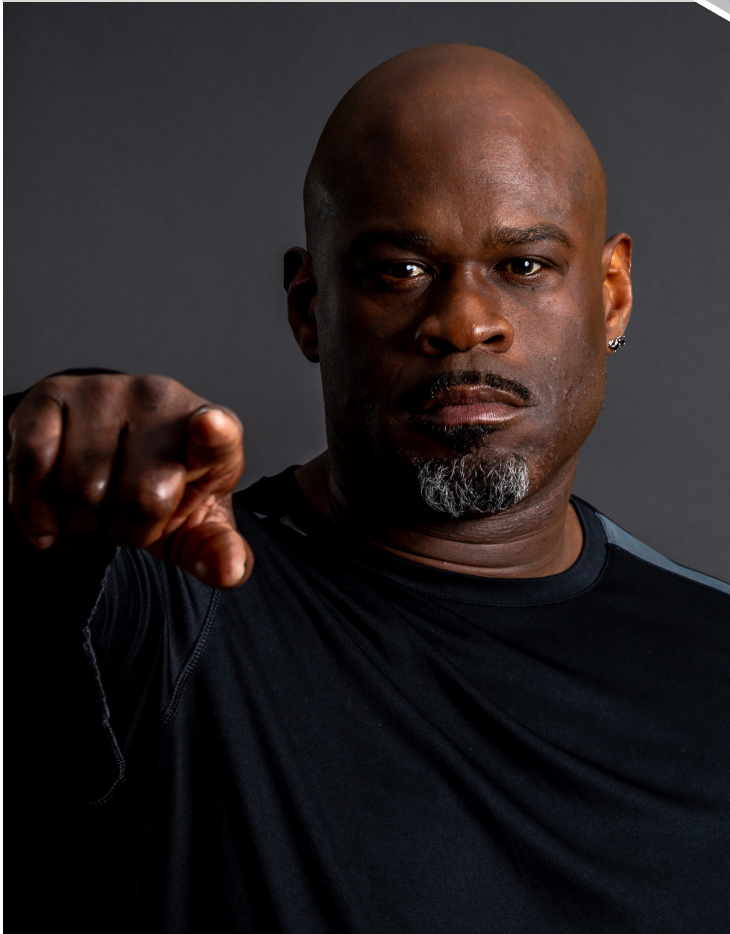


Andrew Greene #68
Saskatchewan Roughrider Alumni

Adam Bighill #4
Winnipeg Blue Bomber,
2019 Grey Cup Champion



SEASON 3

We want YOU to join our team!



Join Our Tackle Radon Team

Radon is the second leading cause of lung cancer and the prairie provinces are hot spots for this deadly gas. You can't see, taste or smell radon. The only way to know how much radon is in your home is to test for it.

This year in Season 3 we are expanding our Tackle Radon program to four professional football ambassadors representing three provinces. With your sponsorship, you have an opportunity to share the Tackle Radon message across the prairies!

Get in the game!

*Join our **TACKLE RADON** team to prevent lung cancer, one test, one life, one breath at a time.*



Why Tackle Radon?

- Radon is the second leading cause of lung cancer.
- Radon is the leading cause of death from cancer for both men and women.
- Lung cancer kills more people than breast, ovarian, colon and prostate cancer combined.
- AB, SK, and MB are radon hot spots in Canada.
- Radon exposure is responsible for more Canadian deaths per year than death from motor vehicle collisions, house fires, carbon monoxide poisonings and drownings combined.
- You can't see, taste or smell radon.
- The only way to know how much radon is in your home is to test for it.
- If radon levels are high, the levels can be reduced.

How will Tackle Radon be a Game Changer?

ALL-STARS IMPACT: Our Tackle Radon Ambassadors are four well-known and respected athletes. They all have compelling stories to share to encourage Alberta, Saskatchewan, and Manitoba residents to test their home for radon to protect their family and pets.

CHAMPIONED BY: The Lung Association is the leading organization working to promote lung health and to prevent and manage lung disease through ground-breaking research, evidence-based education and patient support programs.

TACKLE KICK-OFF: The campaign will run October 6 - December 15, 2021.





Benefits of Joining the Tackle Radon Team

	CHAMPION TITLE SPONSOR (\$20,000 +)	ALL-STAR SPONSOR (\$10,000)	GAME CHANGER SPONSOR (\$5,000)	MVP SPONSOR (\$2,500)	TOUCHDOWN SPONSOR (\$1,000)
Advertisement sponsorship name recognition on (E.g. This commercial was sponsored by Company ABC) <i>*The number of sponsorship recognition ads will be dependent on total sponsorship dollars</i>	✓	✓	✓		
Recognition on Tackle Radon mailed postcard to households across AB, SK, & MB	Logo	Logo			
Logo on TackleRadon.ca webpage	✓	✓	✓	✓	✓
Thank you on The Lung Association SK monthly newsletter (~18.5K) for October / November 2021). Bonus promotion in AB & MB may be available.	Logo	Name	Name		
Recognition on Lung Association Tackle Radon e-Blasts (13.1 K members)	Logo	Logo	Name		
Acknowledgement on Lung Association's (AB, SK, & MB) social media	✓	✓	✓	✓	✓
Thanked in The Lung Association Annual Report for AB, SK, & MB	Logo	Logo	Name	Name	□□□□
Acknowledged at National Radon Conference during Tackle Radon presentation (if confirmed)	✓	✓	✓	✓	✓
Signed Promotional item	4 signed jerseys 4 signed footballs	1 signed jersey of choice 1 signed football of choice	2 signed footballs from Ambassadors of choice	1 signed football from Ambassador of choice	
Publically thanked by Tackle Radon Ambassadors on their social media channels	✓	✓	✓		
Ambassador of choice to host a 20 minute meet & greet with your workplace team!	✓				
Tackle Radon Badge for your website that recognizes you as a sponsor for the 2021 campaign*	✓	✓	✓	✓	✓

Please note, we are open to discuss other recognition opportunities that are meaningful to you.

* Tackle Radon Badge must link to our Tackle Radon page.



B R E A T H E
the lung association

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~300

DEATHS CAUSED BY **CARBON MONOXIDE**
IN CANADA ANNUALLY

60%

OF CANADIAN HOUSEHOLDS HAVE
CARBON MONOXIDE DETECTORS

VS

~3,200

DEATHS CAUSED BY **RADON**
IN CANADA ANNUALLY

7%

OF CANADIAN HOUSEHOLDS
HAVE TESTED FOR **RADON**