



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 Previous World Bronchiectasis Day Campaigns

The inaugural World Bronchiectasis Day, celebrated on July 1, 2022, was a resounding success. This event, orchestrated by Bronchiectasis and NTM 360 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. Also, executed was a six-week educational campaign and a viral social media challenge with the hashtag #LaceUpforLungs. The creation of World Bronchiectasis Day t-shirts further bolstered visibility across social platforms.

In 2023, Bronchiectasis and NTM 360 expanded its World Bronchiectasis Day campaign 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 achieved five global events, an extensive promotional campaign, additional translated educational material, **2.26 million media mentions**, and several notable publication mentions.

In 2024, the focus was on research and inspiring widespread participation. Seven global events were accomplished and shared by leading physicians and individuals living with the condition. Additional language translations were added for educational materials. Our combined traditional and social media reach was **10.7 million** through **754 mentions**, further strengthening the impact of our efforts. World Bronchiectasis Day has helped raise awareness for bronchiectasis and has allowed Bronchiectasis and NTM 360 and its partners to create a global platform to increase disease awareness, amplify patient and caregiver stories, and emphasize the urgent need for more education, research, and advocacy worldwide.

World Bronchiectasis Day 2025

As we look to the future, we are in the process of developing new and innovative ideas for the 2025 campaign. We extend a gracious invitation for you to consider joining us in supporting our efforts while showcasing your commitment to the community. In 2025, we aim to leverage the momentum from the 2024 campaign, raising awareness and knowledge within the global bronchiectasis patient, caregiver, provider, academic, patient advocacy, and industry communities. Your thoughtful consideration in supporting World Bronchiectasis Day 2025, through one of the outlined sponsorship levels in the attached document, is greatly appreciated. We extend our sincerest thanks in advance for your kind consideration.

World Bronchiectasis Day 2025 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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