Brett Binder took part.

Scotchtown volunteer firefighters from left, Adam Woods, Brett Binder and Evan Boudreau, showing a full set of bunker gear at their station. Woods took part in the gear up challenge at the recently held Stair Heroes competition in Halifax, winning the event by being able to get all his bunker gear on in 38 seconds. Contributed photo

The event included competitive and recreational events for the public as well as for the firefighters. A total of 36 firefighters participated from around the province including the three members of the Scotchtown department, and they believe they were the only firefighters from Cape Breton.



Boudreau said here at home they were unable to find a location to practice running up 18 flights of stairs, so practice was limited to one flight of steps in gear at their fire department.

"Leading up to the event we stepped it up," Boudreau said. "Adam was training with weighted vests on and we even put on bunker gear and shoveled snow just to practice being under strain in our equipment."

Woods nabbed first place in the Gear Up challenge putting on his entire bunker gear kit — pants, boots, jacket, hood, mask, gloves, helmet, air-pack SCBA — in 38 seconds.

Firefighters wishing to compete had to submit a video prior to the event showing them racing and putting on their gear. The fastest four firefighters provincewide competed on stage in Halifax at the event.

Woods stressed the importance of the overall event because everyone knows at least one person with some form of lung disease.



“And as firefighters we are exposed to all sorts of carcinogens which puts us at an even higher risk for lung disease.”

Boudreau said although they are proud of their results, they are most proud that as a team they raised \$1,234.71.

“We were proud of the competitions — the races — but what made us really feel good was the money we raised.”

Binder was acknowledged as the third highest individual fundraiser of the day at the event.

The fundraising has continued. Scotchtown volunteer firefighter Brett Binder practiced for the Stairs Heroes competition at the Scotchtown department prior to the Halifax event. Binder finished third among the fundraisers for the event. Contributed/Evan Boudreau

Retired Scotchtown Volunteer Fire Department chief Harold Williamson heaped praise on the firefighters.

“We are proud of them,” said Williamson, a member of the fire department for 47 years and chief from 1996 until his retirement in 2016. Williamson said it’s quite a feat to race up 18 stories in full bunker gear.

“It was really great to see all this happen because there was a pile of people there

competing,” Williamson said. “It was quite an event.”

Scotchtown Chief Raymond Eksal said he couldn't be prouder.

"They did a fantastic job. It was quite a monumental task and they did great."

Eksal said many of those in the competition are career firefighters and have a lot more experience running up 36 flights of stairs. Following the competition, his firefighters called to give them an update on the competition and sent a photo of the three of them at the end.

"I was pleasantly surprised that we did as well as we did."

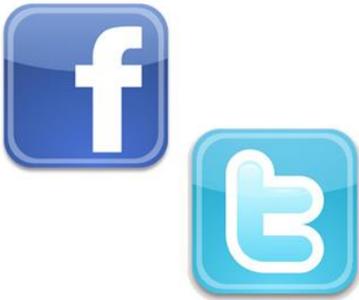
As well Eksal said it was all for a great cause, the Lung Association of Nova Scotia.

"Firefighters and lungs, you can't separate the two," he said. "We abuse our lungs every day."

There were recreational events as well including one for the public where people walked in superhero costumes.

Social Media

The event used two main social media channels, Facebook and Twitter. We also utilized LinkedIn to a lesser degree.



Facebook:
Unique Impressions: 114,995
Total Impressions: 125,113
Engagements (likes, shares, comments): 6,619
Video Views: 2,229

