



**BREATHE**  
SOUTHERN CALIFORNIA



*Celebrating 100 years!*

# TRUDEAU SOCIETY CENTENNIAL GALA

NOVEMBER 20, 2021 | 7PM - 10PM

LOS ANGELES RIVER CENTER &  
GARDENS

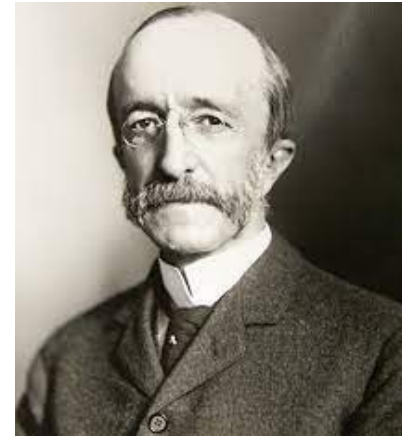
THIS EVENT IS BROUGHT TO YOU BY  
BREATHE SOUTHERN CALIFORNIA AND  
TRUDEAU SOCIETY



# Trudeau Society Centennial Gala

## Celebrating 100 years of service

The Trudeau Society celebrates its 100th year in 2021. This important anniversary recognizes the accomplishments of Trudeau Society and its members to increase scholarship and share research on lung diseases, honors the legacy of Dr. Edward Livingston Trudeau, and highlights the important role respiratory health plays in human life. While we are celebrating our past, our work continues to focus on the future, educating lung health professionals about the latest advances in care and strengthening community-based resources.



During his career, Dr. Trudeau devoted himself to researching and treating tuberculosis, the highly infectious disease that took the lives of one in seven people in the 19th century. He established the sanitarium approach to treating TB, and established the first American laboratory dedicated to tuberculosis research.

Established just six years after Dr. Trudeau's death as the Trudeau Tuberculosis Society, the organization focused on promoting "a better understanding of pulmonary diseases," and in particular tuberculosis. In 1925, the group dropped tuberculosis from its name and expanded its scope to all pulmonary conditions. Like Dr. Trudeau, the Trudeau Society continues to focus on conducting and sharing the latest research and understanding about lung diseases, their causes, symptoms, diagnoses, treatments, and prevention. However, the Trudeau Society's most enduring legacy is its members, who have gone on to be prominent researchers, clinicians, and lung health professionals.

As we look forward to our next 100 years, we are excited about what the future holds but that excitement is tempered with apprehension. While our first century began during a worldwide tuberculosis pandemic, and just a year after the Spanish Flu pandemic, we enter our second century in the midst of the COVID-19 pandemic, a growing wildfire threat, an increase in asthma cases, and the rise in the use of e-cigarettes, especially by young people. As a result, the Trudeau Society is still as relevant in 2021 as it was in 1921.

We look forward to both the opportunities and challenges our next century will bring, and we are excited to celebrate 100 years with the Trudeau Society Centennial Gala on November 20th.



Message from Dr. Guy Soo Hoo,  
Board Member, Breathe Southern California &  
Immediate Past Chair, Trudeau Society

<https://bit.ly/TSCentennialGala>

## HOW YOU CAN HELP

Your company/organization can be a part of one of the biggest events of the year by becoming a sponsor. You will be able to put your company name in front of health care professionals and providers across Southern California and show your employees and investors your dedication to our community and lung health.

# Trudeau Society Centennial Gala

The Trudeau Society has played a pivotal role in the education of physicians and other lung health professionals for decades. As we celebrate 100 years of service, the Trudeau Society's Centennial Gala brings together leaders in healthcare to celebrate our mission of Life Lung Learning™. Join us as we honor distinguished healthcare leaders as we come together to celebrate our years of commitment to improving lung health and patient care with Trudeau Society.



