



2018 SPONSORSHIP OPPORTUNITIES

Atlanta CF Cycle for Life

Saturday, October 13th, 2018
Marimac Lakes Park
Senoia, GA
15, 30, 50 & 65 mile

Georgia Chapter

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The **MISSION** of the Cystic Fibrosis Foundation is to **CURE CYSTIC FIBROSIS** and to provide all people with the disease the **OPPORTUNITY TO LEAD FULL, PRODUCTIVE LIVES** by funding **RESEARCH AND DRUG DEVELOPMENT**, promoting **INDIVIDUALIZED TREATMENT** and ensuring **ACCESS TO HIGH-QUALITY, SPECIALIZED CARE**.



THE CYSTIC FIBROSIS FOUNDATION,

leading the way

ABOUT THE CYSTIC FIBROSIS FOUNDATION

Founded in 1955, the Cystic Fibrosis Foundation is the world's leader in the search for a cure for cystic fibrosis. The Foundation was started by parents desperate to save their children's lives. Their relentless and impassioned determination to prolong life has resulted in tremendous strides over the past 60 years in accelerating innovative research and drug development, as well as advancing care and advocacy. Virtually every approved cystic fibrosis drug therapy available now was made possible because of the Foundation and its supporters. Still, we believe no one should have to die at a young age. **We will not rest until we have a cure for all people living with CF.**

ABOUT CYSTIC FIBROSIS

Cystic fibrosis is a rare, genetic, life-shortening disease that affects every organ in the body and makes breathing difficult. Some people with the disease say it's like breathing through a narrow straw. In people with CF, a defective gene causes a thick buildup of mucus in the lungs, pancreas and other organs. In the lungs, the mucus clogs the airways and traps bacteria, leading to life-threatening lung infections. Sixty years ago, most children did not live long enough to attend elementary school, but thanks to Foundation-based research and care, the median survival age of people with CF is now about 40.

While people with CF are living longer than in the past, we still lose precious young lives every day.

WHY SUPPORT THE FOUNDATION?

Many people with CF are living long enough to realize their dreams of attending college, pursuing careers, getting married, and having children. This is due in large part to the work of the Foundation and the amazing CF community. We helped discover the gene that causes CF, created a state-of-the-art model for CF care, and have funded groundbreaking research. But we're not done. We are working every day to build on this incredible momentum, and we won't stop until there is a cure for *all* people living with CF.



Despite tremendous progress, we are not yet done. Our story will not be finished until we have achieved normal life spans and have a cure for 100 percent of people with CF.

Research Advances

Drugs that treat the genetic cause of CF are rapidly becoming available to more individuals as a result of the Foundation's efforts. There are now two FDA-approved therapies that treat the basic defect in cystic fibrosis for more than half of the population. Perhaps most exciting, more and more people will be helped by these treatments in coming years. In fact, by 2026, we expect that close to 95 percent of people with CF will benefit from similar drugs.

One-Time Cure

But we don't just want to treat CF. We want to end CF – for everyone, including those with rare or nonsense mutations. To bring that vision to life, we are focused on a very high-tech and experimental process called gene editing. Gene editing will remove the genetic mutation that causes CF and replace it with a normal sequence of DNA. Research into using gene editing to cure CF is already underway. Although there are many hurdles, with time and continued effort, we believe we will see a permanent, one-time cure in our lifetimes.

Better Today's

In addition to adding tomorrows by pursuing innovative treatments, we're also committed to helping people with CF live the best lives that they can today. Along with new therapies and a one-time cure, we're still steadfast in our efforts to develop treatments that address the symptoms of CF. We are continuing to invest in CF care by increasing our support for the 120 centers in our innovative care network, with a focus on adult care and mental health. And we're actively focused on lung transplant initiatives for the many adults with CF who need them. We are enabling efforts by and for people with CF. And we're working diligently in the policy arena to ensure that people with CF have access to the care they need. In addition, CF Foundation *Compass*, exists to help people with CF and their families with insurance, financial, legal and other complex issues they are facing.

We need your involvement now as much as ever before to reach that goal.

WE ARE ONE, UNTIL IT'S DONE

leaving no one behind

About cystic fibrosis



Americans have CF.

1 IN 31

Americans
are symptomless carriers
of the defective CF gene.

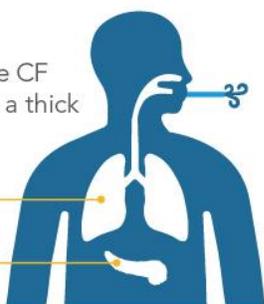
Median predicted
survival age is

41

years.

Living with CF is a struggle

The defective CF gene causes a thick buildup of mucus in the **lungs** and the **pancreas**.



Some with CF say it feels like they are **breathing through a straw**.



hours a day are spent
doing treatments.
(That's 1 month a year.)

A long, costly road to a cure

MORE THAN

25

promising therapies are
currently in development.

NEARLY

\$3B

was spent by the CF Foundation on
its mission and advancing new
therapies over the past 25 years.

