

COWALUNGA

CHARITY BIKE TOUR



RHA'S CHARITY BIKE TOUR

JULY 29 - 31, 2023

ABOUT THE 2023 EVENT

Escape the bustle for a weekend pedaling over rolling hills through northern Illinois into southern Wisconsin. You can choose either a One Day Ride (18 or 65 miles), a Two Day Ride (130 miles) or a Three Day Ride (190 miles). New in 2023, join us beginning on day 2 (Sunday, July 30) for a 100-mile century ride.

As part of planning the in-person event, we continue to follow the latest local, state, and federal public health guidelines around COVID-19.

RESPIRATORY HEALTH ASSOCIATION

A public health leader in metropolitan Chicago since 1906, today we address COVID-19, asthma, COPD, lung cancer, tobacco control and air quality through education, research and policy change. Proceeds from CowaLUNGa support RHA's efforts including:

- Launching a new project to develop patient-facing resources about the potential impacts of long COVID, thanks to a grant from Will Rogers Institute.
- Fight Asthma Now© and Asthma Management, curriculums that teach children and their caregivers skills to manage childhood asthma.
- Local lung health research at respected institutions such as University of Chicago, Northwestern University, and University of Illinois at Chicago, among others.



"The money raised at CowaLUNGa saves lives."

Mark Gershon, Rider & Corporate Sponsor, Polsinelli



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MEDIA COVERAGE

RHA promotes CowaLUNGa to media contacts across the Chicago and Southern Wisconsin area, which has led to story placements in publications like the Daily Herald. Additionally, live event coverage on RHA's social media channels, in addition to pre- and post-event promotion, reaches thousands of our supporters and their networks.

PARTICIPANT DEMOGRAPHICS

CowaLUNGa participants represent an appealing buyer demographic. The following demographics are from 2022.

- Participants range in age from 5-75 years.
- Participants travel to ride from 9 different states across the USA.
- Male to female ratio is 5:3.
- 66% of riders are impacted by lung disease and personally connected to the RHA mission.



"CowaLUNGa is a blast! The staff and volunteers are so helpful, friendly and encouraging with their cowbells. These are memories that I will always cherish."

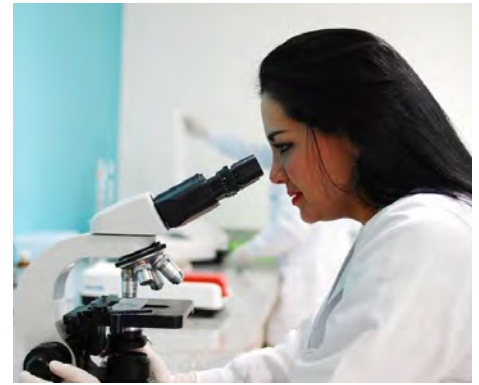
Charles Darwall, member, Evanston Bicycle Club

COWALUNGA 2023 SPONSORSHIP

	Diamond Sponsor \$7,500	Platinum Sponsor \$5,000	Gold Sponsor \$2,500	Silver Sponsor \$1,000	Bronze Sponsor \$500
Social media mentions	5	5	3	3	1
Logo & link on website	●	●	●	●	●
Logo & link on email blasts	All	All	All	2	
Ad space in virtual goody bag	●	●	●	●	
Naming rights for event component (e.g. The COMPANY AM Rest Stop)	●	●	●	●	
Complimentary ride spots available for discussion	●	●	●		
Logo inclusion in Illinois Ride Guide & Wisconsin Bike Federation ads*	●	●	●		
Logo on event signage or banners	●	●	●		
Name inclusion in start line announcements	●	●	●		
Logo on event postcards*	●	●			
Logo on event shirts*	●	●			
Logo on event medals*	●				
Name inclusion in press releases	●				
Exclusivity in your sector	●				

All sponsorship packages can be customized to your company's marketing objectives and the availability of the sponsorship benefits at the time. In-kind value may be substituted for cash sponsorship upon discussion.

*These benefits are subject to availability as we move closer to the event date.



For more information, please contact Monica Rauch at (312) 628-0194 or mrauch@resphealth.org.