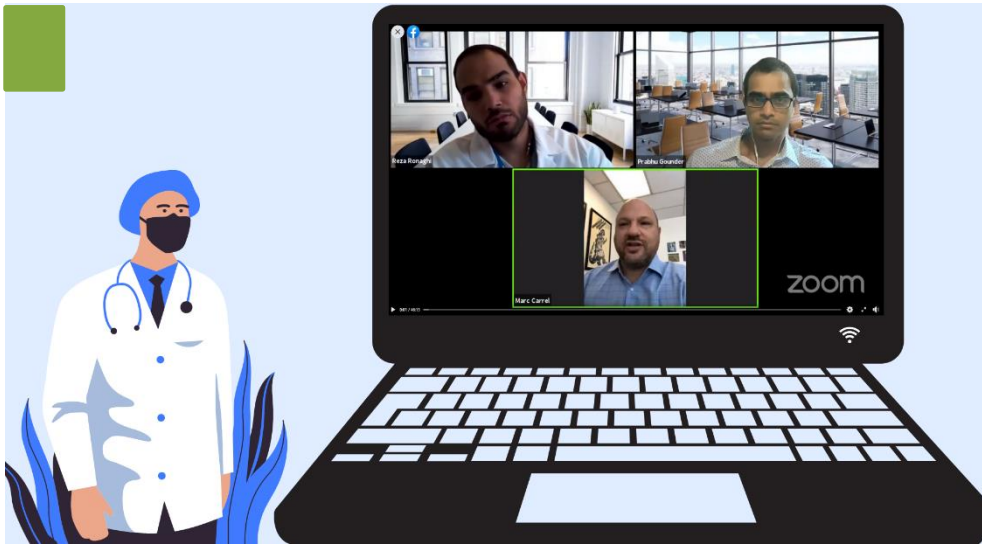


# Trudeau Society & Breathe Southern California Partnership Proposal



## Engage | Educate | Exhibit

*Note: In accordance with Governor Newsom's California Pandemic Roadmap, Breathe Southern California and Trudeau Society have incorporated opportunities for virtual programming and education for the wellbeing and safety of our members, partners, and staff. In person photos in proposal reflect past programs prior COVID-19.*

# Trudeau Society

*Life Lung Learning™*



Breathe Southern California offers partnership opportunities through our Trudeau Society that provides enriching and rewarding experiences for your company. In collaboration with our corporate partners, we develop customized opportunities that best meets your objectives while making a significant impact on underserved communities most affected by respiratory disease throughout Southern California.



Trudeau Society members at our Pro-Con Debate – Dr. Weigt, Dr. Belperio, Dr. Gelb, Dr. Nathan, and Dr. Soo Hoo

## A Network of Health Professionals

The Trudeau Society is a membership organization providing doctors and allied health professionals with networking opportunities, special events and continuing education on lung health.

As a result of the pandemic, Trudeau Society educational lectures and opportunities are now provided virtually to all members.

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.

## Life Lung Learning

Each year, the society hosts a series of lectures and panels on lung health issues featuring nationally recognized experts. With the mission of “Life Lung Learning,” the organization seeks to increase knowledge and awareness about the latest trends and research in chronic lung disease and patient care. Continuing Medical Education credits are provided for attendees at several of the Trudeau Society programs each year.

## A Rich History

The Trudeau Society is named in honor of Edward Livingston Trudeau, M.D. (1848-1915), the first doctor to develop the sanatorium concept of treating tuberculosis (TB).

Founded in 1921, as the Trudeau Tuberculosis Society, the organization carried out Livingston’s legacy “to promote a better understanding of pulmonary diseases and to stimulate a greater interest in the study of this specialty to further acquaintance and good fellowship among those interested in tuberculosis.”

Since 1925, the Trudeau Society has expanded beyond tuberculosis toward fostering a better understanding of pulmonary diseases, patient care and outcomes for all respiratory conditions.

## Be a Part of the Latest Medical Breakthroughs

The Trudeau Society offers educational engagement opportunities for medical professionals on a wide range of lung health issues—thus promoting a better understanding of pulmonary diseases in an effort to provide the best possible care to the community.