0

cures exist
for cystic fibrosis.

We will not rest until we have a cure for those living with cystic fibrosis.

The CF Foundation is a proven leader in the field of rare disease research and is recognized globally for its unprecedented advancements. The Foundation will continue to invest heavily in science supporting its mission so that we can add tomorrows to the lives of those with this disease – and help improve quality of life today.

CF CYCLE FOR LIFE

sponsorship

CF Cycle for Life is the Cystic Fibrosis Foundation's premier cycling event – a ride with a purpose. Each year, thousands of riders join forces in the fight against CF, pedaling along scenic routes and across multiple distances in a once-in-a-lifetime experience. Whether you're a first-time participant or a professional cyclist, you can turn your passion into progress and inspire change through what you love.

Cystic Fibrosis Cycle for Life provides a great opportunity for companies and groups of friends and family members to come together and ride in support of a worthy cause. Those who participate are given the opportunity to display their community involvement and highlight their professional achievements, while raising funds to provide all people with cystic fibrosis the opportunity to lead full, productive lives.



We invite you to be a part of this year's event and join us in reaching new heights by supporting the Cystic Fibrosis Foundation and CF Cycle for Life as an event sponsor.



CHAPTER-WIDE SPONSORSHIP LEVELS AND BENEFITS

	Presenting \$15,000	Premier \$10,000	Gold Spokes \$7,500	Silver Spokes \$5,000	Why I Ride \$2,500	Start/ Finish \$2,000	Rest Stop \$1,000	Mile Marker \$500
PRE- AND POST-EVENT RECOGNITION								
Event presented by company name (limited to one sponsor only)	X							
Company logo on the front of the event brochure	X							
Recognition in chapter's event press release	X							
Company logo on cycle guide	X							
Company logo on event fact sheet	X	X						
Company logo on poster	X	X	X	X	X			
Company logo on brochure in sponsorship recognition section (back of brochure)	X	X	X	X	X	X		
DAY-OF-EVENT RECOGNITION								
Corporate spokesperson to speak during program	X	X						
Company logo on commemorative event shirt	X	X	X	X				
Company-provided banner displayed at main stage area	X	X	X	X				
Company-provided banner displayed at Why I Ride wall					X			
Company-provided banner displayed at start/finish line						X		
Company-provided banner at rest stop							X	
Company logo on mile marker	All	3	2	1				1
Company table to distribute company information at events	X	X	X	X	X			
WEB/SOCIAL MEDIA								
Logo placement on event website	X	X						
Company logo on chapter event e-communications	X	X	X	X	X			



2018 Atlanta Sponsorship Form

Company Name _____

Contact Name _____

Contact Title _____

Mailing Address _____

City _____ State _____ Zip _____

Phone# _____ Fax# _____

Email _____ Web Address _____

I would like to become a sponsor at the following level:

- | | |
|--|--|
| <input type="checkbox"/> Presenting Level \$15,000* (sold) | <input type="checkbox"/> Why I Ride Level \$2,500* |
| <input type="checkbox"/> Premier Level \$10,000* | <input type="checkbox"/> Start/Finish Level \$2,000* |
| <input type="checkbox"/> Gold Spokes Level \$7,500* | <input type="checkbox"/> Rest Stop Level \$1,000* |
| <input type="checkbox"/> Silver Spokes Level \$5,000* | <input type="checkbox"/> Mile Marker Level \$500* |

**For tax purposes, your donation is 100% tax-deductible.*

Sponsorship Payment:

- Check enclosed (payable to the Cystic Fibrosis Foundation) Please invoice.
- Please phone to make payment. Phone number: _____

Georgia Chapter
57 Executive Park South, Suite 380
Atlanta, GA, 30329

Chapter Phone: (404) 325-6973
Direct Number: (678) 258-1782

Please email completed form to jkrickovic@cff.org

For questions, please contact: Joanne Krickovic (404) 325-6973, jkrickovic@cff.org

The Cystic Fibrosis Foundation has unrestricted financial reserves of about 12 times its budgeted annual expenses, following a one-time royalty sale in 2014. These funds, along with the public's continuing support, are needed to help accelerate our efforts to pursue a lifelong cure for this fatal disease, develop lifesaving new therapies and help all people with CF live full, productive lives. To request a copy of our Strategic Plan, email info@cff.org or call 800 FIGHT-CF.

Important Note on Attendance at Foundation Events: To reduce the risk of getting and spreading germs at CF Foundation-sponsored events, we ask that everyone follow basic best practices by regularly cleaning your hands with soap and water or with an alcohol-based hand gel, covering your cough or sneeze with a tissue or your inner elbow and maintaining a safe 6-foot distance from anyone with a cold or infection. Medical evidence shows that germs may spread among people with CF through direct and indirect contact as well as through droplets that travel short distances when a person coughs or sneezes. These germs can lead to worsening symptoms and speed decline in lung function. To further help reduce the risk of cross-infection, the Foundation's attendance policy recommends that all people with CF maintain a safe 6-foot distance from each other at all times while attending an outdoor Foundation-sponsored event.