

GREAT STRIDES®
CYSTIC FIBROSIS FOUNDATION



I STRIDE

**UNTIL
IT'S
DONE**

2019
SPONSORSHIP
OPPORTUNITIES

St. Louis, MO
Saturday, May 18, 2019

Carondelet Park
3900 Holly Hills Blvd
St. Louis, MO 63116

Gateway Chapter
8251 Maryland Ave., Ste 16
St. Louis, MO 63105
314.733.1241 gateway@cff.org

Nico, age 6



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 into the 40s.

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 three 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.

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 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.

A Cure for All

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 cure in our lifetimes.

Your involvement matters as much as ever before to reach that goal.

sponsorship

Great Strides events provide a fantastic opportunity for family, friends, and co-workers to come together in support of a worthy cause.

As the CF Foundation's largest national fundraising event, it continues to gain momentum, year after year, generating over \$35 million nationwide. Inspired by the difference the CF Foundation is making in the lives of those touched by the disease, tens of thousands of co-workers, friends, and family come together each year as one community for one cause – to find a cure for cystic fibrosis.

By aligning with the Foundation, your company can enhance its relationship with the CF community and gain positive exposure by affiliating with a winning team. Sponsorship opportunities exist at various levels with increasing benefits at each increment. All sponsorship levels are 100 percent tax deductible. We value our relationship with you and look forward to your participation as a Great Strides sponsor.

BRING YOUR SPONSORSHIP TO LIFE AND FORM A CORPORATE TEAM!

Forming a corporate team is a great way to activate your sponsorship and increase your company's visual footprint at a Great Strides walk. Corporate teams harness the power of people and encourage collaboration, team building, leadership, and ultimately help find a cure for CF.



ABOUT OUR WALKS

7 walk sites over **3,700** participants on more than **200** teams

"This is a tremendously exciting time for the CF community. We have gained momentum in our quest for breakthroughs in treatment and care, and we are truly making a difference in the lives of people with CF. As we continue to take bold steps toward our ultimate goal of a cure, we remain deeply committed and determined to translating research into new treatments, improving care at our CF care centers nationwide and increasing access to lifesaving therapies for all people with CF. They are at the heart of all that we do. And together, our community will do great things."

– Preston W. Campbell, III, M.D. President & Chief Executive Officer

CHAPTER-WIDE SPONSORSHIP LEVELS AND BENEFITS

	Presenting \$40,000	Premier \$30,000	Super Striders \$15,000	Community Champion \$10,000	Jump Start \$7,500
Participation at Great Strides chapter walks	All	All	All	All	Two Walks
PRE- AND POST-EVENT RECOGNITION					
Chapter walks presented by company name (limited to one sponsor only)	X				
Recognition in chapter Great Strides press releases (if available)	X				
Company logo on team leader welcome communication	X				
Company logo on walk fact sheet	X	X	X		
Company logo on posters	X	X	X	X	X
Company thanked by name only on walk fact sheet				X	X
ON-SITE RECOGNITION					
Corporate spokesperson to speak during ceremony	X	X			
Company logo on mile marker on the walk route	X	X			
CFF-provided company banner for stage area	X	X			
Company-provided banner placed at sponsorship recognition area			X	X	
Company logo on event t-shirt	X	X	X	X	
Corporate tent and table for company to distribute company information/materials at event	X	X	X		
Complementary table for company to distribute company information/materials at event				X	X
Company provided Super Strider experience			X		
Opportunity to lead starting countdown at start/finish line					X
Opportunity to host the photo area				X	
Recognition during event program	X	X	X	X	X
WEB/SOCIAL MEDIA RECOGNITION					
Logo placement on chapter walk event page	X	X			
Company logo on chapter Great Strides e-communications	X	X	X	X	X
Company thanked on chapter social media pages	X	X	X	X	X

WALK-SPECIFIC SPONSORSHIP LEVELS AND BENEFITS

	Themed Experience \$5,000	Care and Share \$2,500	Tomorrow's Leaders \$2,500	Mission Mile Marker \$1,500
Participation at Great Strides chapter walks (multiple sponsorships available)	One Walk	One Walk	One Walk	One Walk
ON-SITE RECOGNITION				
Company-provided banner placed at sponsorship recognition area	X			
Complementary table for company to distribute company information/materials at event	X	X	X	
Opportunity to host a section of the walk	X			
Recognition during event public address announcements	X	X	X	X
Company logo on mission mile marker on the walk route				X
WEB/SOCIAL MEDIA/OTHER RECOGNITION				
Company name on chapter e-communications	X			
Company thanked on chapter social media pages by name	X	X	X	



2019 Great Strides Sponsorship Form

Company Name _____

Contact Name _____

Contact Title _____

Mailing Address _____

City _____ State _____ Zip _____

Phone# _____

Email _____ Web Address _____

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

Presenting Sponsor \$40,000*

Jump Start Sponsor \$7,500*

Premier Sponsor \$30,000*

Themed Experience \$5,000*

Super Striders Sponsor \$15,000*

Care and Share Sponsor \$2,500*

Community Champion Sponsor \$10,000*

Tomorrows Leaders \$2,500*

Mission Mile Marker \$1,500*

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

I would like to learn more about forming a Corporate Team.

I would like more information about becoming a National or Regional Sponsor at nearly 400 Great Strides events nationwide.

Sponsorship Payment:

Check enclosed (payable to the Cystic Fibrosis Foundation)

Please invoice.

Please phone to make payment. Phone number :314.733.1241

Please email completed form to akusnierkiewicz@cff.org

For questions, please contact: Anna Kusnierkiewicz (contact info above)

The Cystic Fibrosis Foundation has unrestricted financial reserves of about 13 times its 2018 budgeted 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 cure for this fatal disease, fund development of new therapies, and help all people with CF live full, productive lives. To obtain a copy of our latest Annual Report, visit <https://www.cff.org/About-Us/Reports-and-Financials/>, email info@cff.org or call 1-800-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.