

FALL **IMPACT** LUNCHEON

...Honouring champions of lung health in Saskatchewan!

OCTOBER 30th, 2025

Sponsorship Opportunity

Prepared for

Prepared by



A message from our President & CEO

At Lung Saskatchewan, we work to support the 1 in 5 residents in this province who struggle to breathe. We do this by providing education and support to those who live with a lung disease and their caregivers, investing in research, advocating for clean air and healthy lungs, and through providing some of the most reputable and recognized education to respiratory health care professionals in Canada. This event is a celebration of all in our communities who support this important work.

We recognize there are many organizations in Saskatchewan in need of support. We are community supporters too! With strong volunteer and staff leadership and demonstrated impact, this important event is a fantastic opportunity for you to showcase your commitment to community.

Lung Saskatchewan is currently seeking support from Saskatchewan businesses through sponsorship opportunities. We are excited to offer **Company ABC** the opportunity to establish itself as the **Presenting Sponsor** of the **Fall Impact Luncheon** in Saskatoon. We anticipate an attendance of approximately 100 people based on the previous year, with plans in place to ensure the event is successful and carries on for years to come.

Every detail is considered to ensure that sponsors are recognized for their support where appropriate, including onsite activation and pre-event promotion. In addition, each successive year, you will be approached for the first right of refusal for the current sponsorship level. This event will provide sponsors with high profile exposure to audiences in a wide range of community businesses and backgrounds. By joining our efforts this fall, you will be linking to a well-established, well-reputed brand and mission to improve lung health, one breath at a time.

Sincerely,

Erin Kuan

President & CEO, Lung Saskatchewan



Why Invest in Lung Saskatchewan?

Our commitment to improving lung health in Saskatchewan began in 1911 during the tuberculosis epidemic that swept across the province and Canada. Today, we continue to work for the people affected by lung diseases such as asthma, chronic obstructive pulmonary disease, pulmonary fibrosis, lung cancer, and sleep apnea.

Because of our efforts, Saskatchewan has seen tremendous strides in lung health education, advocacy, and research. It is through these priorities we are able to offer best-in-class, timely, and relevant opportunities to all of our stakeholders.

Lung Saskatchewan invests in lung health research happening right in Saskatchewan, and we work to advance lung health priorities at the municipal, provincial, and federal level. Our programs and services focus on protecting lung health, preventing lung disease, and ensuring that the resources are available for people who need them.

2024 *Achievements:*

- Advocated for restrictions on nicotine pouches to protect youth, leading to a nationwide ban of Zonnic products in stores as of August 28, 2024. Now available only behind pharmacy counters as a Nicotine Replacement Therapy.
- Provided financial assistance through the Caring Breaths program to individuals in 34 Saskatchewan communities, supporting those with lung disease and people completing radon mitigation.
- Invested over \$200,000 to Saskatchewan-based lung health research in partnership with the Saskatchewan Health Research Foundation.
- Expanded radon testing options to include continuous radon monitors, while supporting library lending programs in three communities. If you have not tested your home yet visit [HomeRadonTest.ca](https://www.homeradontest.ca).
- Grew membership in six online support communities for people living with asthma, lung transplant, sleep apnea, COVID-19, pulmonary fibrosis, and smoking cessation.
- Delivered the Saskatchewan Quit Smoking Challenge, growing our online quit-smoking community to over 890 members province-wide.

About the Event

The Event: Held at **Studio 301 in Saskatoon, on Thursday, October 30th**, this accessible downtown venue is ideal for a lunchtime event, enabling attendees to be in and out in just over an hour.

The Program: Hosted by a local media personality, this program highlights advances in key mission areas, recognizing volunteers and community members for their outstanding contributions. With a well scripted program in place, up to **eight awards** are presented.

What Makes This Event Unique? One of the most repeated comments we hear from attendees at this event is: “I had no idea how much Lung Saskatchewan does and how many people you reach!” Attendees also often share how inspired they are by the stories and efforts of others, leaving them feeling like they’re part of something truly important.

2024 Fall Luncheon *Recap:*

Corporate Champion Award

GSK

Inspirational Achievement in Volunteer Youth Leadership

Darshana Lanke

Award of Courage

Christine Elliott

Innovation in Health Leadership (in honour of Dr. Brian Graham)

Dr. Erika Penz

Emerson Olain Award

Karen Webb

Award of Courage

Mike & Audrey Ethier

Community Leadership Award

Melfort Youth Evolution

Community Champion Award

Lisa Moen

Award of Merit

Cindy Cullen & family

Presenting Sponsor \$3,000

- Category Exclusivity
- Recognition as Presenting Sponsor in all pre-, event and post-event marketing i.e.) *The Lung Saskatchewan Fall Impact Luncheon presented by Company ABC*
- Feature area on event day for company branded items
- Two complimentary tickets to the Fall Impact Luncheon
- Opportunity to address audience in welcome remarks
- Opportunity to sponsor one award i.e.) *Community Engagement Award sponsored by Company ABC*
- Verbal recognition during main event program and award
- Name recognition on event day materials such as signage and video wall
- Name in Lung Saskatchewan monthly newsletter pre- and post-event editions (circulation 32,000+)
- Two social media posts prior to event and one post event recognizing your support Reach: Facebook, 3.8K; Instagram 1.1K; X/Twitter, 2.3K; LinkedIn 960
- Event website recognition
- Logo recognition in Lung Saskatchewan Annual Report

Lunch Sponsor \$1,500

- Category Exclusivity
- Recognition as Lunch Sponsor in all pre-, event, and post-event marketing materials
- Verbal recognition during the event program and award
- Name recognition on event day materials such as signage, and video wall
- Two complimentary tickets to the Fall Impact Luncheon
- Name in Lung Saskatchewan monthly newsletter pre- and post-event editions (circulation 32,000+)
- One social media posts prior to event and one post event recognizing your support Reach: Facebook, 3.8K; Instagram 1.1K; X/Twitter, 2.3K; LinkedIn 960
- Event website recognition
- Recognition in the Lung Saskatchewan Annual Report

Award Sponsor \$500

- Name recognition on event day materials such as signage, and video wall
- Verbal recognition of award
- Name and logo recognition on Lung Saskatchewan's event webpage
- Name in Lung Saskatchewan monthly newsletter pre- and post-event editions (circulation 32,000+)
- One social media post event recognizing your support Reach: Facebook, 3.8K; Instagram 1.1K; X/Twitter, 2.3K; LinkedIn 960
- Two complimentary tickets to the Fall Impact Luncheon

Partner With Us

Contact:

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2024 Impact Award *Recipients*

Thank you!