Nov 20, 2021  
7PM - 10PM

## Sponsorship Opportunities & Benefits

### Platinum.....\$25,000

- Recognition of name, logo, and sponsor level in communication and program materials
- 8 VIP reception and 14 registration event tickets
- Recognition on BreatheSoCal.org event website
- Platinum Sponsor recognition signage
- Two page spread, full color ad in printed/virtual program (17" x 11")
- Inclusion in media release
- Step and repeat banner recognition
- Opportunity to present an award
- Contribute sponsor-branded item to gift bag
- Deliver welcome remarks
- Trudeau Society Centennial Gala Sponsor recap video

### Gold.....\$15,000

- Recognition of name, logo, and sponsor level in communication and program materials
- 8 VIP reception and 12 registration event tickets
- Recognition on Breathe SoCal event website
- Gold Sponsor recognition signage
- Full page, full color ad in printed program (8.5" x 11")
- Inclusion in media release
- Opportunity to present an award
- Contribute sponsor-branded item to gift bag
- Deliver welcome remarks
- Trudeau Society Centennial Gala Sponsor recap video

### Silver.....\$10,000

- Recognition of name, logo, and sponsor level in communication and program materials
- 6 VIP reception and 10 registration event tickets
- Recognition on Breathe SoCal event website
- Inclusion in sponsor recognition signage
- Full page, full color ad in printed program (8.5" x 11")
- Inclusion in media release
- Opportunity to present an award



# Trudeau Society Centennial Gala

(continued...)



Nov 20, 2021  
7PM - 10PM

## Sponsorship Opportunities & Benefits

### Bronze.....\$7,500

- Recognition of name, logo, and sponsor level in communication and program materials
- 5 VIP reception and 5 registration event tickets
- Recognition on Breathe SoCal event website
- Inclusion in sponsor recognition signage
- Half page, full color ad in printed program (8.5" x 5.5")
- Inclusion in media release

### Friends.....\$5,000

- Recognition of name, logo, and sponsor level in communication and program materials
- 2 VIP reception and 8 registration tickets
- Recognition on Breathe SoCal event website
- Inclusion in sponsor recognition signage
- Quarter page, full color ad in printed program (4.3" x 5.5")

### Supporter.....\$3,000

- Recognition of name, logo, and sponsor level in communication and program materials
- 5 registration tickets





## You Can Make An Impact

**Unable to attend our Trudeau Society Centennial Gala?** Consider making a meaningful gift to support Trudeau Society in reaching another 100 years! The first 100 individual donors of \$1,000 or more to the Centennial Celebration are noted as part of our 100 for 100 giving circle. They will be recognized as such at events and in publications during the Centennial Celebration and will receive a special 100 for 100 Centennial donor gift.

**I am unable to attend, but YES! I want to make a donation of:**

- \$1,000** Help reach more Fellows with Trudeau Society educational programming and networking opportunities
- \$1,500** Help provide an engaging lecture during this fiscal year's Trudeau Society Program Calendar
- \$2,500** Help provide one engaging educational panel discussion to Trudeau Society members
- \$5,000** Provide two engaging lectures or a pro/con debate for Trudeau Society Members

*Donate Today!*



**Making a meaningful gift to Trudeau Society is easy, here are some ways to make your gift:**



Online - Use your credit card to make a secure donation at [TrudeauSociety.org](https://TrudeauSociety.org) or scan the QR code with your smartphone camera to make a direct gift through your phone!



By Mail - Make your check payable to: Breathe Southern California at 5858 Wilshire Blvd., Suite 300, Los Angeles, CA 90036 and include in the memo Trudeau Society Centennial Circle



Give us a Call - Connect with a Breathe SoCal staff and make a gift supporting Trudeau Society by phone with a representative at (323) 935-8050

# Centennial Gala Commitment Form

We are excited to have you as a partner at our Trudeau Society Centennial Gala! Please submit all logos and advertising collateral by Friday, November 5, 2021. Materials must be 300 dpi hi-res for all printed and digital collateral. Acceptable formats include .png, .jpg, pdf, .ai, .ind.