Date	Event	Location
Nov. 18, 2020	Hans Einstein Lecture with Barlow	Virtual Zoom Meeting
Dec. 14, 2020	The Role of Type 2 Inflammation in Various Disease States (including COPD) with Jonathan Corren, MD; UCLA	Virtual Zoom Meeting
Jan. 27, 2021	Interstitial Lung Disease: Management Updates with Toby Maher, MD; USC	Virtual Zoom Meeting
Feb. 2021	Annual Daniel Simmons, MD Lecture with UCLA Potential pro/con debate	Virtual Zoom Meeting or UCLA Faculty Center
Mar. 30, 2021	Samuel J. Sills, MD Distinguished Scholar Lecture on “COPD: Deep Learning in Medicine: Leveraging Strengths While Managing Expectations” with George Washko, MD; Brigham and Women’s Hospital, Harvard Medical School	Virtual Zoom Meeting or USC McKay's Trophy Room
Apr. 25. 2021	California Research Forum on Lung Health	Cedars-Sinai Med. Ctr. Harvey Morse Conf.
Apr. 25. 2021	Community Lung Health Event	TBA
Jun. 2021	Philip Gold, M.D. Honorary Lecture on Personalized Medicine	TBA – Riverside County
Sept. 11, 2021 (full day)	Annual COPD & Lung Health Conference	Cedars-Sinai Med. Ctr. Harvey Morse Conf.
Sept. 22, 2021 (evening)	Trudeau Society Centennial Celebration	TBA

**Note:** Calendar dates and locations are subject to change. As a result of the pandemic, Trudeau Society lectures have gone virtual to meet the needs of our members. For calendar inquiries and updates please contact Andrea Oriza, Development Manager at Breathe Southern California (323) 935- 8050 ext. 247 or by email at [aooriza@breathesocal.org](mailto:aooriza@breathesocal.org).



The Trudeau Society is an organization providing doctors and health professionals with networking opportunities, special events and continuing education on lung health. With the mission of “Life Lung Learning,” the organization seeks to increase knowledge and awareness about the latest trends and research in chronic lung disease and patient care. Join us as a dedicated partner and promote your life-changing medical technologies, services, and therapies directly to our network of physicians, nurses, respiratory therapists and allied health care providers throughout California.



**LOCATION & DATE**

Review page 4 of proposal for Events, Topics, and Dates.

**Trudeau Society Lecture Series  
Sponsorship Opportunities and Benefits  
(6 Lectures Scheduled 2020-2021)**

	Package Opportunities					One-Time
	Diamond Level	Platinum Level	Gold Level	Silver Level	Bronze Level	Society Level
	\$15,000	\$10,000	\$7,500	\$5,000	\$3,000	\$1,500
• Complimentary Guest Registrations	6	4	3	2	2	1
• Number of Trudeau Society Lectures included:	6	5	4	3	2	1
• <b>Website Recognition:</b> Logo linked to your company home page or initiative on the Trudeau Society website <a href="http://www.trudeausociety.org">www.trudeausociety.org</a>	✓	✓	✓	✓	✓	✓
• <b>Email Campaign Recognition:</b> Logo and/or company name included in 3-week long email promotions to 20,000 constituents	✓	✓	✓	✓	✓	✓
• <b>Brand Recognition:</b> Logo and/or company name included in all printed/mailed collateral shared with members	✓	✓	✓	✓	✓	✓
• <b>Social Media Recognition:</b> Pre- and Post- event recognition on Facebook, Twitter, and LinkedIn	✓	✓	✓	✓	✓	
• <b>Exhibit*:</b> 6’ Table and 2 chair in Exhibit Hall (Inquire about virtual exhibit opportunities)	✓	✓	✓	✓		
• <b>Digital Advertisements:</b> Banner ad in email promotions and Trudeau Society website	✓	✓	✓	✓		
• <b>Media Release Spotlight:</b> logo and paragraph recognizing company in media/press release	✓	✓	✓			
• <b>Google Advertisements</b>	8-weeks	4-weeks				
• <b>Attendee List:</b> Access to Trudeau Society Attendee list	✓					

*\*Due to COVID-19 some benefits may be temporarily substituted to meet virtual programming.*



The annual California COPD & Lung Health Conference is a CME 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 health systems, hospitals, and community clinics throughout the nation. As a partner, your company will have the opportunity to exhibit and promote your products and services directly to EFA and 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.

## Annual COPD & Lung Health Conference Sponsorship Opportunities and Benefits



### LOCATION & DATE\*

**September 11, 2021**

**Cedars Sinai Medical Center Harvey  
Morse Conference Center**

	Diamond Level	Platinum Level	Gold Level	Silver Level	Bronze Level	Society Level
	\$15,000	\$10,000	\$7,500	\$5,000	\$3,000	\$1,500
• Complimentary Guest Registrations	6	4	3	2	2	1
• <b>Website Recognition:</b> Logo linked to your company home page or initiative on the Trudeau Society website <a href="http://www.trudeausociety.org">www.trudeausociety.org</a>	✓	✓	✓	✓	✓	✓
• <b>Email Campaign Recognition:</b> Logo and/or company name included in 3-week long email promotions to 100,000 constituents	✓	✓	✓	✓	✓	✓
• <b>Brand Recognition:</b> Logo and/or company name included in all printed/mailed collateral shared with members	✓	✓	✓	✓	✓	✓
• <b>Social Media Recognition:</b> Pre- and Post- event recognition on Facebook, Twitter, and LinkedIn	✓	✓	✓	✓	✓	
• <b>Exhibit*:</b> 6’ Table and 2 chair in Exhibit Hall (Inquire about virtual exhibit opportunities)	✓	✓	✓	✓		
• <b>Digital Advertisements:</b> Banner ad in email promotions and Trudeau Society website	✓	✓	✓	✓		
• <b>Media Release Spotlight:</b> logo and paragraph recognizing company in media/press release	✓	✓	✓			
• <b>Google Advertisement:</b> promoting your company and initiatives	8-weeks	4-weeks	2-weeks			
• <b>Attendee List:</b> Access to Attendee & Participant lists	✓					

