

## THANK YOU FOR JOINING THE FIGHT FOR AIR!

Dear Climber,

On behalf of those affected by lung disease, thank you for taking this first step and committing to the American Lung Association's **Fight For Air Climb!** This year's climb will take place on **Sunday, February 28, 2010** at the Renaissance Center and we are excited that you are going to be a part of it.

Thirty-five million Americans are living with chronic lung diseases such as asthma, lung cancer and COPD. Nearly 1,000 Americans die from lung disease every day, and it is the #3 killer of Americans. The American Lung Association needs your support to end lung disease.

Last year nearly 500 people came together in Downtown Detroit to take steps to end lung disease. This year we expect so many more to join us as we climb towards our fundraising goal of \$130,000. We cannot do any of this without your help. One person cannot do it, nor can one team. But together, we can accomplish monumental efforts to fight lung disease!

As a climber, you can help us make a difference. In this packet, you will find information to help you and your team reach your fundraising goals and prepare you for the climb. A member of our staff will be in contact with you soon to help you get started. Registration is easy. Visit our website at [www.ClimbDetroit.org](http://www.ClimbDetroit.org) and click on "Register to Climb." You can set up your team page by using our templates. You can also email friends and track your progress all from this site. In addition you will find other helpful downloads on [www.ClimbDetroit.org](http://www.ClimbDetroit.org) including a training manual and event posters.

The success of the Fight For Air Climb greatly depends on communication between the Climb Coordinators and the team captains, and between the team captains and the team members. We need everyone to work together to reach our \$130,000 goal. If you have any questions, please feel free to contact the Climb Manager, Jessica Jimenez at (248) 784-2018 or [jjimenez@alam.org](mailto:jjimenez@alam.org)

Thank you for your interest in joining the American Lung Association in our Fight For Air. We thank you for your support!

Warm regards,



Jessica Jimenez  
Development Manager

## CLIMB DAY FAQ'S

### BEFORE CLIMB DAY

- **Fundraising:** In addition to the registration fee, each climber must have a minimum of **\$100** in donations turned in **on or before event day** in order to climb. All donations can be turned in online, at the registration table, or mailed to the ALA office.
- **Climb day packets:** Every climber needs a **CLIMB DAY PACKET!** This is in addition to this welcome packet and the online training manual. It includes your start time, bib number, and other important information. Packet Pick-Up times and locations are announced via email. Be advised, **Climb Day Packets must be picked-up prior to the event, no packets will be mailed.**
- **Directions & parking:** Climb Detroit Participants can park at Beaubien Street parking structure, the Atwater parking structure or other local lots. Prices may vary. Directions and parking instructions are available at [www.ClimbDetroit.org](http://www.ClimbDetroit.org).
- **Training manual:** A full training guide is available at [www.ClimbDetroit.org](http://www.ClimbDetroit.org).

### CLIMB DAY

- **Start time:** Your official start time and corresponding race bib are included in your Climb Day Packet. Times are established by the specific climb you choose and at the discretion of the race director. **You must arrive and be ready to participate during your assigned arrival time in order to climb. Climbers will be taken to the starting line in groups based on their flight time.**
- **Arrival time:** **Plan to arrive at least within your assigned arrival time. All climbers must check in at the registration table upon arrival.**
- **REGISTRATION – Is Located in the GM Wintergarden area of the Renaissance Center.**
- **Attire:** Wear comfortable clothing, appropriate for an intense cardio workout. The event t-shirts are available for Climbers who have met their \$100 fundraising minimum and are not required. Proper shoes are essential. Dangerous items, heavy gear and walking sticks are prohibited from the stairwell. All climbers must have their bibs attached to their shirt with the bib number displayed.
- **Gear check:** Minimal gear check may be provided at the GM Wintergarden. Do not bring valuables to the climb. The American Lung Association is not responsible for the safety of any items left in gear check.
- **Security:** All security procedures must be followed. Security will be stationed throughout the building for your safety.
- **Medical staff:** Medical services will be on-site during the climb. If you need any assistance throughout your climb, any volunteer can put you in contact with medical personnel.
- **Team photos:** Opportunities for team photos will be available at the GM Wintergarden.
- **Memorial banner:** At the climb, take time to sign our memorial banner located in the GM Wintergarden. If you are climbing in honor of someone who is living with or lived with lung disease, we encourage you to write a personal note or even affix a small memento of that person.
- **Donations –** All donations can be turned in at the registration table. To be eligible for incentive prize, you must turn in all pledges no later than February 28, 2010.

