



Introduction and Background

Bronchiectasis is a chronic lung condition characterized by persistent wet/productive cough, frequent lung infections and inflammation, and abnormal bronchial dilation. Often underdiagnosed despite increasing global prevalence, bronchiectasis impacts countless lives worldwide.^{1,2}

Driven by a shared mission to improve the lives of those affected by bronchiectasis, the Bronchiectasis and NTM Association proudly partners with 25 global patient advocacy organizations, professional societies, and key opinion leaders from around the world for World Bronchiectasis Day.

Observed annually on July 1, World Bronchiectasis Day is a global movement, uniting individuals worldwide to raise awareness and understanding of bronchiectasis. Since its inception in 2022, this event has experienced exponential growth year after year, further demonstrating the need to support those affected by this often-overlooked chronic lung disease.

World Bronchiectasis Day 2026

We invite you to join us by supporting our efforts for World Bronchiectasis Day 2026. By sponsoring this important awareness campaign, you will help drive innovative initiatives to raise awareness and share knowledge within the global bronchiectasis community.

Building on the momentum from previous campaigns, we continue to increase awareness and understanding of bronchiectasis worldwide. We would greatly appreciate your support of World Bronchiectasis Day 2026 through one of the sponsorship levels (*see attached*). We extend our sincere thanks in advance for your consideration.

Success of Previous World Bronchiectasis Day Campaigns

2022

The inaugural World Bronchiectasis Day, celebrated on July 1, 2022, was a resounding success. This event, orchestrated by the Bronchiectasis and NTM Association and a dedicated international planning committee led by Dr. Tim Aksamit and Professor James Chalmers, reached nearly 800,000 individuals through a comprehensive digital, social, and marketing strategy. The impact was evident, with 790,000 people engaged through multi-channel communications, over 1,000 uses of the #WorldBronchiectasisDay hashtag, 150 media mentions, and a significant social media presence. This

campaign featured individuals living with bronchiectasis in compelling videos and live events. In addition, a six-week educational campaign and a viral social media challenge were executed with the hashtag #LaceUpforLungs. The creation of World Bronchiectasis Day t-shirts further bolstered visibility across social platforms.

2023

In 2023, the World Bronchiectasis Day campaign expanded with more educational initiatives and resources, an increased social media presence, and a larger Global Planning Committee. The committee acquired additional global partners and experts in bronchiectasis to continue the momentum of international collaborations. World Bronchiectasis Day 2023 featured five global events, an extensive promotional campaign, additional translated educational material, and accumulated **2.26 million media mentions**.

2024

In 2024, the focus was on research and inspiring widespread participation. Leading physicians and individuals living with the condition convened and shared seven global events. Additional educational materials, along with translations, were created to inform the patient community about research. The combined traditional and social media reach for the campaign was **10.7 million**, further solidifying the impact of our efforts.

2025

In 2025, the focus was on empowerment, striving to equip patients and families with the knowledge, tools, and actionable steps necessary for effective bronchiectasis management. Five new global partners joined the campaign, increasing participation to a total of 26 partners worldwide. To meet the needs of our diverse global community, three key educational resources were translated into German.

In honor of World Bronchiectasis Day, nine engaging events were hosted for the 2025 campaign, including one offering a complimentary continuing education unit (CEU) for respiratory therapists to enhance awareness within the health care profession. Other highlights included a virtual workout session with an introduction to pulmonary rehabilitation, and patient stories shared in multiple languages to foster inclusivity. Additional events included webinars on diagnostics, treatment options, and research advancements, a dedicated patient conference, and a live Q&A session to promote dialogue and support.

Metrics measuring the impact of these initiatives for 2025 are being finalized to provide a comprehensive view of our progress and reach.

World Bronchiectasis Day 2026 Support Opportunities

PLATINUM CATEGORY SUPPORTER: \$50,000

- Recognition, including logo, on World Bronchiectasis Day webpage with backlink to supporter home page (logos for higher tiers will be more prominent).
- Permission to announce support of World Bronchiectasis Day and incorporate the World Bronchiectasis Day logo in company awareness campaign materials, on website, and through social media channels.
- Listing of supporter's World Bronchiectasis Day plans/events (unbranded) on World Bronchiectasis Day webpage.
- Company logo included on dedicated email about World Bronchiectasis Day to the Bronchiectasis and NTM Association community.
- Recognition as supporter of a virtual educational event (e.g., webinar) on World Bronchiectasis Day.

GOLD CATEGORY SUPPORTER: \$35,000

- Recognition, including logo, on World Bronchiectasis Day webpage with back link to supporter home page (logos for higher tiers will be more prominent).
- Permission to announce support of World Bronchiectasis Day and incorporate the World Bronchiectasis Day logo in company awareness campaign materials, on website, and through social media channels.
- Listing of supporter's World Bronchiectasis Day plans/events (unbranded) on World Bronchiectasis Day webpage.
- Company logo included on dedicated email about World Bronchiectasis Day to the Bronchiectasis and NTM Association community.
- Recognition as supporter of a bronchiectasis blog series highlighting patient stories and providing education for better living.

SILVER CATEGORY SUPPORTER: \$20,000

- Recognition, including logo, on World Bronchiectasis Day webpage with back link to supporter home page (logos for higher tiers will be more prominent).
- Permission to announce support of World Bronchiectasis Day and incorporate the World Bronchiectasis Day logo in company awareness campaign materials, on website, and through social media channels.
- Listing of supporter's World Bronchiectasis Day plans/events (unbranded) on World Bronchiectasis Day webpage.
- Company logo included on dedicated email about World Bronchiectasis Day to the Bronchiectasis and NTM Association community.

BRONZE CATEGORY SUPPORTER: \$10,000

- Recognition, including logo, on World Bronchiectasis Day webpage with back link to supporter home page (logos for higher tiers will be more prominent).
- Permission to announce support of World Bronchiectasis Day and incorporate the World Bronchiectasis Day logo in company awareness campaign materials, on website, and through social media channels.
- Listing of supporter's World Bronchiectasis Day plans/events (unbranded) on World Bronchiectasis Day webpage.

To learn more about World Bronchiectasis Day, please contact:

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References

1. Weycker D, Hansen GL, Seifer FD. Prevalence and incidence of noncystic fibrosis bronchiectasis among US adults in 2013. *Chronic Respiratory Disease*. November 2017;377-384. doi:10.1177/1479972317709649.
2. McShane, PJ and Tino, G. Bronchiectasis. *Chest*. 2019 Apr;155(4):825-833. doi: 10.1016/j.chest.2018.10.027.