

RHA'S CHARITY STAIR CLIMB

FEBRUARY 23, 2025 • 875 N. MICHIGAN AVENUE, CHICAGO

ABOUT THE EVENT

This February, 2,000 participants climb to the top of 875 N. Michigan Avenue (former Hancock Building) to the 360 Chicago Observatory in one of Chicago's most iconic fundraising events.

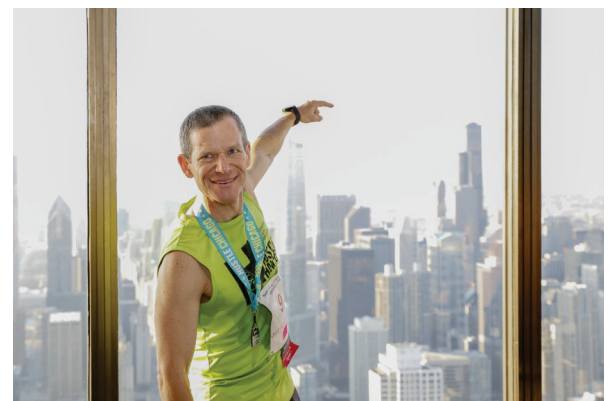
Climbers and their guests celebrate their achievements at an After Party with food, music, sponsor exhibits and more at the nearby Hilton Chicago Magnificent Mile Suites. More than 1,200 people attend the After Party.

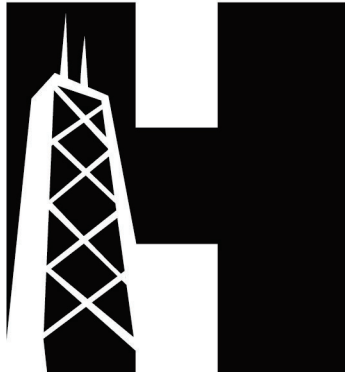
For over 28 years, Hustle Chicago® stair climb has raised more than \$21 million to support Respiratory Health Association's lung disease research, clean air policy work and health education programs.

RESPIRATORY HEALTH ASSOCIATION

A public health leader in metropolitan Chicago since 1906, today we address asthma, COPD, lung cancer, COVID-19, tobacco control and air quality through education, research and policy change. Proceeds from Hustle support RHA's efforts including:

- Developing resources for families affected by long-COVID, which continues to affect hundreds of thousands of people in the US.
- Returning to classrooms with our Fight Asthma Now© program to help students living with asthma.
- Awarding 57 lung health research grants totaling over \$3.7 million since 1998. In the past 5 years, grants have focused on lung cancer, chronic obstructive pulmonary disease (COPD), and idiopathic pulmonary fibrosis (IPF).





HUSTLE
CHICAGO



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MEDIA COVERAGE

Pre-event and event day earned media is also extensive. Event day has recently been covered by ABC7, CBS2, Fox32, NBC5, and WGN-TV along with WBBM and WGN radio.



PARTICIPANT DEMOGRAPHICS

Hustle Chicago® participants represent an appealing buyer demographic:

- 46% of attendees are between 30-49 years old
- Male to female ratio is 1:1
- 46% of climbers are impacted by lung disease and are personally connected to RHA's mission.



"The money raised at Hustle Chicago can save lives."

Jim Neville, Omron Electronics, Corporate Sponsor

"Our team grows closer each year as we race up 1,632 steps where we push each other to achieve our physical and fundraising goals. We have all bonded so much before and during the event day – all while making new connections and friends at work."

Christopher Fry, Lockton Companies, Corporate Sponsor



WAIT! DID YOU KNOW?
YOU CAN SUPPORT RHA ALL YEAR LONG!

Maximize your impact and receive marketing and attendee benefits at all three of Respiratory Health Association's major fundraising events.

WHISKEY AND BARREL NITE

Taste from 180+ bourbons, scotches, and whiskies from around the world, and enjoy a delicious whisky-infused dinner. Hosted at Morgan Manufacturing in Chicago's West Loop, don't miss this unforgettable evening of food, drink, and music with 500+ attendees

October 17, 2024 - resphealth.org/whiskeybarrel

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 different mile ranges to engage a variety of bike riders.