### DURING YOUR CLIMB

- **START LINE –** Both Climbs will have their starting line on the Bar One Level of the Renaissance Center. Teams may climb together.
- **BATHROOMS –** Bathrooms are located on the 40 floor in the gym and in the food court.
- **FIREFIGHTERS, POLICE, EMS –** Are **NOT** permitted to climb in their gear and or uniforms. Bunk shirts are acceptable.
- **HEADPHONES –** You may wear headphones, but be conscious of other climbers and volunteers in the stairwells. Please make sure that your radio, MP3 or CD player is worn with proper exercise carrier.
- **MISSING BIB –** Please go to help table or registration table.
- **PASSING –** Climbers are asked to pass on the left and to notify other climbers they are doing so by saying “PASS” or “PASSING”.
- **STAIRWELLS –** There are water stations and/or EMS personal placed every 10 floors outside each stairwell.
- **TURNING AROUND –** Once you have started ascending the stairs of the full or half climb, you may not turn around and go down the stairs. If you need assistance or to leave the climb see a volunteer located on every 5<sup>th</sup> floor or exit at the Water Stations location on every 10<sup>th</sup> floor and EMS Located at the Start, 40, 50, 60 and 70 floors.
- **WATER –** Water stations are set located every 10 floors. Water **CAN NOT** be taken into either stairwell.

### AFTER YOUR CLIMB

- **Celebration reception:** A reception for all climbers will be provided with food, music and fun at the GM Wintergarden.
- **Guest passes:** Guest passes for the celebration reception can be purchased for \$5 each at registration or at the GM Wintergarden.
- **Results:** Official results are available via [www.ClimbDetroit.org](http://www.ClimbDetroit.org). Please be patient, this can take several days.
- **Prizes:** All donations and pledges received will count towards your individual incentive prize. Prize certificates and procedures will be issued after the climb.

## STEPS FOR FUNDRAISING SUCCESS

While raising money for a great cause can seem like a challenge, it's easier than you think. Remember, most people raise more than their \$100 minimum fundraising goal. **The average climber raises \$240!** Check out these great steps to help you along the way.

- Ask, ask and ask again!
- Start a letter writing campaign
- Be optimistic!
- Put a Fight for Air Climb message on your answering machine or include a message on the signature of your e-mail
- Set a daily fundraising goal for yourself and beat it!!
- Find out if your company has a matching gift program
- Host a fundraising party
- Create a buddy system
- Bring your pledge sheet everywhere you go!
- Host a mini-fundraiser
- Ask one person a day to sponsor you
- Donate to yourself; give up a "vice" for a week such as chocolate or gourmet coffee.

### Raise \$200 in 10 Days

Day 1	Sponsor yourself for \$20
Day 2	Ask your spouse/partner for \$20
Day 3	Ask your supervisor for \$20
Day 4	Ask (2) co-workers for \$10
Day 5	Ask (2) friends for \$10
Day 6	Ask (2) neighbors for \$10
Day 7	Ask (2) relatives for \$10
Day 8	Ask another relative for \$20
Day 9	Ask your clergy for \$20
Day 10	Ask the person who last borrowed money from you for \$20

### Why Stop There?

### Online Fundraising

After registering on [www.ClimbDetroit.org](http://www.ClimbDetroit.org) you will have access to our user friendly website and great fundraising tools and tips to help you reach and beat your fundraising goal!

### Tell me more about registering & raising money online:

With a few clicks, you can send your contact information, set fundraising goals, form a team and send emails to your friends and family. Friends can visit your web page to read your story, join your team and make an online donation.