\*Due to COVID-19 some benefits may be temporarily substituted to meet virtual programming.

The Trudeau Society has played a pivotal role in the education of physicians and other lung health professionals for decades. 2021 will be the Trudeau Society’s 100th anniversary. To recognize this major milestone, we are trying to raise at least \$100,000 from committed members, community partners, and corporate sponsors through our Centennial Campaign. Trudeau Society’s Centennial Gala brings together leaders in healthcare to celebrate our mission of Life Lung Learning™ to increase knowledge and awareness about the latest trends and research in chronic lung disease and patient care. Join us as we honor distinguished healthcare leaders as we come together to celebrate 100 years committed to improving lung health and patient care with Trudeau Society.

## Trudeau Society Centennial Gala Sponsorship Opportunities and Benefits



### LOCATION & DATE\*

September 11, 2021

Cedars Sinai Medical Center Harvey  
Morse Conference Center

	Diamond Level	Platinum Level	Gold Level	Silver Level	Bronze Level	Society Level
	\$15,000	\$10,000	\$7,500	\$5,000	\$3,000	\$1,500
• Complimentary Guest Registrations	6	4	3	2	2	1
• <b>Website Recognition:</b> Logo linked to your company home page or initiative on the Trudeau Society website <a href="http://www.trudeausociety.org">www.trudeausociety.org</a>	✓	✓	✓	✓	✓	✓
• <b>Email Campaign Recognition:</b> Logo and/or company name included in 3-week long email promotions to 100,000 constituents	✓	✓	✓	✓	✓	✓
• <b>Brand Recognition:</b> Logo and/or company name included in all printed/mailed collateral shared with members	✓	✓	✓	✓	✓	✓
• <b>Social Media Recognition:</b> Pre- and Post- event recognition on Facebook, Twitter, and LinkedIn	✓	✓	✓	✓	✓	
• <b>Exhibit*:</b> 6’ Table and 2 chair in Exhibit Hall (Inquire about virtual exhibit opportunities)	✓	✓	✓	✓		
• <b>Digital Advertisements:</b> Banner ad in email promotions and Trudeau Society website	✓	✓	✓	✓		
• <b>Media Release Spotlight:</b> logo and paragraph recognizing company in media/press release	✓	✓	✓			
• <b>Google Advertisement:</b> promoting your company and initiatives	8-weeks	4-weeks	2-weeks			
• <b>Attendee List:</b> Access to Attendee & Participant lists	✓					

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The California Research Forum on Lung Health joins local researchers as they share strategies and innovations related to clinical and scientific pulmonary and respiratory health. Research abstracts are selected by the Scientific Review Committee and the leading oral/poster presentations receive awards. We are excited to honor and award key leaders in research and share their strategies and innovations focused on improving respiratory health. Join us at the California Research Forum to promote and share your evidence-based therapies, medicines, and technologies to a network of health care professionals and researchers across the nation.

## California Research Forum on Lung Health Sponsorship Opportunities and Benefits



### LOCATION & DATE\*

**April 25, 2021**

**Cedars-Sinai Med. Center**

**Harvey Morse Conference Center**

	Diamond Level	Platinum Level	Gold Level	Silver Level	Bronze Level	Society Level
	\$15,000	\$10,000	\$7,500	\$5,000	\$3,000	\$1,500
• Complimentary Guest Registrations	6	4	3	2	2	1
• <b>Website Recognition:</b> Logo linked to your company home page or initiative on the Trudeau Society website <a href="http://www.trudeausociety.org">www.trudeausociety.org</a>	✓	✓	✓	✓	✓	✓
• <b>Email Campaign Recognition:</b> Logo and/or company name included in 3-week long email promotions to 100,000 constituents	✓	✓	✓	✓	✓	✓
• <b>Brand Recognition:</b> Logo and/or company name included in all printed/mailed collateral shared with members	✓	✓	✓	✓	✓	✓
• <b>Social Media Recognition:</b> Pre- and Post- event recognition on Facebook, Twitter, and LinkedIn	✓	✓	✓	✓	✓	
• <b>Exhibit*:</b> 6' Table and 2 chair in Exhibit Hall (Inquire about virtual exhibit opportunities)	✓	✓	✓	✓		
• <b>Digital Advertisements:</b> Banner ad in email promotions and Trudeau Society website	✓	✓	✓	✓		
• <b>Media Release Spotlight:</b> logo and paragraph recognizing company in media/press release	✓	✓	✓			
• <b>Google Advertisement:</b> promoting your company and initiatives	8-weeks	4-weeks	2-weeks			
• <b>Attendee List:</b> Access to Attendee & Participant lists	✓					