Twitter:
Tweet Impressions: 33,296
Mentions: 87

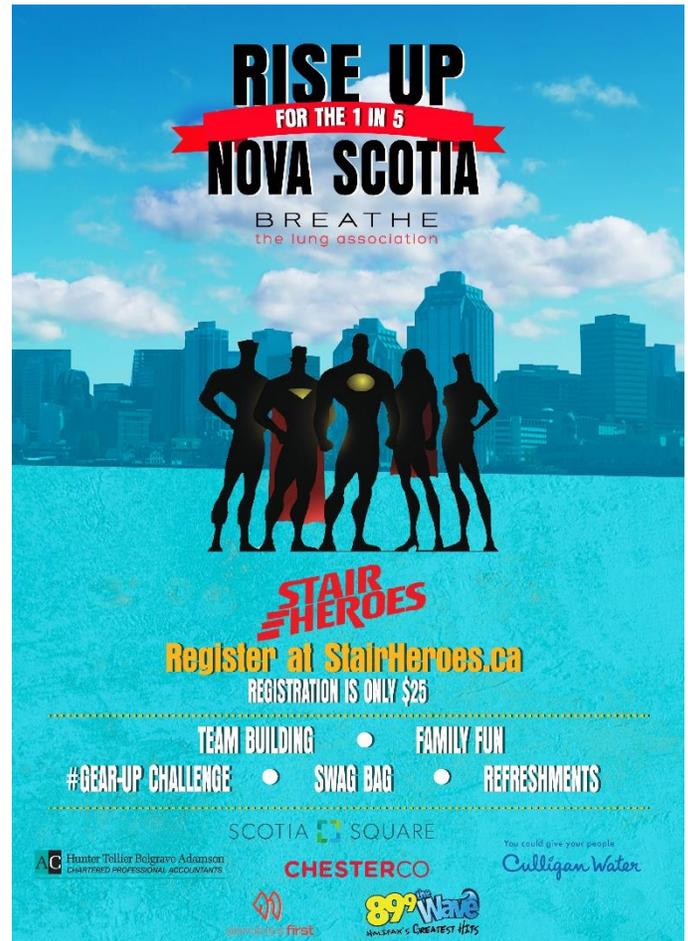
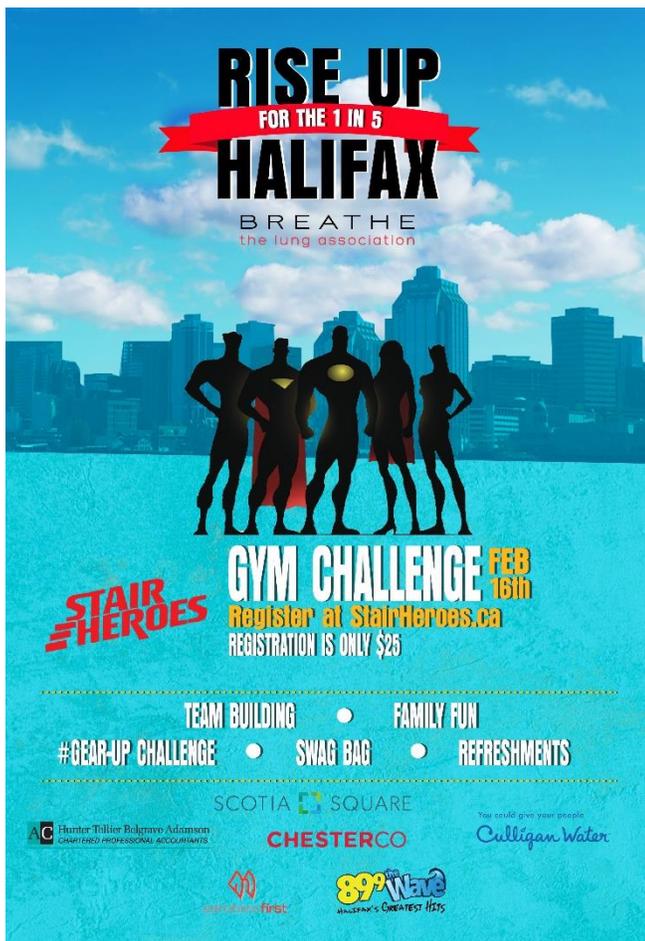
Spreading the Word

We also promoted the event through the following pre-event activities:

- Display at Scotia Square Mall (featuring all sponsors).