August 3 & 4, 2024 - resphealth.org/cow



To learn more about a combined sponsorship to receive coverage at all three events, email specialevents@resphealth.org.

HUSTLE CHICAGO® 2025 CORPORATE CLIMB

Choose the corporate climb package that's right for you and your company's networking and marketing goals! All packages can be customized to your company's objectives and the availability of the benefits at the time.

I want to climb!

	Diamond \$25,000	Platinum \$15,000	Gold \$10,000	Silver \$7,500	Bronze \$4,050
Reserved spots in the Omron Full Climb or Half Climb	30	20	15	15	10
Company on Corporate Climb Division signage at event	●	●	●	●	●
Social media mention(s) on Facebook and Instagram	Boosted + LinkedIn	Boosted + LinkedIn	+ LinkedIn	●	●
Invitation to exclusive Hustle weekend VIP Reception for a number of company representatives	5	4	3	2	2
Philanthropic Award to display at your location	●	●	●	●	●
Company promotional banner(s) in stairwell	8	4	3	2	1
Logo on event website	●	●	●	●	
Logo in event email blasts	●	●	●	●	
Logo on event shirts & postcards	●	●	●		
Naming rights for event component (e.g. the Start Line Sponsor, the After Party Sponsor)	●	●	●		
Optional exhibit space at Hustle After Party	●	●	●		
Logo inclusion in Crain's email	●	●			
Name mentioned in press releases	●	●			
Logo on climber bibs	●				
Logo in video ad	●				

HUSTLE CHICAGO® 2025 SPONSORSHIP

Choose the sponsorship package that's right for you and your company's networking and marketing goals! All packages can be customized to your company's objectives and the availability of the benefits at the time.

**I don't want to climb,
but I want to support!**

	\$15,000	\$10,000	\$7,500	\$5,000	\$2,500	\$750
Optional exhibit space at Hustle After Party	●	●	●	●	●	●
Social media mention(s) on Facebook and Instagram	Boosted + LinkedIn	Boosted + LinkedIn	Boosted + LinkedIn	+ LinkedIn	●	
Logo on event website	●	●	●	●	●	
Logo in event email blasts	●	●	●	●		
Company promotional banner(s) in stairwell	8	4	2	1		
Logo on event shirts & postcards	●	●	●			
Naming rights for event component (e.g. the Start Line Sponsor, the After Party Sponsor)	●	●				
Logo inclusion in Crain's email	●	●				
Name mentioned in press releases	●	●				
Logo on climber bibs	●					
Logo in video ad	●					



HUSTLE CHICAGO® 2025 CORPORATE CLIMB & SPONSORSHIP COMMITMENT FORM

I want to climb!

Diamond | \$25,000

- My company will pay the full amount.
- My company will pay \$20,350, and individual participants will pay their own \$155 entry fee.

Gold | \$10,000

- My company will pay the full amount.
- My company will pay \$8,500, and individual participants will pay their own \$155 entry fee.

Bronze | \$4,050

- My company will pay the full amount.
- My company will pay \$2,500, and individual participants will pay their own \$155 entry fee.

Platinum | \$15,000

- My company will pay the full amount.
- My company will pay \$11,900, and individual participants will pay their own \$155 entry fee.

Silver | \$7,500

- My company will pay the full amount.
- My company will pay \$5,950, and individual participants will pay their own \$155 entry fee.

I don't want to climb, but I want to support!

- \$15,000
- \$10,000
- \$7,500
- \$5,000
- \$2,500
- \$750

Contact Information

Name: _____ Company: _____

Address: _____ City/State/Zip: _____

Phone: _____ Email: _____

Gift Information

Enclosed is a check made payable to Respiratory Health Association

Please submit an invoice to: _____

Please charge my credit card: VISA MASTERCARD AMEX DISCOVER

Credit Card #: _____ Expiration Date: _____ CVC: _____

Cardholder Name: _____ Authorized Signature: _____

Please complete and return this form to:

Respiratory Health Association | Attn: Hustle Chicago | 1440 W. Washington Blvd. | Chicago, IL 60607

or submit via email to specialevents@resphealth.org

****Benefits are subject to availability as we move closer to the event date****