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# Community Health Fair Event



Join us as a partner in helping to provide information and resources to individuals and families living with lung disease. We are taking meaningful action to provide our most vulnerable communities by offering them a free opportunity for lung health screenings and more. You can help make a difference by joining us in providing a much-needed service to our patient communities. As a sponsoring partner you will be given the opportunity to share your life changing resources and treatments to individuals and communities that need it most. Become a sponsoring partner of our Community Health Fair event as we continue to serve Southern California families.

## Community Health Fair Sponsorship Opportunities and Benefits



**LOCATION & DATE\***

**April 25, 2021**

**Cedars-Sinai Med. Center**

**Harvey Morse Conference Center**

	Diamond Level	Platinum Level	Gold Level	Silver Level	Bronze Level	Society Level
	\$15,000	\$10,000	\$7,500	\$5,000	\$3,000	\$1,500
• Complimentary Guest Registrations	6	4	3	2	2	1
• <b>Website Recognition:</b> Logo linked to your company home page or initiative on the Trudeau Society website <a href="http://www.trudeausociety.org">www.trudeausociety.org</a>	✓	✓	✓	✓	✓	✓
• <b>Email Campaign Recognition:</b> Logo and/or company name included in 3-week long email promotions to 100,000 constituents	✓	✓	✓	✓	✓	✓
• <b>Brand Recognition:</b> Logo and/or company name included in all printed/mailed collateral shared with members	✓	✓	✓	✓	✓	✓
• <b>Social Media Recognition:</b> Pre- and Post- event recognition on Facebook, Twitter, and LinkedIn	✓	✓	✓	✓	✓	
• <b>Exhibit*:</b> 6' Table and 2 chair in Exhibit Hall (Inquire about virtual exhibit opportunities)	✓	✓	✓	✓		
• <b>Digital Advertisements:</b> Banner ad in email promotions and Trudeau Society website	✓	✓	✓	✓		
• <b>Media Release Spotlight:</b> logo and paragraph recognizing company in media/press release	✓	✓	✓			
• <b>Google Advertisement:</b> promoting your company and initiatives	8-weeks	4-weeks	2-weeks			
• <b>Attendee List:</b> Access to Attendee & Participant lists	✓					

\*Due to COVID-19 some benefits may be temporarily substituted to meet virtual programming.



### Sponsorship Agreement Form

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

Affiliation (Company): \_\_\_\_\_

Mailing Address: \_\_\_\_\_

Phone Number: ( \_\_\_\_ ) \_\_\_\_\_

Fax Number: ( \_\_\_\_ ) \_\_\_\_\_

E-mail Address: \_\_\_\_\_

#### 2020-2021 Trudeau Society Sponsorship Opportunities

##### Choose Your Trudeau Society Program below:

- Trudeau Society Lecture Series
- Annual COPD & Lung Health Conference
- California Research Forum on Lung Health
- Trudeau Society Centennial Gala
- Trudeau Society Community Health Fair

##### Choose your Sponsorship Level below:

- Diamond Level - \$15,000 Qty: \_\_\_\_\_
- Platinum Level - \$10,000 Qty: \_\_\_\_\_
- Gold Level - \$7,500 Qty: \_\_\_\_\_
- Silver Level - \$5,000 Qty: \_\_\_\_\_
- Bronze Level - \$3,000 Qty: \_\_\_\_\_
- Society Level - \$1,500 Qty: \_\_\_\_\_

**Sub-Total Amount** \$ \_\_\_\_\_ .00

Unable to partner? Consider making a meaningful donation to support Trudeau Society. \$ \_\_\_\_\_ .00

**Total Amount** \$ \_\_\_\_\_ .00

**CHECK PAYMENTS:** Please make checks payable to: Breathe Southern California

##### CREDIT CARD PAYMENTS:

Visa/MC # \_\_\_\_\_ Exp. Date: \_\_\_\_\_ CVV Code: \_\_\_\_\_

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

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

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

**Please return to:** Breathe Southern California | Attn: Andrea Oriza | 5858 Wilshire Blvd., Ste. 300, Los Angeles, CA 90036  
 For additional questions on sponsorships please contact Andrea Oriza at (323) 935-8050, Ext. 247 or by email at [aoriza@breathesocal.org](mailto:aoriza@breathesocal.org)

*Thank you for your remarkable support!*