SCOTIA  SQUARE

- Postcard style posters given to all participants in the Hypo-1/2 Mile managed by the Running Room (300 participants) – directed to event website.
- Posters on display at select facilities.
- Outreach to The Lung Association of Nova Scotia partners resulting in 2,004 email opens.
- Newsletters and personalized emails were also sent to participants, nine total.
- Individualized emails featuring the event poster and ask to visit the event website to all Lung Association partners and supporters, HRM fitness facilities, Fire Departments across the province, Councillors, the business community, and so on.



BRING THE HEAT



B R E A T H E
the lung association

FIREFIGHTER CHALLENGE

Climb the Stairs and
participate in the #GEAR-UP
Challenge, in support of
Lung Health in Nova Scotia

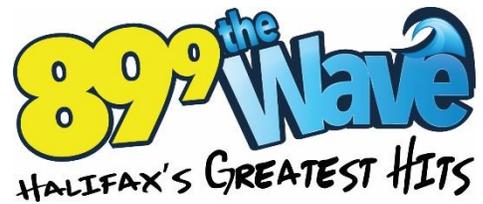
SUNDAY
FEB^{16TH}



www.StairHeroes.ca

89.9 The Wave

Our Radio Hero – 89.9 The Wave helped to create extensive exposure for the event and our sponsors. Not only did they run an ad campaign, the event was also featured in “jock talk”, via social media channels and on their events calendar(as well as FX 101.9 Today’s Country).



Radio ad's featured 2-3 sponsors to ensure all supporters were prominently featured.

In total 42 commercials aired directly promoting the event. These were on rotation from 6AM to 7PM at 3/day from February 3-16.

The ad's had approximately 41,000 listeners per week.

Click below to listen to our radio ad's:

[Ad One – Featuring; AC Hunter Bellgrave Adamson, Chartered Accountants & Scotia Square Mall](#)

[Ad Two – Featuring; Culligan Water & 89.9 The Wave](#)

[Ad Three – Featuring; Aerobics First & Nova Trophy](#)

Eight additional sponsor thank you commercials will be aired March 3-7.

89.9 The Wave also provided our Master of Ceremonies, Jamie Paterson, and pumped up our audience with some great tunes!



At the Event

All event sponsors and partners were welcomed and encouraged to provide additional signage.

We also produced event banners featuring our partners and approximately 70 volunteers proudly wore our standout red T-shirts featuring all sponsor brands.

Our Master of Ceremonies, Jamie Paterson, of 89.9 The Wave, also thanked our supporters as well as The Lung Association of Nova Scotia, CEO, Robert MacDonald.

