

Let's work together to attack
the most significant lung
health threat of our time.

A BUSINESS
OPPORTUNITY OF
SKY-SIZED PROPORTIONS

Own Your Air.

 **AMERICAN
LUNG
ASSOCIATION**®
of New England
The Healthy Air People.

Own Your Air.



Businesses throughout New England are taking action to improve the environment.

It's good for the health of their employees, their families and the community. Healthy air is good for everyone.

In May 2008, the American Lung Association of New England launched the Own Your Air initiative, providing education and resources to the growing community of people concerned about the quality of the air they breathe. Visitors to OwnYourAir.org can check their local daily air quality index, which provides ozone alerts and more. In addition, visitors can learn about indoor and outdoor air pollution and what part they can play in finding solutions to this growing concern. This interactive website is seen by thousands each week, and now is your chance to get involved.

Breathing bad air causes lung disease and even death.

Breathing in polluted air is like a sunburn to your lungs. With each new burn, we increase our risk of lung disease.

- Lung disease is the third leading cause of death in the U.S. and the number-one killer of babies.
- Asthma rates are higher in New England than the national average.
- Lung disease kills 455,000 each year in the U.S.

Your company's eco-friendly decisions can change those statistics. Working together, we can ensure that the air we breathe is healthy for everyone. We need your help to educate the public about the dangers of bad air and about the positive measures companies such as yours are taking.

Why Partner with Us?

Surveys* say 69% of consumers are more likely to buy a product associated with a well-respected charity. 51% look to environmental organizations to determine if product messaging is credible on environmental products and services. 86% of respondents recognize the ALA as a source of health information. *By partnering with us, purchaser intent nearly tripled for 3M and Lysol brands that featured the ALA logo.*

*Cone; ORC Macro

OwnYourAir.org

REAP THE REWARDS OF PARTNERSHIP

ENHANCE YOUR IMAGE. Consumers are more likely to view your brand positively when associated with an established and well-respected charity.

GET NOTICED. Sponsoring the American Lung Association of New England allows you to extend your reach to families and individuals across the region.

STRETCH YOUR ADVERTISING DOLLAR.

The estimated value of each sponsorship level far exceeds your investment.

DIFFERENTIATE. Set your company apart from competitors and build employee and company morale by contributing to an important cause.

GROW YOUR GREEN SIDE. Healthy air affects everyone. Work with us to improve air quality.

	Presenting Partner	Category Partner	Supporter
	\$25,000	\$10,000	\$2,500
Listing as the <i>Presenting Sponsor</i> on all Own Your Air materials	•		
Company name, logo, and hyperlink on the Own Your Air home page	•		
Company name, logo, and hyperlink on the American Lung Association of New England home page	•		
Company name, logo, and hyperlink on a relevant Own Your Air section page (i.e. transportation, radon, idling, etc.)	•	•	
Logo on ads associated with Own Your Air	•	•	
Company name, logo, and hyperlink to American Lung Association of New England e-mail blasts and print materials	•	•	
Feature story about company included in one addition of ALANE's biannual e-newsletter and print newsletter	•	•	
Feature story about company pitched to New England media	•	•	
Opportunity for company to have four e-mail blasts to over 50,000 ALANE names annually. These names are specifically interested in healthy air and lung health.	•	•	
Sponsor name on air quality widget that can be downloaded to desktop or personal web page	•	•	
Invitation for honors at donor receptions and galas	•	•	
Company name listed on category page with hyperlink to your site			•



Interested in TV and/or radio promotion for your company at a reduced rate?

As a sponsor of the Own Your Air initiative, we can work together to develop a media promotion that showcases your company and its eco-friendly efforts, in partnership with the American Lung Association at reduced non-profit advertising rates.

Ask us about this exciting opportunity.



Own Your Air.

PARTNERSHIP SUPPORT ENROLLMENT FORM

Our business would like to partner with the American Lung Association of New England on ownyourair.org at the following level:

- Presenting Partner | \$ 25,000 Category Partner | \$ 10,000 Supporter | \$ 2,500

Company Name: _____

Contact Name: _____

Title: _____

Address: _____

City: _____ State: _____ ZIP: _____

Phone: (____) _____ Fax: (____) _____

E-mail: _____

METHOD OF PAYMENT

- Send an invoice Check enclosed *(Payable to American Lung Association of New England)*

- Visa MasterCard AmEx Discover Diners Club

Card Number: _____


Date of Expiration: _____

Name on Card: _____

Signature: _____

Please return this form upon completion to:

American Lung Association of New England
ATTN: Sondra Traister
460 Totten Pond Road, Suite 400
Waltham, MA 02451
Fax: 781-890-4280
Phone: 781-890-4262

 **AMERICAN
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1-800-LUNG USA
lungne.org
ownyourair.org