CORPORATE PARTNERSHIP OPPORTUNITIES

Pulmonary Fibrosis Foundation
We Imagine a World Without Pulmonary Fibrosis

The Pulmonary Fibrosis Foundation mobilizes people and resources to provide access to high quality care and leads research for a cure so people with pulmonary fibrosis will live longer, healthier lives.
The Pulmonary Fibrosis Foundation (PFF) is the only organization exclusively focused on research, education and advocacy efforts for the pulmonary fibrosis (PF) and idiopathic pulmonary fibrosis (IPF) community in the United States.

Since our inception 20 years ago, we have awarded more than $4.5 million in research grants, which have been leveraged into more than $100 million in subsequent funding from the publicly supported National Institutes of Health. We are dedicated to accelerating treatments and providing patients with a platform to make a significant impact on future generations.

To further stimulate groundbreaking therapeutic advancements and lead to quicker research outcomes, we created the Pulmonary Fibrosis Patient Registry, which collects a broad array of anonymized patient information, and makes it possible for researchers to explore the causes and treatment of pulmonary fibrosis. To date, the value of research using Registry data exceeds $31 million.
Pulmonary fibrosis is a family of more than 200 different lung diseases that all look very much alike and fall into a larger group of disease called “interstitial lung diseases.” The word “pulmonary” means “lung” and “fibrosis” means scar tissue. So in its simplest sense, pulmonary fibrosis means scarring in the lungs. It’s a progressive disease that does not have a “standard” or expected clinical course. With no known cure, certain forms of PF, such as idiopathic pulmonary fibrosis (IPF), may take the lives of patients within three to five years from diagnosis.

As the leading patient advocacy organization, we are taking charge in the search for a cure for this devastating disease. We strive toward a cure because:

• 200,000 people are living with IPF in the United States.

• Shortness of breath, fatigue, and chronic cough, the most commonly reported disease symptoms, have a severe impact on the quality of patient’s lives and can prevent them from everyday activities.

• One in 200 people over the age of 70 are living with IPF and 50,000 new cases are diagnosed annually in the United States.

• 55% of patients experience at least one misdiagnosis, most often of asthma, pneumonia, and bronchitis, and 38% of patients experience two or more misdiagnoses which leads to additional time spent before they receive effective, specialized treatments.

• Every patient should have access to a center with expertise in diagnosing and treating pulmonary fibrosis. Today, 84% of patients in the 374 metropolitan statistical areas in America live within two hours of a site in our PFF Care Center Network.

• The only known “cure” is a lung transplant. In 2017, there were 2,450 reported lung transplants done in the United States, nearly half of them were for pulmonary fibrosis patients.
Bolster your outreach and engagement efforts as a corporate partner of the Pulmonary Fibrosis Foundation.

Corporate partnerships span across our dynamic line-up of events and make a significant impact on the patient community. As a corporate partner, we offer multiple channels of engagement with patients, caregivers, and healthcare professionals to meet your specific needs.

Our signature event programs include Broadway Belts for PFF!, the PFF Walk, Pulmonary Fibrosis Awareness Month, and the PFF Summit (see pages 6-9).

2020

Our Reach in the PF Community

- **2019 Website Homepage Visits:** 111,000
- **Social Media Followers:** 44,000
- **Breathe Bulletin Readers:** 19,000
- **YouTube Subscribers:** 1,800
- **Patient/Caregiver/Family Email List:** 12,000
- **Healthcare Professional Email List:** 3,000

2020
Glitz, glamour, and grandeur await you at Broadway Belts for PFF! Celebrate 10 years of “hitting the high notes” with us on Monday, February 24th at the Edison Ballroom in New York City.

Broadway Belts for PFF! is the single largest fundraiser for the PFF and boasts a talented cast of Broadway stars performing their favorite hits and original pieces during this once-in-a-lifetime evening. Cast from prior years has included Tony-winner Santino Fontana from TOOTSIE (2019), the original cast of Hairspray (2018), Stephanie Mills from The Wiz (2017), and Daveed Diggs from Hamilton (2016).

Sponsorship opportunities start at $2,500 and include two main-floor tickets to the event with access to the cocktail reception and hors d’oeuvres, a three-course plated dinner, and admission to the after party. Tables of 10 start at $10,000 and provide an incredible nightlife experience!

To secure your spot or learn more, please visit BroadwayBeltsforPFF.org.
The PFF Walk offers an inclusive community for those who have been touched by pulmonary fibrosis to share their stories, celebrate their loved ones, and unite in the search for a cure.

Engage with patients, caregivers, and healthcare professionals across five physical locations as a national sponsor or concentrate your efforts in one region as a local sponsor.

**New York City** | April 25, 2020  
**Chicago** | September 12, 2020  
**San Francisco** | September 19, 2020 (NEW!)  
**Washington, D.C.** | October 10, 2020  
**Dallas** | October 24, 2020  
**Virtual** | September 26 & 27, 2020

Create a fundraising team! Challenge your staff to join your corporate team to fundraise and participate in the PFF Walk as a team-building activity. With five locations across the country, find a Walk located near your office, or participate in a Virtual Walk on the day and place of your choosing. The PFF Walk is a wonderful opportunity to showcase your support of our mission, foster engagement within your internal team, and unite with us in the search for a cure. Register or learn more at pffwalk.org.
The PFF Summit is not only the largest PF healthcare conference in the world, but it is unlike any other, welcoming everyone who has been impacted by the disease.

The Summit provides an unparalleled opportunity to network with patients, caregivers, healthcare providers, researchers, thought-leaders, and industry representatives—all in one setting.

The goal of Summit is to foster collaboration that will help enhance patient care and stimulate research that will lead to better treatments for PF. The PFF Summit 2019 saw record-breaking participation with 950 attendees from 44 states and 10 countries!

Join us for PFF Summit 2021 from November 11-13 at the Sheridan Grand Chicago. We offer a wide range of sponsorship levels and benefits for this event with a 2021 Prospectus anticipated to be released by the end of 2020.

To learn more about PFF Summit, visit PFFSummit.org.
Pulmonary Fibrosis Awareness Month takes place each September to unite those who have been impacted by pulmonary fibrosis across the globe.

This initiative relies heavily on social media participation to spread the word about pulmonary fibrosis all over the world. One of the first steps you can take to participate is to follow and interact with us on our social media channels at @pfforg.

PF Awareness Month sponsorships start at $2,500 and provide the opportunity to gain exposure with patients, caregivers and healthcare professionals through a robust social media and digital campaign. In 2019, the PF community united and raised awareness to more than 1.7 million people online. This was accomplished through participation in various awareness month activities, including 30 Facts In 30 Days, Portraits of PF, #BlueUp4PF, raising funds, attending or hosting an awareness event, personalizing social media profiles, and more.

To learn more, visit pulmonaryfibrosis.org/pf-awareness.
Through the support of our generous sponsors, the Pulmonary Fibrosis Foundation is able to drive research outcomes, continue important patient programs, and accelerate our mission forward.

Together, we can step forward toward a cure.