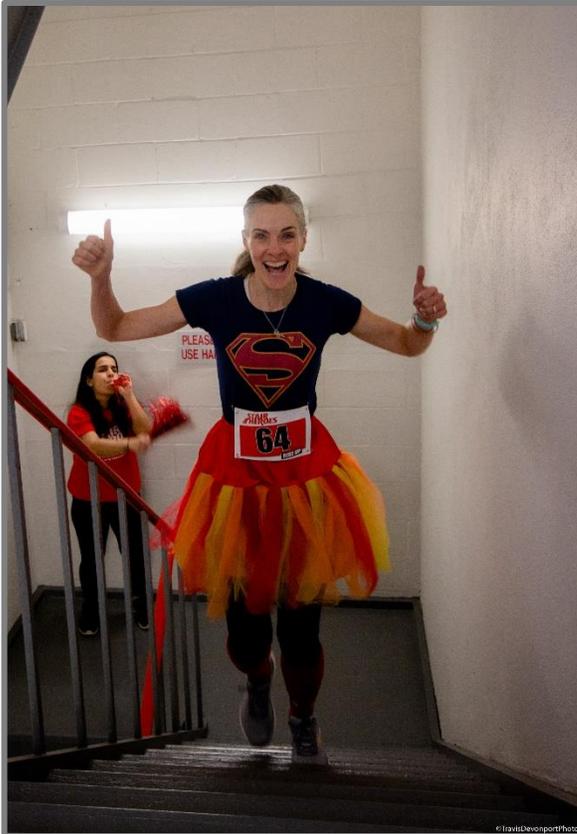
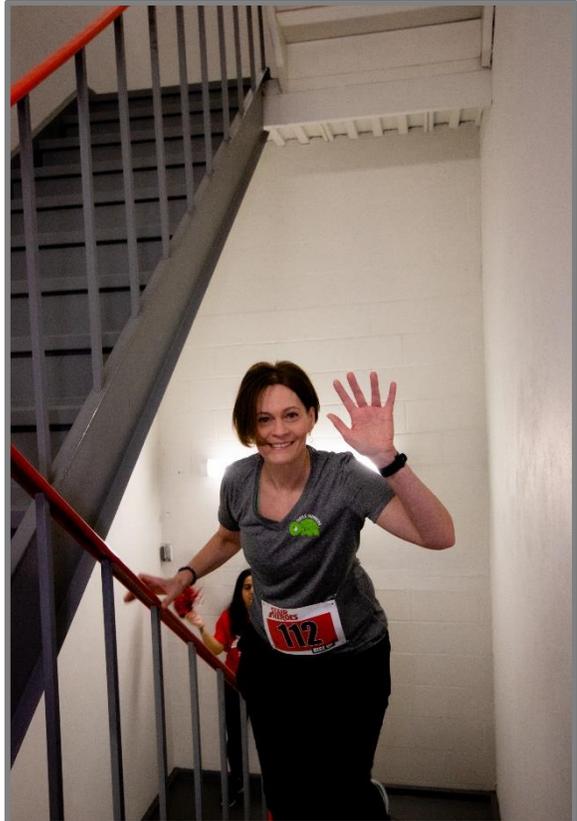


Customer: NS Lung Association
Retractable banners

ACME SIGN

25 Radcliff Ave. Unit 4, Dartmouth
902 481 1007 • www.acmesign.ca





For More Information and to Continue your Partnership Please Contact:

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The Lung Association of Nova Scotia
tracywhite@ns.lung.ca
(902) 443-8141 ext. 25

STAIR HEROES

THANK YOU TO OUR SPONSORS



SCOTIA  SQUARE

You could give your people

Culligan Water

89.9^{the} Wave
HALIFAX'S GREATEST HITS

NT NOVA TROPHY

AC Hunter Tellier Belgrave Adamson
CHARTERED PROFESSIONAL ACCOUNTANTS


aerobics first

Thank You

*Venue Hero – Scotia Square Mall
Radio Hero – 89.9 The Wave
Flight Heroes – Nova Trophy / Aerobics First & AC Hunter Tellier Belgrave Adamson – Chartered Accountants
Water Hero – Culligan Water*

Thanks our official partners – Halifax Regional Fire and Emergency Services and the Halifax Professional Firefighters Association.

Thanks our swag bag contributors and other event partners including: Atlantic Canada Electronics Stewardship, Geebo, Divert NS, Orangetheory, Eastlink, Freshii, Halifax Thunderbirds, Halifax Princesses, Blended Athletics, Goodlife Fitness, Costco, Fire Prevention, Sobeys and Loblaws.

Many thanks to the 70+ on-site volunteers and the following Lung Association of Nova Scotia Steering Committee Members:

*Angela Sarty
Corey Beals
Mike Sears
Joe Fulton
Dan Urquhart
Gail Dechman
Gordon Burns
John Neale
Myles MacCormick
Rose Marie MacArthur*

*Honourary Members:
Luke MacDonald
Dan MacArthur*

The amazing team from 89.9 The Wave; Jamie Paterson, Master of Ceremonies, Corey Mosher, Frankie Hollywood and Emma Pace.

A very special thank you to Kate Hurley and Jessica Pettigrew at Scotia Square Mall for all of their assistance.