## Contact information

Sponsorship Company Name \_\_\_\_\_

Contact Person \_\_\_\_\_

Title \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Phone \_\_\_\_\_ Email \_\_\_\_\_

### Sponsorships

- ☐ Platinum - \$25,000
- ☐ Gold - \$15,000
- ☐ Silver - \$10,000
- ☐ Bronze - \$7,500
- ☐ Friends - \$5,000
- ☐ Supporter - \$3,000

### Advertising

- Program Book Advertising
- ☐ \$500 Full- page Ad (8.5" x 11")
  - ☐ \$350 Half-page Ad (8.5" x 5.5")
  - ☐ \$200 Quarter Page Ad (4.3" x 5.5")

### Tickets

- ☐ General - \$175/person
- ☐ Early Bird - \$150/person includes access to conference & gala available until Oct. 15

Ticket Quantity \_\_\_\_\_

### I am unable to attend, but *Yes* I'd like to make a donation!

- ☐ \$5,000 Provide two engaging lectures or a pro/con debate for Trudeau Society Members
- ☐ \$2,500 Help provide one engaging educational panel discussion to Trudeau Society members
- ☐ \$1,500 Help provide an engaging lecture during this fiscal year's Trudeau Society Program Calendar
- ☐ \$1,000 Help reach more Fellows with Trudeau Society educational programming and networking opportunities
- ☐ I'd like to donate \$\_\_\_\_\_ to support Breathe SoCal's crucial programs.

## Payment Information

- ☐ Check is enclosed (payable to Breathe Southern California)
- ☐ Check will follow
- ☐ Credit Card: ☐ VISA ☐ MasterCard ☐ American Express ☐ Discover

Card Number \_\_\_\_\_ CVC \_\_\_\_\_

Exp date \_\_\_\_\_ Name on card \_\_\_\_\_

Signature \_\_\_\_\_

## Please return to:

ATTN: Breathe Southern California

ADDRESS: 5858 Wilshire Blvd, Suite 300 , Los Angeles, CA 90036 FAX: (323) 935-1873 EMAIL: [info@breathesocal.org](mailto:info@breathesocal.org)

Let us know you want to become a sponsor! Call (323) 935-8050 ext. 247

All proceeds enable us to create awareness about clean air and healthy lungs through research, education, advocacy and technology.

**4.75 AMA PRA  
Category 1  
Credit(s)<sup>™</sup>**

**Saturday, November 20, 2021 | 8am-3:30pm  
VIRTUAL CONFERENCE ON PHEEDLOOP**



# **PACIFIC COAST LUNG HEALTH CONFERENCE**

**Celebrating a Century of Inspiration,  
Innovation, and Invention**

Co-Sponsored By:



Jointly Provided By:



**PROSPECTUS**

**EXHIBIT | SPONSOR | ADVERTISE**

## ABOUT BREATHE SOUTHERN CALIFORNIA

Breathe SoCal is a 501(c)(3) nonprofit organization promoting clean air and healthy lungs through research, education, advocacy, and technology. For over 115 years, Breathe SoCal programs and services have addressed Southern California's serious air quality and lung-related public health challenges. Their work supporting clean air, healthy lungs, and smoke-free environments are among the many ways they protect the breath of life in California.



## ABOUT TRUDEAU SOCIETY

The Trudeau Society is a membership organization providing doctors and allied health professionals with networking opportunities, special events and continuing education on lung health. Membership provides collaboration between lung health professionals and enables expanded education on research-driven best practices, new treatments, therapies, and technologies, and visibility among leading academic medical institutions.



## ABOUT EMPHYSEMA FOUNDATION OF AMERICA

In conjunction with Breathe Southern California, the Emphysema Foundation of America (EFA) sponsors the annual COPD Conference and supports adult lung health programs that serve those suffering from COPD and other chronic lung diseases. The Emphysema Foundation of America (EFA) is dedicated to fighting for every breath of those suffering from emphysema and COPD. Its mission is to increase awareness of emphysema and COPD, and to conduct and support activities and research to prevent and treat those diseases.



## CONFERENCE ACCREDITATION

This activity has been planned and implemented in accordance with the accreditation requirements and policies of the Accreditation Council for Continuing Medical Education (ACCME) through the joint providership of Cedars-Sinai and Breathe Southern California. Cedars-Sinai is accredited by the ACCME to provide continuing medical education for physicians. Cedars-Sinai Medical Center designates this Live Activity for a maximum of **4.75 AMA PRA Category 1 Credit(s)™**. Physicians should claim only the credit commensurate with the extent of their participation in the activity. A certificate of participation will be provided to other health care professionals requesting credits. Participants should ensure in advance that their credentialing or licensing organization accepts AMA PRA Category 1 Credits™.