### What are the benefits of online registration?

- Raise money quickly and easily
- Design your own fundraising web page
- Invite friends and family to donate using online tools
- Track online donations and watch them add up in real-time
- Share your photos, personal stories & information about your team
- It's been proven; not only is online fundraising fast and easy, it also increases impact and cuts response time. Donors who contribute online give twice as much as when they give cash or write a check. **Now that's incentive!**

**Team/Social Event Fundraising ideas are available online at [www.ClimbDetroit.org](http://www.ClimbDetroit.org).**

## SPONSORSHIP INQUIRY FORM

Signage indicating your company/organization as a SPONSOR tells participants, volunteers and supporters that you answered the call to FIGHT FOR AIR! Your support as a sponsor is a great way for you to enjoy prime exposure as a community minded organization while supporting our friends and family living with Lung Disease.

### **Opportunities Available Through Sponsorship**

(specific promotional opportunities vary between events and levels)

- Logo recognition on event t-shirt
- Logo recognition on posters and brochures
- Logo recognition on day of event signage
- Logo and hyperlink on event Web site
- Day of event signage indicating your sponsorship
- Company banners located at event (banner provided by company)
- Collateral material in event goody bags
- Sponsor table for your products and/or literature (to be staffed by company)
- Logo recognition on event e-mails to participants (terms and conditions apply)



**YES! Contact me about sponsorship opportunities.**

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

Contact Person Name: \_\_\_\_\_

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

City, State, Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ E-mail: \_\_\_\_\_

**Please complete and return in this form to the American Lung Association. You will be contacted shortly about sponsorship opportunities for this year's event.**

Jessica Jimenez

American Lung Association® of Michigan  
25900 Greenfield Rd Suite 401, Oak Park, MI 48237

Fax:248-784-2008 Email: [jjimenez@alam.org](mailto:jjimenez@alam.org)

# MATERIALS ORDER FORM

The success of the Fight For Air Climb depends greatly on our participants helping us spread the word about Lung Disease. The materials on this form are extra tools available to help make you and your team more successful.

If you would like any of the following materials or additional materials sent to you in order to help promote the Fight For Air Climb please complete this form and return to Jessica Jimenez

**Fax:** 248-784-2008

**Email:** [jjimenez@alam.org](mailto:jjimenez@alam.org)

**Mail:** ALA – Attention: Fight For Air Climb, 25900 Greenfield Rd. Suite 401, Oak Park, MI 48237



**YES! I need more materials to help my team grow!**

Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ ZIP Code \_\_\_\_\_

Phone \_\_\_\_\_ E-mail \_\_\_\_\_

Team Name \_\_\_\_\_

<u>ITEM</u>	<u>QUANTITY</u>
Brochures	_____
Brochure Holders	_____
Posters (General Event)	_____
Flyers (Individual/Team)	_____
Fight for Air Business Cards	_____
Fight for Air Stairwell Sign Order Forms	_____
Collection Envelopes	_____
Donation Receipts	_____
Participating in honor of Patch	_____

## CLIMBER COMMITMENT FORM

**YES!** I will be forming a Team for the **2010 Fight For Air Climb** on **Sunday, February 28, 2010!**

Please return completed form to: ALA – Fight For Air Climb, 25900 Greenfield Rd, Suite 401, Oak Park, MI 48237

For questions contact: Jessica Jimenez, (248) 784-2018, jjimenez@alam.org

### 1. TEAM INFORMATION: (Please print clearly)

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

Team Captain's Name: \_\_\_\_\_

### 2. TEAM MEMBER / INDIVIDUAL CLIMBER REGISTRATION INFORMATION:

Gender  M  F

Last Name: \_\_\_\_\_ First Name: \_\_\_\_\_ M.I. \_\_\_\_\_

Home Address: \_\_\_\_\_

City: \_\_\_\_\_ State \_\_\_\_\_ ZIP: \_\_\_\_\_

Date of Birth \_\_\_\_/\_\_\_\_/\_\_\_\_ Daytime phone # \_\_\_\_\_ Evening Phone # \_\_\_\_\_

T-shirt Size  S  M  L  XL  XXL

**YES!** I want to join the "Mission First Club" and waive my incentives.

**Personal Fundraising Goal \$** \_\_\_\_\_ Each climber must have their \$100 fundraising minimum turned in on or before event day in order to Climb. Don't stop there, the average climber raises \$240, so **aim high!**

### 3. CHOOSE YOUR CLIMB:

Full Climb

Half Climb

### 4. WEBSITE USER INFORMATION:

The following required information will be used to set up your personal account on www.ClimbDetroit.org. This gives you access to official participant information.

