

COWALUNGA

CHARITY BIKE TOUR

COWALUNGA® CHARITY BIKE TOUR

AUGUST 2 - 3, 2025

ABOUT THE EVENT

More than 200 riders escape the bustle for a weekend pedaling over rolling hills of southern Wisconsin. With a One Day Ride (18, 30, or 65 miles) or a Two Day Ride (135 miles), all experience levels are welcome.

For 28 years, CowaLUNGa® Charity Bike Tour has raised millions to support Respiratory Health Association's sustainability education programs, clean energy advocacy, and



RESPIRATORY HEALTH ASSOCIATION

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

- Developing resources for families affected by long-COVID, which continues to affect hundreds of thousands of people in the US.
- Returning to classrooms with our Fight Asthma Now© program to help students living with asthma.
- Awarding 57 lung health research grants totaling over \$3.7 million since 1998. In the past 5 years, grants have focused on lung cancer, chronic obstructive pulmonary disease (COPD), and idiopathic pulmonary fibrosis (IPF).



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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 outlets like the Daily Herald and NEWS6 Milwaukee. Additionally, live event coverage on RHA's social media channels, as well as pre- and post-event promotion, reaches thousands of our supporters and their networks.

PARTICIPANT DEMOGRAPHICS

CowaLUNGa™ riders represent an appealing buyer demographic:

- Participants range in age from 5 - 75.
- Participants travel to ride from 8 different states across the USA.
- Male to female ratio is 5:3
- 52% of riders are impacted by lung disease and are personally connected to RHA's mission.

"The money raised at CowaLUNGa™ can save lives."

Mark Gershon, Polsinelli, Corporate Sponsor

COWALUNGA® CHARITY BIKE TOUR 2025 SPONSORSHIP

	Diamond Sponsor \$7,500	Platinum Sponsor \$5,000	Gold Sponsor \$2,500	Silver Sponsor \$1,000	Bronze Sponsor \$500
Social media mention(s) on Facebook & Instagram	Boosted + LinkedIn	Boosted + LinkedIn	+ LinkedIn	●	●
Logo & link on event website	●	●	●	●	●
Logo & link in event email blasts	All	All	All	2	
Naming rights for rest stop (e.g. The COMPANY AM Rest Stop)	●	●	●	●	
Name inclusion in start line announcements	●	●	●	●	
Complimentary ride spots available for discussion	●	●	●		
Logo on event shirts*	●	●	●		
Logo on event signage or banners	●	●	●		
Logo on event postcards*	●	●			
Naming rights for Start or Finish Line (e.g. The COMPANY Finish Line)	●	●			
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.



COWALUNGA® CHARITY BIKE TOUR 2025 SPONSORSHIP COMMITMENT FORM

I would like to support as a:

☐ Diamond Sponsor

☐ Platinum Sponsor

☐ Gold Sponsor

☐ Silver Sponsor

☐ Bronze Sponsor

☐ Other Sponsor

Amount: _____

Contact Information

Name: _____ Company: _____

Address: _____ City/State/Zip: _____

Phone: _____ Email: _____

Gift Information

Enclosed is a check made payable to Respiratory Health Association

Please submit an invoice to: _____

Please charge my credit card: VISA MASTERCARD AMEX DISCOVER

Credit Card #: _____ Expiration Date: _____ CVC: _____

Cardholder Name: _____

Authorized Signature: _____

Please complete and return this form to:

Respiratory Health Association | Attn: Hustle Chicago | 1440 W. Washington Blvd. | Chicago, IL 60607

or submit via email to kbick@resphealth.org