## WHY SPONSOR OUR CONFERENCE?



The Pacific Coast Lung Health Conference is an accredited health professional event that allows corporate and healthcare partners an opportunity to showcase new and improved treatments, research, and technologies in the management of Chronic Obstructive Pulmonary Disease and other lung health diseases. The conference brings together physicians, nurses, respiratory therapists and allied health care providers from local health systems, hospitals, and community clinics throughout Southern California. As a partner, your company will have the opportunity to exhibit and promote your products and services directly to Trudeau Society's network of health care professionals. As a long-term partner, we hope to not only enhance your existing customer relationships but also offer the opportunity to generate new qualified leads through meaningful interactions that result in new business and brand awareness.

### ATTENDEE SURVEY RESULTS FROM PREVIOUS CONFERENCES:

**86%**

Reported that the conference met their expectations.

**88%**

Would attend the COPD Conference again.

**88%**

Reported that the speakers were engaging.

**92%**

Reported that the information learned is useful to improve the quality of care among COPD patients.

**92%**

Reported that the conference is relevant to their career and interests.

## SPONSOR INFORMATION

**Date:** Saturday, November 20, 2021

**Time:** Event 8:00 AM - 3:30PM

**Location:** Virtual Conference

**Benefits:** As described on page 3 of Sponsorship Opportunities

**For partnership opportunities, please contact the Development Department at (323) 935-8050 Ext. 247 or Email: [AOriza@breathesocal.org](mailto:AOriza@breathesocal.org)**

## SPONSORSHIP OPPORTUNITIES

Breathe SoCal provides sponsorship packages with benefits that provide the greatest value back for your investment. We look forward to working with you to create a package that meets your marketing goals.

ONLY 2

### Diamond Level.....\$10,000

- Exclusive use of time: No other promotional programs overlap; Morning or Afternoon Non-CME Program
- Virtual Exhibit
- Website recognition: Placement of logo on Trudeau Society website acknowledging Platinum Sponsorship and linked to your company page or initiative
- Digital Advertisements: Banner ad in email promotions and Trudeau Society website (as permitted by ACCME); full-page ad in digital program
- Attendee List: Access to Attendee & Participant pre-registration list to be used to mail/email program invitations
- Complimentary tickets for 4 to post-event in-person Trudeau Society Centennial Gala and networking opportunity

ONLY 4

### Platinum Level.....\$7,500

- Exclusive opportunity to provide company/branded badge lanyards for attendees or other branded materials in post event meeting gift bag
- Virtual Exhibit
- Website recognition: Placement of logo on Trudeau Society website acknowledging Platinum Sponsorship and linked to your company page or initiative
- Digital Advertisements: Banner ad in email promotions and Trudeau Society website (as permitted by ACCME); half-page ad in digital program
- Attendee List: Access to Attendee & Participant pre-registration list
- Complimentary tickets for 3 to post-event in-person Trudeau Society Centennial Gala and networking opportunity

ONLY 6

### Gold Level.....\$5,000

- Virtual Exhibit
- Website recognition: Placement of logo on Trudeau Society website acknowledging Gold Level Sponsorship and linked to your company page or initiative
- Digital Advertisements: Banner ad in email promotions and Trudeau Society website (as permitted by ACCME); quarter page ad in digital program
- Attendee List: Access to Attendee & Participant pre-registration list
- Complimentary tickets for 2 to post-event in-person Trudeau Society Centennial Gala and networking opportunity

ONLY 8

### Silver Level.....\$1,500

- Complimentary Trainee Program Admittance for Hospitals and Medical Centers to the conference
- Virtual Exhibit
- Website recognition: Placement of logo on Trudeau Society website acknowledging Silver Level Sponsorship and linked to your company page or initiative
- Digital Advertisements: Banner ad in email promotions and Trudeau Society website (as permitted by ACCME); name and logo recognition in digital program