E-mail \_\_\_\_\_

**Note: We will send information about the Climb on a regular basis to this e-mail address during the weeks leading up to the event.**

Username (10 characters max.) \_\_\_\_\_ Password (5 – 15 characters) \_\_\_\_\_

### 5. IN CASE OF EMERGENCY CONTACT:

Name \_\_\_\_\_ Relationship \_\_\_\_\_

Phone # \_\_\_\_\_  Home  Work  Cell  Other

### 6. REGISTRATION PAYMENT INFORMATION

Type  Visa  Mastercard  American Express  Discover  Check

Card/Check Number \_\_\_\_\_ Exp. Date \_\_\_\_\_/\_\_\_\_\_/\_\_\_\_\_

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

### 7. PARTICIPANT WAIVER

In consideration for the agreement by the American Lung Association of the Midland States ("ALAMS") and the event site (collectively, the "Released Parties"), to permit me to enter the event site to participate in the event (collectively the "Event"), I waive to the fullest extent permitted by law for myself, my heirs and personal representatives any and all claims I may have for damages against the Released Parties (and any successors and assigns of the Released Parties), and all individuals, entities or event sponsors associated with the Event, their representatives, successors, and assigns, resulting from injuries or other losses, without limitation, suffered by me in connection with this Event, including pre- and post-race activities. I will indemnify and hold harmless the Released Parties (and any successors and assigns of the Released Parties) to the fullest extent permitted by law from all claims for damages by any person or entity where his or its claim relates to an injury to me, or to an injury to another caused in whole or in part by me or in which I may experience any physical discomfort. I have been warned that I must be in good health to participate in this Event and I attest and verify that I am physically fit and have trained sufficiently for this Event. I shall at all times comply with instructions given by the Event security guards or other Event officials and shall not interfere with the safe enjoyment of the Event by the other participants. This Waiver shall in no way obligate any Released Party (and any successors and assigns of any Released Party) to ensure my safety. I grant permission to ALAMS to use my name and photographs, videotapes, motion pictures, recordings and any other record of my participation in this Event for any purpose without remuneration.

Signature

Parent/Guardian Signature if under 18 years or age

# PLEDGE & DONATION TRACKING SHEET

Climber's Name \_\_\_\_\_

Team Name \_\_\_\_\_

#	Donor's Name	Address, City, Zip	Total Collected
1			
2			
3			
4			
5			
6			
7			
8			
9			
10			
11			
12			
13			
14			
15			
16			
17			
18			
19			
20			
21			
22	Company Matching Donation	Please include necessary forms	
<b>TOTAL</b>			

Submit form & donations to: ALA –Attn: Fight For Air Climb, 25900 Greenfield Rd, Suite 401, Oak Park, MI 48237

## PARKING AND DIRECTIONS

### Parking:

The official Climb 2010 parking structure is the Beaubien Place Parking Structure located on Beaubien next to the Renaissance Center. There are other parking lots and structures available. The cost to park varies by lot and structure. If you use the Beaubien Place Parking Structure You will want to take the 3<sup>rd</sup> floor walkway over to the Renaissance Center and proceed to the Wintergarden. Directions can be found at [www.ClimbDetroit.org](http://www.ClimbDetroit.org).

**From the west side of the city:** (using I-94 from the west)

Use eastbound I-94 to I-75 South to I-375 to Jefferson Avenue West (toward downtown) and merge to the center left lane. Turn left on to Beaubien Street

**From the east side of the city:** (From I-94W to I-75S to I-375 to Jefferson)

Take Jefferson Avenue west (downtown) and merge to the center left lane. Turn left on to Beaubien Street.

**From Woodward Avenue:** Go to Jefferson Avenue, turn left of Jefferson. Go past the Renaissance Center and turn right at Beaubien Street.

**From the South:** (using I-75 from the south)

Use northbound I-75 into downtown Detroit; onto M-10 south which turns into Jefferson Avenue. Go past the Renaissance Center and turn right at Beaubien Street.

**From the North:** Take I-75 South to I-375 to Jefferson Avenue West (toward downtown) and merge to the center left lane. Turn left on to Beaubien Street.

