



Introduction and Background

Bronchiectasis is a chronic lung condition characterized by persistent wet/productive cough, frequent lung infections and inflammation, and abnormal bronchial dilation. It can occur at any age¹ and is diagnosed by chest computed tomography (CT) scans. Bronchiectasis causes significant burden on patients and their families. It can lead to accelerated lung function loss which can result in long-term disability and premature death in adults.² It has been associated with disparities in morbidity and mortality outcomes in those who are socioeconomically disadvantaged.³

Although often referred to as a rare disease, research suggests that diagnosed cases reflect a relatively small portion of the overall bronchiectasis population⁴ and that prevalence is increasing globally⁵.

Early diagnosis along with quick and effective treatment of bronchiectasis is the most important factor for affecting positive outcomes.⁶ The goals of therapy should be to improve airway mucus clearance through multiple avenues; to prevent airway bacterial infection; to reduce airway inflammation; and to improve or maintain quality of life.⁷

The COPD Foundation's Bronchiectasis and NTM 360 is committed to addressing the critical unmet needs of non-CF bronchiectasis and nontuberculous mycobacteria (NTM) lung disease community. Recognizing the need to increase global awareness of bronchiectasis, in 2022, we partnered with several global patient advocacy organizations, professional societies, and key opinion leaders on a major awareness initiative, declaring July 1st World Bronchiectasis Day.

Success of the Inaugural World Bronchiectasis Day

The inaugural World Bronchiectasis Day, celebrated July 1, 2022, was organized by an international planning committee co-chaired by Dr. Tim Aksamit, Medical Director of Bronchiectasis and NTM 360 at the COPD Foundation, and Professor James Chalmers, EMBARC Chair and British Lung Foundation Chair of Respiratory Research, University of Dundee. The global planning committee was comprised of patient advocates, representatives from nearly 20 collaborating organizations and societies, and leading experts.

The success of the inaugural event resulted in the Foundation reaching nearly 800,000 people through digital, social, and other communications and marketing channels. As the founding organization of

World Bronchiectasis Day, the COPD Foundation brought together global committee partners, sponsors, other stakeholders, and individuals affected by bronchiectasis to make a significant impact on bronchiectasis awareness worldwide. During this campaign, the COPD Foundation:

- Reached 790,000 people through multi-channel communications
- Tracked over 1,000 uses of the #WorldBronchiectasisDay hashtag by partners, organizations, and advocates.
- Created media announcements that resulted in more than 150 media mentions, and thousands of social media posts, including those of our global partners.
- Created and shared videos and live events featuring the voice of people who live with bronchiectasis.
- Executed a six-week social media educational campaign for social media users to share with their friends, family, and health care communities.
- Launched a week-long social media participation challenge: #LaceUpforLungs.
- Created World Bronchiectasis Day t-shirts, which helped to increase visibility across social media.
- Received more than 2,000 video views and 300+ hours of video viewing time for education on-demand webinars.
- Participated in national and global respiratory conferences hosted by organizing partners leading up to and on World Bronchiectasis Day, highlighting awareness for the day of recognition and education.

World Bronchiectasis Day 2023

With the immense momentum initiated by the inaugural year, Bronchiectasis and NTM 360 expanded its 2023 World Bronchiectasis Day campaign to include additional educational initiatives and resources as well as an increased social media presence. The Global Planning Committee was expanded, adding additional global partners and experts in the field of bronchiectasis to help increase international collaborations. With these expanded efforts and offerings, the COPD Foundation was able to achieve **2.26 million** media mentions (number of views on websites picked up by media).

This incredible reach was accomplished by:

- **5 Global Events** were hosted in honor of World Bronchiectasis Day by seven different global patient advocacy and awareness organizations. These events have received over 3,200 views from 30 different countries.
- ***Feeling Your Best with Bronchiectasis Webinar Series*** hosted by Bronchiectasis and NTM 360 of the COPD Foundation. This four-part webinar series (whose videos are housed on the Bronchiectasis and NTM 360 website and YouTube) has received almost 7,000 views (and counting).
- **Extensive Promotional Campaign** with 12 newly designed images, newly written copy, and posting schedules. Partner toolkits were developed and provided to global partners and sponsoring organizations in order to present a united front and for use surrounding World Bronchiectasis Day.

- **Patient & Caregiver Digital Toolkit** contained the Basics of Bronchiectasis and (NEW) Treatment of Bronchiectasis one-page information sheets, (NEW) Quick Guide to Airway Clearance, and (NEW) printable Medication Record Wallet Card. Delivered by email, the toolkit also included information about how participants could become more involved and spread the word about World Bronchiectasis Day.
- **World Bronchiectasis Day Email Blast** cumulated the 2023 World Bronchiectasis Day campaign to our community with an event reminder that highlighted key features of the campaign and recognition for partners and sponsors. This email blast was sent out to over 47,000 recipients.
- **Additional Translated Education Materials.** Catering to a global audience, the All About Bronchiectasis booklet was translated into Spanish and the (NEW) Treatment of Bronchiectasis Information Sheet was translated into 6 additional languages.
- **Notable publication mentions** included The Lancet, American Thoracic Society, National Health Council, Newswise, and European Respiratory Review generated nearly 700 media mentions.
- **NEW World Bronchiectasis Day** merchandise options (e.g., mugs, aprons, totes, etc.) were added to our store front.

This day of recognition and awareness for bronchiectasis has given the COPD Foundation and its partners a global platform to amplify disease awareness, share patient and caregiver stories, and underline the critical need for more education, research, and advocacy worldwide.

Looking ahead, we are planning new and innovative ideas for the 2024 campaign. We invite you to join the cause and help support our efforts while demonstrating your commitment to the community. In 2024, we hope to continue building on the moment from the 2023 campaign, building awareness and increasing knowledge among the global bronchiectasis patient, caregiver, provider, academic, patient advocacy, and industry communities. We hope you will consider supporting World Bronchiectasis Day 2024 in the form of one of the sponsorship levels outlined in the attached, and thank you in advance for your consideration.

World Bronchiectasis Day 2024 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 BronchiectasisandNTM360social 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 BronchiectasisandNTM360social 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 BronchiectasisandNTM360social 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

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