## OTHER MARKETING OPPORTUNITIES

### PRINTED PROGRAM ADVERTISEMENT

8.5" X 11"

**FULL PAGE**  
**\$600**

8.5" X 5.5"

**HALF PAGE**  
**\$450**

4.3" X 5.5"

**QUARTER PAGE**  
**\$325**

### LITERATURE DISTRIBUTION

**\$200** (1) Company Branded Item in Gift Tote

### DIGITAL MARKETING



**\$250** (1) Pre-Conference post on Facebook and Twitter



**\$500** (1) Banner Ad in an email blast to over 10,000 contacts



**\$750** (1) Pre- and Post-Conference post on Facebook, Twitter, and Instagram

There are diverse opportunities to sponsor and partner with Breathe SoCal and the Trudeau Society. For inquiries please contact our Development Department at [loriza@breathesocal.org](mailto:loriza@breathesocal.org) or call (323) 935-8050 ext. 247.



## SPONSOR RESERVATION FORM: TRUDEAU SOCIETY PACIFIC COAST LUNG HEALTH CONFERENCE

### SPONSOR INFORMATION

We hereby apply for the following sponsorship at the Pacific Coast Lung Health Conference on Saturday, November 20, 2021, for virtual programming. All promotional materials and sponsorships must be submitted to Breathe SoCal by Friday, November 5, 2021. We understand this application becomes a contract when signed by us and accepted by Breathe SoCal. All attendees will be listed on this form. Space is limited to first paid first served.

#### Attendees:

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Contact: \_\_\_\_\_ Title: \_\_\_\_\_

Company Name: \_\_\_\_\_

Address: \_\_\_\_\_ City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

#### TICKETS: Conference ONLY

- ☐ \$35/PERSON EARLY BIRD (ENDS 10/15/21)
- ☐ \$50/PERSON
- ☐ \$25/PERSON FELLOWS (Program Required)

#### TICKETS: Conference & Gala Bundle

- ☐ \$150/PERSON EARLY BIRD (ENDS 10/15/21)  
Includes access to conference & gala
- ☐ \$175/PERSON (STARTS 10/16/21 gala only)

#### SPONSORSHIP LEVELS:

- ☐ DIAMOND SPONSOR  
\$10,000
- ☐ PLATINUM SPONSOR  
\$8,000
- ☐ GOLD SPONSOR  
\$6,000
- ☐ SILVER SPONSOR  
\$1,500

#### Unable to attend? You can still make an impact by making a donation!

- ☐ I am unable to attend but please accept my donation of \$ \_\_\_\_\_

#### Ticket Quantity

Please provide the number of tickets you'd like to purchase below.

Number of Tickets: \_\_\_\_\_

**Note: Centennial Circle Donors that donate \$1,000+ to receive a complimentary ticket to the conference and discounted tickets to the gala**

### OTHER OPPORTUNITIES

- ☐ \$200 (1) Branded Item in Tote
- ☐ \$250 (1) Pre-Conference post on Facebook & Twitter
- ☐ \$500 (1) Banner Ad in an email blast to over 10,000 contacts
- ☐ \$750 (1) Pre- and Post- Conference post on Facebook, Twitter, and Instagram
- ☐ \$600 Full Page Ad
- ☐ \$450 Half Page Ad
- ☐ \$325 Quarter Page Ad

#### ADDITIONAL EXHIBIT BOOTH REPRESENTATIVE

- ☐ \$75 per person fee

Number of Additional Representatives \_\_\_\_\_

Attendee Name(s) & Title(s): \_\_\_\_\_

### PAYMENT INFORMATION

☐ VISA ☐ MASTERCARD ☐ AMERICAN EXPRESS | **3-DIGIT CODE** \_\_\_\_\_

Card Number: \_\_\_\_\_ Exp Date: \_\_\_\_\_

Name on Card: \_\_\_\_\_

Print Name: \_\_\_\_\_

Signature: \_\_\_\_\_

- ☐ Make checks payable to Breathe Southern California and return with completed application to: **5858 Wilshire Boulevard, Suite 300, Los Angeles, CA 90036**

TOTAL  
AMOUNT \$