

SPONSORSHIP OPPORTUNITIES

ABOUT RESPIRATORY HEALTH ASSOCIATION

At Respiratory Health Association (RHA) we believe in healthy lungs and clean air for all. To achieve that goal, we empower adults and children living with lung disease by teaching them skills to manage their health. We collaborate with researchers in a relentless pursuit of new treatments and cures. We work with lawmakers to craft innovative policies that promote healthy communities, reduce tobacco use, protect our air, and build a more sustainable future.

Since 1906, we have worked toward this future. Originally founded to fight tuberculosis, the biggest lung health threat of the day, we have evolved to address emerging lung health crises. Whatever the future brings, we will be on the front lines of the fight for healthy lungs and clean air for all.

WHY SUPPORT RHA

Supporting RHA provides you the opportunity to make an impact for people living with lung disease while building your organizational awareness and increasing brand loyalty. COVID-19 and chronic lower respiratory diseases are the fourth and sixth leading causes of death in the United States, respectively.



According to a recent study from Cone Communications, Americans prioritize companies that are responsible (86%), caring (85%), advocate for issues (81%), protect the environment (79%), and give back to important causes (73%). By collaborating with RHA, you can strengthen existing corporate social responsibility efforts and improve brand perception with employees, customers, and investors. RHA is unique in its ability to deliver meaningful community programs in Chicagoland and raise awareness of lung health issues at a national level.



RESPIRATORY HEALTH ASSOCIATION®

MAKE A LASTING IMPACT SUPPORTING OUR MISSION

ENVIRONMENTAL

RHA strives to raise awareness of the dangerous effects air pollution has on lung health. More than 137 million Americans live in communities with unhealthy levels of air pollution, which are harmful to people even if they do not have lung disease, and particularly dangerous for people living with asthma, COPD, and other respiratory ailments. The greatest opportunity for clean air progress is through local, state, and national policy change.

COPD

RHA is a national leader in COPD education. In the U.S., 16 million people live with COPD, a lung disease that causes difficulty breathing and shortness of breath. Millions more experience these symptoms but are not yet diagnosed.

For over 20 years, RHA has hosted the Living Better Together® COPD Conference, giving people living with COPD, their families, and caregivers the opportunity to come together to promote disease awareness and personal empowerment.

ASTHMA

RHA is leading the way in addressing asthma disparities. RHA's core asthma mission programs aim to improve asthma management among children and their adult caregivers.

We also developed an Asthma Caregiver's Handbook. Since March 2024, providers have requested more than 13,500 copies to share with the families they serve.

VAPING

While cigarette use among youth has declined dramatically in the past two decades, the use of electronic cigarettes has steadily increased. To address this latest threat to lung health, RHA worked with partners to develop a comprehensive vaping education program for students. Demand for this school-based program has been strong and RHA staff is not educating more than 7,000 students annually.



RESPIRATORY
HEALTH
ASSOCIATION®

[RESPHEALTH.ORG](https://resphealth.org)
HEALTHY LUNGS AND CLEAN AIR FOR ALL

BUILD WORKFORCE MORALE & CAMARADERIE

To help support our mission, RHA hosts fundraising events that provide unique opportunities for our sponsors to engage staff, partners, or clients.

Build employee camaraderie while showcasing your company's commitment to physical wellness, community involvement, and corporate philanthropy.

HUSTLE CHICAGO® STAIR CLIMB

For nearly 30 years, RHA's world class charity stair climb has brought thousands of participants together to climb 1,632 steps and raise awareness about lung disease. The climb has been covered by NBC 5, CBS 2, FOX 32, WGN Radio, and more.

The climb is held in February at the former John Hancock Center (875 N. Michigan Ave.) in Chicago.

WINE & DESIGN

Join RHA at Wine & Design for a night of elegance and inspiration! Savor wine tastings from around the world, delight in savory hors d'oeuvres, and explore the stunning showrooms of THE MART's first floor.

COWALUNGA® CHARITY BIKE TOUR

RHA brings 200+ riders together each summer to bike for lung health.

Beginning in Gurnee, Illinois and traveling north into southern Wisconsin, this ride has several different mile options to engage a variety of bike riders.



EXPAND YOUR CORPORATE RESPONSIBILITY FOOTPRINT

WORKPLACE GIVING PROGRAMS

Consider RHA in your annual charity drive. Matching funds are always appreciated!

Most employees feel it is very important to work for an employer where mission and value align.

The majority of workplace giving campaigns allow employees to choose which charities to support.

IN-KIND DONATIONS

Support our silent auction and raffles by providing an in-kind item or experience for our winners! Promote your company while helping raise funds for our mission.

Alternatively, offset the cost of food and drink by providing items for our participants at Hustle Chicago® Stair Climb and CowaLUNGa® Charity Bike Tour.

PRO BONO SERVICES SUPPORT

Nonprofits are always seeking ways to raise further awareness with limited resources. If your company offers creative agency services, media ad placement, or market research, RHA would like to partner with you.

MARKETING PARTNERSHIPS

RHA has educational content on diseases such as asthma, COPD, and programs for tobacco cessation. Should your organization depend on third party content for medical information, disease research, and treatment options, consider an RHA marketing partnership.



SPONSORSHIP OPPORTUNITIES INTEREST FORM

SPONSORING A PROGRAM:

Environmental

COPD

Asthma

Vaping

SPONSORING A SPECIAL EVENT:

Hustle Chicago® Stair Climb

Wine & Design

CowaLUNGa® Charity Bike Tour

MORE WAYS TO GIVE:

Workplace Giving Programs

In-Kind Donations

Pro Bono Marketing

Marketing Partnerships

CONTACT INFORMATION:

Name:

Company:

Street:

City / State:

Zip:

Phone:

Email:

Please send your completed form or direct questions to Laura Woods at LWoods@RespHealth.org.

Don't see exactly what you are looking for? We can work with you to create a custom sponsorship package to meet all your philanthropic and marketing goals.